www.csusm.edu/pride

TUESDAY, MARCH 15, 2005

VOL. XIII NO. 8

Iraq War veterans speak on campus

History students bring experiences of those effected by the current conflict

BY MATTHEW SCHRAMM Pride Staff Writer

Phi Alpha Theta and the History Club offered perspectives about the war from troops who served in Iraq, on Wednesday, March 9 with an event entitled "Boots on the Ground."

Featuring soldiers who have served in the current conflict in Iraq as guest speakers, the forum was held in Academic Hall 102. This was the second of a series of talks on the Iraq issue that have been recently presented at CSUSM.

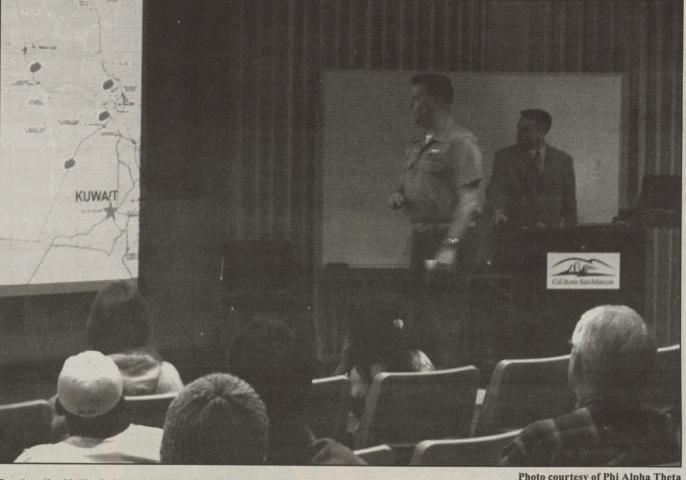
After a brief introduction from Chris Mitchell, President of the History Club, the floor was turned over to Staff Sergeant Chris Kiefer, who was the first speaker to present his story.

Backed by power point presentations showing pictures and footage from Iraq, perspectives given at the forum came from ground forces, air and supply support forces, and even the view of those left behind at home. The range of views included those of different military service branches and gender, with the panel evenly split with two male and two female speakers.

The majority of the forum offered personal stories of war and what life was like for soldiers in various theatres fighting over in Iraq. In specific details, the event managed to bring the conflict in Iraq down to a very human level detached from political views and heated debate as the speakers stood one by one and told their stories.

Aside from the human aspects of the war and the intricacies of military life and sense of duty that the speakers talked about, the forum also revealed a basic uniform sentiment among those in military service.

See TROOPS, page 2



Captian Jim Mullin (left) and Staff Sergeant Chris Keifer (right) present in Academic Hall on Wednesday night.

Photo courtesy of Phi Alpha Theta



Photo by Yvonne Brett / The Pride

Students filter through various health-related materials at the Wellness Day Fair & Expo.

Wellness Event

Health-related fair and expo held at the Field House

BY YVONNE BRETT Pride Staff Writer

The second annual Wellness Day Fair & Expo was held Wednesday, March 9, at the Clarke Field House. Sponsored by the University Student Union Advisory Board, students, faculty, and staff that attended the fair munched on free sandwiches and drinks provided as they perused the assorted booths.

There were all kinds of freebies handed out; gun locks from the Campus Police, samples of Jenny Craig food, toothbrushes, hand lotion, pens, highlighters, smoothies, free tan coupons, and even brightly colored condoms from the Lesbian Gay

Bi-sexual Transgender student organization (L.G.B.T.).

The free items were a great draw and got people to learn about some of the wellness-related services that the organizations present at the fair pro-

CSUSM Track and Field Coach Steve Scott ran on a treadmill. Scott said that he was looking forward to a great season and was happy that many of his athletes had turned out to support the Wellness Fair. The track team had a member continuously running on a treadmill during the event.

Josh Hannan was busy promoting the Kinesiology Club. Hannan said

See EXPO, page 2

Donna Frye comes to campus

BY CHEZARE MILO Pride Staff Writer

Former San Diego Mayoral Candidate Donna Frye is coming to campus on March 16 at 1 p.m. in the Clarke Field House as part of Women's History Month activities. Frye will speak about her experience in the recent con-



Donna Frye

tion as well as her experience as a San Diego City Council member. Frye has been the elected representative of the

tested mayoral elec-

See FRYE, page 2

CSUSM far from NCAA

Atheltics fee passage will not immediately guarantee higher level competition

BY PATRICK B. LONG Pride Staff Writer

The athletics department, along with support from President Haynes, plans to use the proposed funds generated from the athletics fee referendum to move CSUSM into the presti-

lead Phoenix lgren's nonse

gious NCAA league. However, this move is not realistic given the competitive guidelines

for admittance into this league of prominent college level ath-

The San Diego Union-Tribune recently profiled Cal State San Marcos President, Karen S. Haynes first year. The article from March 13, 2005 stated, "When respondents (students) clamored for more campus life, she appointed the university's first athletic director and asked him to create more sports teams."

This cooperation between the Administration and the Athletic Department outlines

their desire for sports teams at Cal State San Marcos.

The decision to go forward with sports teams brings many questions to the minds of students. The ultimate decision is left up to the student voters of Cal State San Marcos who will decide if the Athletics Fee Referendum is something they want to support.

CSUSM does not qualify for membership the National Collegiate Athletics Association (NCAA) and participates in the National Association of Intercollegiate Athletics (NAIA).

The NCAA has three Divisions with San Diego State at the top. NAIA is one level above community college leagues.

Cal State San Marcos participates in NAIA Region II with the Independents. The competition includes Alliant International University and Patten College in California as well as Embry-Riddle Aeronautical University and Grand Canyon University in Arizona. CSUSM has done very well in

See REFERENDUM, page 3

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EXPO, from page 1

the club is being initiated so that people in the new Kinesiology program can get to know each other.

"Since Kinesiology is a new major being offered, it's very important to network because the field is very competitive," said Hannan.

Next to Hannan's table attendees could learn about the upcoming Athletics Fee Referendum and get a blue wristband to show for support the \$40 fee coming up for a vote on March 21

The Golf Team was there to take a look at your swing and give some pointers. Student and CSUSM golf team member Matt Determan who was giving free golf lessons during the fair said that there were, "more people than last year" taking advantage of the golf clinic held by the team.

The City of San Marcos was

there to promote their trails system and organized hikes.

Non-profit groups such as the American Cancer Society, Lupus Foundation, Yellow Ribbon Suicide Prevention, American Liver Foundation, Risk Management, and Student Health Services were also on hand educating students

about the services that they offer.

Other activities included a stress relief room with punching bags, a relaxation room and a tent building contest sponsored by Associated Students Inc. (ASI).

Throughout the event raffle prizes donated by the various participants were handed out to the lucky winners.

Devon Romero, Fitness Coordinator and an organizer of the event said she felt the Wellness Fair and Expo went "fabulous."

"It was nice to see a lot of students come down, intermingle and learn from vendors," said

According to Romero approximately 600 students, faculty and staff attended the four hour

Romero said that, "more people came out and there were more donations and vendors," this year. Romero largely attributed the increase in involvement to the fact that this year wellness activities are during the entire month of March, while last year there was only the Wellness Fair and Expo event.

After the Wellness Fair and Expo there was a massage room set up from 2:15 to 5 p.m. in the Field House where free massages were given. The Academy of Professional Careers: School of Massages donated 4 massage chairs and 6 massage therapists for the event.

"Wellness isn't just about physical health; it's about emotional, spiritual, intellectual, occupaPhoto by Yvonne Brett / The Pride

Track team coach, Steve Scott. runs on treadmill to promote physical wellness

tional and social health as well. As a student it is important to take care of all these aspects," said Romero.

More information about Wellness Month and related activities can be found at: http://www. csusm.edu/cfhusu/Fitness/Calendar.htm.

TROOPS, from page 1

dominant message expressed among panelists was one of armed services accomplishment in Iraq.

"From my experience they want us there and are very grateful," said Sgt. Kiefer speaking about his dealings with the majority of the Iraqi populace.

Perhaps the most unique and rarely heard perspective given at the forum was that of Morgan Copeland McCorkle whose husband is currently serving in Iraq. The life of an army wife, McCorkle noted, was to not only support the troops but also to support their families and spouses at home, both physically and emotionally. So far McCorkle's husband has been away on military duty for over two years of their seven year relationship.

After the forum ended the floor was briefly turned over to the audience to ask questions.

Although there was an obvious difference in political viewpoints present in the room,



Photo courtesy of Phi Alpha Theta

(Left to Right) 1st Lt. Cathy Harrington, Captain James Mullin, Staff Sgt. Chris Keifer, Mrs. Morgan Copeland McCorkle and Chris Mitchell

questions were respectful, with perhaps the most heated question being if any of the panelists had seen the film "Fahrenheit

"I was pleasantly surprised how well-mannered the audience was," said Mitchell, who moderated the question ses-

A round of applause followed the end of the forum as a number of students lined up to shake hands with the speakers.

McCorkle said she felt the forum was well attended given the fact that it was slated during the same time as the sex toy workshop in Clarke Fieldhouse.

"I'm very proud of it (the event and attendance)," said McCorkle, who is also the President of Phi Alpha Theta. McCorkle said she was thankful for those military personnel who joined her in the forum, noting that she was "glad that we can continue to put on these events and students and faculty are interested."

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FRYE, from page 1

sixth city council district, which covers the Mission Valley area, since 2001.

According to Frye's website for the sixth district, she is an environmental activist concerned with, "clean water issues" and has "worked to strengthen San Diego City policies related to polluted runoff, including the initiation of the posting of warning signs in front of storm drains, the monitoring of discharges at storm drain outfalls, and the diversion of dry weather low-flow runoff into the sewer system."

More information about Councilwoman Donna Frye can be found at: http://genesis.sannet. gov/infospc/templates/cd6/about. jsp. Additional information about Frye's bid for Mayor of San Diego can be found at: http://www.donnafryeformayor.com.

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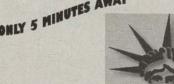
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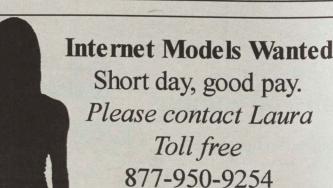
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REFERENDUM, from page 1 the NAIA competitions.

The NCAA has strict guidelines for qualifying for Division

"An average of 15,000 fans (that) show up to every game," is one of the guidelines for NCAA Division I said Kent Barrett, Associate Director for Public and Media Relations NCAA. The lowest level of the NCAA is Division III which offers no scholarships. The long term benefits of joining NCAA would include scholarships and money earned if Cal State San Marcos does well in sports competi-

Stephen Nichols, athletic director, claims on the athletic department's web site that sports team will "bring greater recognition to, and awareness of, our university. This will, in turn, make your degree more valuable."

There are two dominant student views towards the proposed measure. One view holds

that, the school should focus on the academic future of Cal State San Marcos and leave sports to San Diego State.

The other view is the school could use sports teams to improve student life on campus.

Next week students will vote on the proposed fee that will set aside money specifically for the Athletic Department. This decision will decide the fate of intercollegiate sports at Cal State San Marcos.

According to a letter to The Pride, Nichols will not petition for money from the Instructionally Related Activities (IRA) next semester regardless if the proposed fee is passed or not. This means intercollegiate sports will end its funding from Cal State San Marcos if students vote against the fee increase, and the 80 students that participate in the non-spectator sports may have to deal with the reality of the end of intercollegiate sports at Cal State San Marcos.

The Athletic Department

now receives funding from the IRA that ranges from \$12,000 to \$31,450 per semester. The IRA is funded by students every semester with a \$5 fee and divided up to different organizations on campus. Cal State San Marcos does not allow any organization on campus to take more than one third of the entire amount.

At other CSU schools, like San Diego State, the Athletic Department gets almost the entire sum of money. With their \$28 IRA fee versus the Cal State San Marcos \$5 fee, San Diego State has more money to divide up with fewer organizations requesting it.

The CSUSM Athletic Department also receives money from the CSU General Fund in the amount of \$200,000 a semester. This money will continue to be paid on top of the \$296,000 expected if the fee proposal passes.

Sobriety Checks in the **CSUSM** area

Campus police and M.A.D.D. team up

BY CHRIS KING Pride Staff Writer

The CSUSM police and Mothers Against Drunk Driving (M.A.D.D.) have joined forces for this upcoming St. Patrick's Day in an effort to educate students on the dangers of underage drinking and driving under the influence (DUI).

This week from March 15 - 17campus police officers, administrators, and student volunteers will partake in the first part of a two part DUI prevention program by distributing literature to those entering and exiting parking lots throughout campus.

On the evening of St. Patrick's Day, March 17, four officers will patrol the campus specifically for drivers under the influence, as the second part of the DUI prevention program.

The San Marcos Sheriff's department will also have DUI checkpoints setup in areas near the campus.

"Over 17,970 people die and 252,000 people are injured nationwide as a result of an alcohol related traffic collisions." each year according to the most current statistics available from M.A.D.D.

The prevention pamphlets to be passed out include M.A.D.D. safe party guides, a small fact book titled "What's your DUI IQ," a red ribbon to tie around a car antenna, and contact information for questions concerning underage drinking and DUIs.

"It's important that we as a community address drunk driving because of how it can negatively affect people," said CSUSM Police Lt. Doug Miller.

As a member of the Student Alcohol Advisory Committee - the committee responsible for this program - Lt. Miller said he is using his past experience working at San Diego State University, along with other ideas from officers in the department, to help educate our campus about the risks associated with alcohol. Lt. Dan Koeler worked with Miller to get M.A.D.D. involved with alcohol awareness and DUI prevention on campus.





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Eddie would go



Powered By Students

Let's talk about sex toys

Women's Studies host sex toy workshop in hopes of helping students to become more comfortable with their sexuality

BY ELIZABETH BALDWIN Pride Staff Writer

Cyber bullets, cock rings and anal beads were just a few items on display at the annual Sex Toys Workshop, sponsored by the Women's Studies organization at the Clark Field House Wednesday, March 9.

Jamah Dacus, director of For Your Pleasure, Inc, presented a wide range of erotic lotions, potions and battery operated toys to over 160 students.

Dacus said the keys to sexual satisfaction are sexual acceptance, effective communication and practicing safer sex.

Dacus stressed, "Safer sex is not just about using condoms, but taking responsibility for our bodies and our partners'this means getting tested for STD's and HIV/AIDS every year."

A climax of giggles erupted when Dacus challenged the audience to "reclaim our asses from our buttphobic culture." Adding, "Anal sex - it's no longer a nasty or gay male activity."

Dacus introduced the audience to the "prostrate massage" (the prostrate being located two inches inside the male anal cavity - toward the belly button, also doubles as a g-spot). Apparently, when massaged during foreplay can produce the equivalent of a woman's multiple orgasm.

Dacus stressed the five rules for anal sex (whether performed on a man or woman) are. "Lube, Lube, Lube, Lube and more Lubrication!" Adding later that waterbased lubrication should always be used in conjunction with condoms.

After a brief demonstration, the audience was able to test, smell and taste each



Above: Jamah Dacus, director of For Your Pleasure Parties, demonstrates the flexible bunny cockring with built in vibrating bullet. "Ladies, your man is now turning into a

Right: Jamah Dacus helps Sarah Meade into her strap-on harness for the condom race against Brendan Hoffman. Sarah comes out as a winner!

of the products.

Katie Sammons, senior communications major, smiling ten minutes after volunteering to test the Nipple Nibbler Cream, giggled, "This is so much fun. It's such a comfortable and open environment and I'm still tingling."

Heather Hitson, women's studies major and chief coordinator of the event, said, "I think - I hope students leave feeling more comfortable with their bodies and willing to try more things sexually."

Students attended the event for a variety of reasons.

Phillip Weaver, junior business/finance major, said that he is only on campus two days a week and thought this would be a good opportunity to get involved in more student activities and learn a few new things as well.

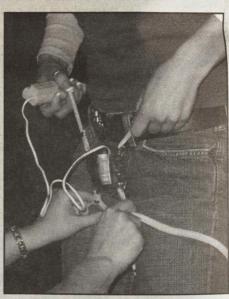
Karina Prado, senior liberal studies/ sociology major, said, "I'm here because I'm taking a human reproduction class and I also missed it last year. I've learned that you can have pleasure with both - a partner and without a partner."

Doug Lasater, senior communications major, said he was looking for future purchases to add some variety and more options at home.

Students also had the opportunity to enter a raffle for charity. All raffle ticket sales went to support the Foundation for Women organization which allows low income women in third world countries the opportunity to get a business loan.

Karen Wilcox, women's studies major,





A student tries on the butterfly strap-on vibrator with attached remote control. This vibrator, though effective, is too loud for stealth stimulation.

won the grand prize, a Decadent Indulgent vibrator.



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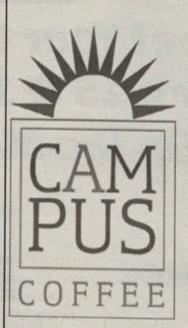
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Helpful tips to cut your grocery bill in half

BY CHRIS KING Pride Staff Writer

Penny-pinching is a necessity for many students, especially those who are stuck with weekly grocery bills. If you're interested in saving some serious gravy, the best advice would be to pick up a Sunday paper and discover what's nestled at the center.

Major supermarket chains such as Vons and Albertson's double the value of almost all manufacture coupons. Combine those with Catalina coupons - coupons you receive after purchasing certain items - and you'll pay little to nothing for otherwise pricey items such as toilet paper or laundry detergent.

The combination of coupons and weekly grocery ads are the

dynamic duo for saving, however, it takes time and organization. Match coupons with weekly store advertised items; especially those that are buy one get one free.

Occasionally really hot buys will be out of stock and when this happens it's time to capitalize. Request a rain check with the item's purchase limit - if any - and continue looking for coupons that match that item in the weeks to come.

Be aware of brands with many similar items such as Tide. If Tide is promoting a new detergent with a coupon, be sure to buy the exact detergent on the coupon. Unless the coupon reads 'selected varieties', don't assume the coupon will cover the Tide you typically buy. You might get



Photo illustration by Christine Baldwin / The Pride

lucky, but the for the most part it won't work.

If you just don't have the time to sift through the paper every week the savings are still attainable for a reasonable fee.

There are a number websites that provide services for as little as \$5.00 a month. Be wise when choosing a website. Make sure the site provides a list of free item coupons as well as linking them with ads.

Lastly, it is imperative that you verify the savings on your receipt. From time to time coupons won't double, checkers fail to scan them, or the item comes up at the wrong price.

Give coupon shopping some deep thought. It can have some lasting effects on your shopping habits and allow you to actualize the savings plan you've be yearning for so long.

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UniversityVoice

What does Women's History Month mean to you?



Heidi Doyle

"It means everything! Our society is based on a patriarchal view. I believe women's history month is crucial in understanding a different perspective on gender, class, race, and sexuality. Go Woman Studies!"

Junior Communications, Women Studies Double-Major "It is obviously very important, because everyone is equal. It promotes equality"

Junior Service Sector Management Major



Peter Pyer



Mehrdad Afkar

"It is important for the equality of society in general"

Senior
Bio-Chemistry Major

"It shows how recognizable women are becoming in the work force. Women are actually more vocal and have a greater voice in society"

Junior Service Sector Management Major



Angela Smith

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The Pride responds to recent criticism

BY PHOENIX LINDGREN
Pride Staff Writer



Owwww-

B e t w e e n our own Jason Nichols (a/k/ a the O-man) and Athletics Director Steve Nichols (no

relation that I know of) I had to take an entire page-full of barbs tearing me a new one... and without so much as a kiss!

At least our readers know that Jason isn't actually in love with me

I was under the impression that The Pride being denied ballot access was news-worthy; my esteemed colleague and reader advocate disagrees.

I can deal.

The trouble is that Jason made it sound as if the whole purpose of the article was self-service, while I was doing my damnedest to keep my journalist's hat firmly in place and write from as neutral a position as possible. Feedback from others on campus has, thankfully, been more generous. As to having color, I thought it was unsubtly ironic, except that it came about because our outstanding business manager, Brian Reichert, sold a color ad. Nice coincidence, though.

As to Steve's "rebuttal," all I can say is 'what were you thinking, dude?' You got your fee request on the ballot. Would it have killed you to simply write in support of The Pride and leave it at that? How nice that, as a faculty member (or are you staff?), you were able to do an end-run around the student fee process and start a dialog with all those bigwigs in the Chancellor's office. Do you sleep better at night knowing that--whether the students approve of your \$40 fee or not--you have the Chancellor's blessing? Have you started counting your money yet? Put a down payment on a new car?

Started promising your cronies the cushy new athletics positions that are about to become available? I know I'd be drooling at the prospect of my budget increasing ten-fold.

I tried to get the Chancellor's take on the "soft moratorium" but I couldn't get him to answer my emails or phone calls; apparently students, or maybe just student journalists, don't have the same pull as people who are paid to be here.

As to whether or not President Haynes might be "so petty and vindictive" as to deny our fee over our Moore coverage, you're right, I don't know her very well. In fact, I don't know her at all. I tried to get a face-to-face with her for the article (as have many Pride journalists before me), but an email interview was all I was granted (and she didn't feign to answer my follow-up questions, either.)

I understand Steve's relationship with the President is a bit friendlier.

Thanks to Sunday's Union-Tribune I now know that it is unlikely anything I say or do on these pages will make a difference. According to an article by Lisa Petrillo, President Haynes brought Steve Nichols onto campus for the sole purpose of creating more sports teams at CSUSM. Seems Haynes believes sports are the key to improving campus life, and I imagine the

decades she spent in Texas can be interpreted to mean that belief isn't likely to be altered by a few remarks in a student newspaper.

As a student and native San Diegan, I can't imagine a bigger waste of resources in an attempt to improve campus life.

Show me a pub, and I'll show you students who don't race off campus at the first opportunity. Now there's a fee I'd definitely support!

As to my opinion regarding the fee referenda, I feel like I'm already paying \$231 a semester for a lot of stuff I don't and won't use: \$50 for the Clarke Field House (I have an LA Fitness membership, \$27/mo., though I did use the CFH treadmills twice), \$50 for Health Services (I have my own health insurance, \$89/mo., though I did get the MMR vaccination there), \$25 for a building for Health Services for something like the 2013-4 school year (God hopes I've graduated by then). \$35 for Intramural sports (volleyball, basketball), club sports (softball, baseball, volleyball. soccer, surfing), fitness classes (yoga, kickboxing), and the ASI adventure center (okay, so I actually went to two yoga classes last semester), \$50 for ASI (noontime concerts, BBQs, Homecoming activities, Masquerade Ball, and huge salaries masquerading as scholarships, but I digress), \$10 to take care of the children of 30 of my fellow students, \$5 for

Instructionally Related Activities (this is the one that pays for The Pride, athletics, and organizations on campus), and finally \$6 for an academic records fee (after literally hours of searching online for what each of our student fees pays for, I never did uncover the mystery of the ARF.) Several new or increased fees have already passed during my six semesters here, and we all know that the "non-mandatory" parking permit fee and instructional fees have sky-rocketed. That said, I won't be voting in favor of athletics. On the other hand, I've pretty much read every issue of The Pride for the last six semesters, so I definitely would have voted in favor of a fee to help the paper reach self-sufficiency--that fee would have been an investment in developing a product, so to speak, which would have paid off later with good ad revenues, while developing student writing skills and attracting more talented students to our staff.

Lucky for Steve and Karen, it seems the only students that vote on the referenda are those who have an interest in seeing them pass; I predict an easy victory for the athletics fee.

As for The Pride, maybe we'll get some entrepreneurial business majors to darken our doorstep and help us become the self-sufficient entity we ought to be. God knows athletics won't ever pay its own way.

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LETTERS TO THE EDITOR



Ombudsman, Pride staff, et al.:

Recently, talk has been circulating regarding The Pride's proposed \$2.50 fee and its subsequent dismissal. As an LTWR major and a weekly reader of The Pride, I feel obligated to throw in my two cents.

I believe Jason Nichols put it perfectly – albeit too gently for my tastes – when he suggested that before the paper receives any additional funding, it should first produce some worthwhile news.

As it stands now, The Pride is...well, for starters, the name is tragically ironic. I find it rather difficult to take pride in a periodical in which a shattered light bulb is first page material. Oh, and news flash: college students drink.

To be fair, the majority of the criticism tossed The Pride's way highlights the paper's faults without offering anything constructive. While it's true that fun with parachutes shouldn't be considered A1 material, what good is this assessment without a proposed replacement story?

This brings me to my second beef with The Pride – the apparent lack of anything resembling true journalism. The drive behind any good paper should be to find compelling stories that the target audience can relate to, not to simply dig up any old thing happening within the campus boundaries. While The Pride was investigating broken windows in the ACD hall, for example, teachers in the Inland Empire were fighting to keep their health benefits and yearly Cost of Living increases. At the end of the day, teachers were given a lousy 3% increase compared to the superintendent's 21% jump. To top it off, the superintendent in question has never taught a day in his life.

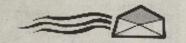
for its credential program, this seems like something worth printing. So why, then, was it overlooked completely? Surely not for lack of information: The Press Enterprise and The Californian have been covering the situation extensively for weeks. Should The Pride want to cover something with a little more reach, what better topic than the recent Supreme Court ruling outlawing the use of capital punishment on minors? I'd imagine most of the reader base was in high school around the time of the Columbine shootings - the perpetrators of which, if my memory serves me, were seventeen. Is it that neither of these

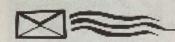
Is it that neither of these topics is as entertaining as "The TV Shows We Can 't Miss," which takes up a good two-thirds of the back page? Maybe it's that these articles would require outside research; it's true that each of my examples would require information from someone other than a CSUSM faculty member

or an editor of the paper for which the article is being written! Come on, guys! Isn't that like asking a senator whether he thinks his bill should pass or not? It almost pains me to have to do this, but I have to point out the little things as well. What do I classify as a "little thing?" Simple: something that, while not as important as the points above, should still be adhered to in the publishing of a newspaper. Firstly, for the love of God, know your MLA. Book titles are underlined, not "put in quotes." Any high school junior should know this, so seeing it in a college periodical is just unprofessional. Secondly, what business do hyphens have in quotes?

hyphens have in quotes?
Opening up to page eleven
of this week's issue and
seeing "I thought it was
inspiring' – student Kate
Summers" staring up at me
in boldface type makes me
very sad.

I came to this school full of high hopes, not expecting to look back on my days on my high school's newspaper with fond memories. Having two or three days to put a paper together is no excuse - that's life, baby. If the final product is going to be half-assed and full of mindless babble (who cares about Seinfeld anymore?), then make this a bi-weekly paper. If it means the articles will be of better quality, I'm all for it. If that's too much to ask, then you don't deserve the extra \$2.50. I don't dig the idea of paying just to see pictures of the ACD hall in color - I can see that free of charge every day. If the staff feels the need to add something to the paper, full color pictures should be the last thing on their minds. Please strive to make The Pride worthy of its name. The Mediocre or The Substandard just don't have the same ring. Derek Heid LTWR major heid003@csusm.edu





Hello,

Recently I lost my carpool parking permit. I went into the office to get a new one and they told me that I had to either pay 160 now or wait until March 18th when parking permits go half off. I e-mailed President Hayes and was replied buy one of her assistants. After

two weeks CSUSM has not

been able to do anything.

I was told that they were unaware of this "problem" and that they will review it and make any changes in the summer. I was angry, they denied me the right to park although I had already paid once and I simply lost a piece of plastic. I was told at the parking services counter that "It's like losing a book, the store won't give you a new one." I did not buy a book I bought the right park at CSUSM for one semester. After two weeks and not physically

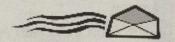
To a university renowned

getting anywhere with my e-mail attempts to both Mrs. Arciniega and Mrs. Knoblock I forged a parking permit with my Photoshop program on my computer and I was caught. Now I owe a 100 dollar fine within 21 days, 80 dollars for new parking permit on March 18th and 6 dollars a day until then. I am contacting lawyers through the yellow pages and I will be contacting Professor Callanan who teaches Criminology. I

am planning on a protest around the parking services building between classes and I am going to post daily messages on my car when I park. Do you want to be there to cover the story? Let me know and we can get things rolling. I would appreciate any coverage. The parking services has failed me, don't let The Pride do the same. I can not do this alone. I hope to get this ridiculous rule changed. If the parking permits are numbered I

don't know why they can not just give me a new one for a simple charge of 5 dollars for processing. Please help. I am very frustrated and angry right now and I need some assistance. I have copies of the three official e-mails that I received from Mrs. Arciniega.

Jonathan Thompson One Student + One Newspaper = (...to be continued)



DEAR READERS:

A lot of readers have recently aired their disdain for The Pride and the coverage we provide. The editors would like to take this opportunity to explain our processes and how we come up with our stories. We will also like to extend an invitation.

Our paper's primary focus is the CSUSM community, the students first followed by faculty, staff and then the surrounding community. We could go out and seek stories from all around including neighboring cities, the county, the state, the country and the world; however, the problem when we reach out too far for those stories is trying to tie those stories back in with our campus. That is why we primarily will not go out and cover stories where the links to our campus are not obvious: there are news sources that cover those stories quite effectively. It is not a limitation of the abilities of the staff; rather, it is effective utilization of the little space we have to provide coverage of our university.

That brings us to the invitation. Many believe they can do better than the current staff of The Pride. Prove it. Come work for The Pride, be an editor, a staff writer, a contributor, and be part of the solution. If anything, at least send in your story ideas to pride@csusm.edu if you know of an event coming up that is newsworthy.

After all, it is easy to call out the problems in something. It is difficult to do something about it.

It's time to think

BY BRYAN MASON Pride Staff Writer

The theory of time travel unveils itself in light speeds and quantum physics. But what if time travel was a mindset? What if time travel is happening everyday in our society? There are people out their changing the course of time every time they think of something that is worth thinking about. And we deem these things worthy of thought just as they pass through our mind in everyday life. Every action that occurs affects the outcome of not only our lives, but also the lives of every single person on this earth. Be it an action of taking a life, or just getting into a simple argument. Either of these situations will contribute to the ultimate position of this dimension of reality. Everyone is relative to the outcomes of life.

The positions of everyone are judged and evaluated on a grand scale that is too large for one person to comprehend. Everyone is everyone else, and we are all a part of each other's lives despite not knowing each other in a physical sense everyone is directly correlated to each being on this planet and other planets as well. It is our lives that reflect the final outcome of the universe. No matter how minuscule you think your life is, its reflection to the greater part of the world is just as significant as any world leader. People think that just because someone is rich or powerful that they have a greater outcome or influence on the world. But it is those people that are just noticed; everyone contributes to the changing environment and the changes in our lives and the outcome of the universe. No single person is left unaccounted during the process of the reality we are now living in. This reality is what we like to coin as life, however is

life actually life? Or is this a stage where we as humans simply explore the eccentricities of what is to become life, after this reality is

When we experience a point in time that is of importance to the path we are traveling on it remains instilled in our mind. déjà vu is a critical point in time travel, where something important happens that has been changed due to the living of this moment over and over again. Though it may not seem important or correlate to any significance in your reality, a point of déjà vu is a point in reality where something has been altered due to an already foreseen - and lived through - outcome of

No matter what the situation there is always a situation where time travel, and déjà vu, coincide with our day-to-day lives and something changes. We may not be able to pin point it or we may not even be able to signify if it actually happened, but things do change. Its mind numbing to believe in things we can't see, yet are things we can't see nonexistent? Or just a precursor to what is to come? Our lives could have been lived a million times, each with differences that were changed to reflect the outcome of our lives as an entirety. If you are reading this and thinking to yourself, time travel isn't real or nothing is related, ask yourself, how do you know? No one will know and it is all just hearsay and philosophy, but the fact is until that last breath escapes our bodies, anything can happen, and there is probably more to life than meets the eye. But we will never know, and with death comes the realization of our lives integrity, and the realization that life is not life, but a portal to all the other dimensions of reality.

Any questions or regards, here is where to send them, mason025@csusm.edu.

Who needs college?

Pride Staff Writer

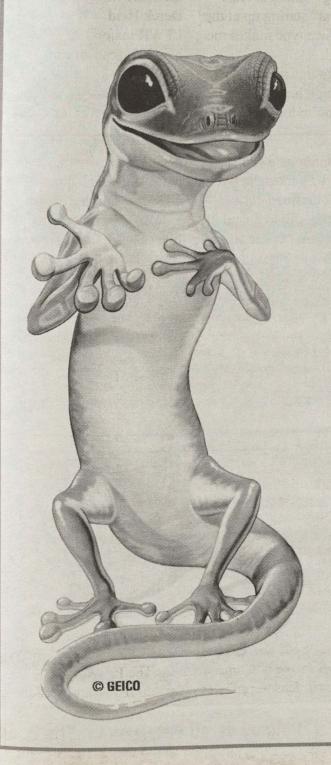
Why did you go to college? What are you going to do afterwards? Those are questions most people don't ask themselves too often in the middle of a busy college semester, and depending upon the major the answers probably vary.

Being a history major, the question always seems to arise of what I am going to do after college. The problem is that history is one of those subjects that people love to disregard as much ado about nothing. It happened to me just the other day, I was talking to a non-collegiate peer, and they asked what I was majoring in at college. When I said "history" the inevitable "oh, what are you going to do with a degree in that" came back at me. As the conversation continued they asked me if I was going to continue on after my BA, which I said I was, and they queried in what subject. "History" again, with its partner spilling from the mouth of the other as "oh, are you going to be a teacher." This is about the third time this year alone that I've had a conversation along these lines with someone outside of the college atmosphere, and it never fails that the person I'm having the conversation with makes assumptions about my future career or chosen major. And eventually I'll simply be reminded of how hard it is to get a job in my chosen field.

It's the assumption that history is one of those road to nowhere subjects

(at home with the arts, literature, and similar subjects) that's bothersome. The fact is I already know that it's difficult to get a job, even after a college education, and especially with roughly 70 percent of employers in the United States currently either decreasing or at least not increasing their hiring activities for the beginning of 2005. But I'd like to think that maybe it's just as difficult to find a good job with any major, not just mine - although that's one of the assumptions I get all the time. The fact is that my history major could be used to get a job in historical research, as a curator, writing, a government job, a job in film, or even business and the list can go on with teaching just being one of many options.

Of course, just because there is a range of jobs I could do in my major doesn't mean I'm any better off in the arena of finding one. People assume that a job will be more readily available to someone with a business major, for example, and maybe that's true to some degree, but job opportunities, and a greater ability to reap the financial benefits later on, are not all I went to college for. I went to college in large part because I wanted to become a more well rounded person, I wanted to learn, and I wanted to associate with similar individuals of like mind. This is the factor people tend to forget when I tell them about my major or how that might lead to a job later on. Maybe it's just me, but college would be important even if I never succeeded in making a cent from it.



HEY, COUGARS!

Watch for the GECKO this semester.

GEICO will be on campus:

Tuesday, March 22 Information Session in the CSUSM Career Center

Wednesday, April 6 Career Fair

Wednesday, April 13 On Campus Interview in the CSUSM Career Center

See the CSUSM Career Center for more information, or visit our website at: www.geico.com/oncampus

EOE/Drug test, physical, credit & background checks required.

OMBUDSMAN'S



By JASON NICHOLS Pride Ombudsman

WARNING:

This one's gonna have ya ticked-off or tickled.

Hopefully, both.

It's got a lot of bite by its end, so beware if you chew on it.

On the front of last week's issue we mixed up the Student Health Services with the University Student Union Advisory Board.

Oh, darn.

Whoopsie.

We goofed.

Now, I'm supposed to say something along the lines of 'the Pride sincerely apologizes for its error.' Apparently, the Wellness Fair and Expo is actually being put on by the Clark Field House in conjunction with the University Student Union Adv...ah, hell...USUAB.

Not the Student Health Services.

Glad we cleared that up. And so the world turns.

Cause you know, anybody who's anybody knows the difference between the USUAB and the SHS at CSUSM and would be outraged by the mix up.

It'd be like getting NAMBLA mixed up with the MJFC. (Michael Jackson Fan Club. You're on your own with NAMBLA.)

Now, since it's Wellness month, I'm gonna bite my tongue and speak happy la-las. After cracking jokes last week on the divine order of heaven and hell, I just happened to get struck down by the plague goin' round that saw my temp at 104 three days running. I ain't saying I've converted, but I got more faith in the unseen than the science

that brought us Pam Anderson's chest. So I'll speak nothing but good 'bout my neighbors. (For

On to the happies. And please know; I'm under the influence of medications named by pale-(Promethazine ontologists. Codine-osaurus and Doxycyline Rex.)

It's Women's History month! No one makes me happier than They're so much women! cleaner in my guest bathroom. Probably has something to do with their proximity to the porcelain at crunch time.

Especially, compared to guys that average...what?...a good two feet distance. One foot 6 inches if they're blessed.

Two feet 6 inches if they're cold, lonely, or old.

Hell, you get the message. Women are great.

So great, they're willing to share their month with Wellness people, a very under-represented minority group. When's the last time you saw a Wellness person run for President, right?

The Pride was totally sensitive to this monthly dedication timeshare on the front page with the big pic of two dudes strumming their guitars with no ladies around. (I'm suddenly reminded of my toilet joke.) These guys must've been prime examples of the Wellness community, even though I read nothing 'bout them in the Wellness article.

But, hey!

Great pic!

If it didn't go with the Wellness article, then it must've gone with the Women's History Month in the lower left hand corner under the page fold. Clearly, the pic was meant to point out the almost total absence of women amongst our alumni. Somethin' we gotta fix guys. I can't take any more of these sausage fests in my classes. There's just way too much testosterone on this campus.

And the Pride didn't stop there with its vindication for the under-represented.

Nope.

reported the "Beauty and Body Image" event "where students will tell their stories of struggle with the ideals of beauty presented by the media," our paper was kind enough to serve as an example. On the Variety page we got a full color pic of four ladies who looked like a "Girls Gone Wild" commercial coupled with Patrick B. Long's article on Spring Break. (Too

If that's not community service, I don't know what is.

To Patrick's better-half: He didn't pick the pic. (Just coverin' ya back Doc.)

Speaking of the community. The News gave us two full pages of the lovely faces and inspiring words of the ASI candidates. think it's great! Great, great, great! Nobody should accuse these people of anything but altruistic motivations. Like I do with the people behind this

This isn't like High School, where a bunch of adolescent demagogues are just adding bullets to their portfolios in order to get into good schools or jobs. These people are at least in their 20s.

Page two had six of the candidates; page three had the rest of the ASI nine. (Don't read too much into that one.)

Every one of 'em had so much substance to lend us, and the wisdom.

Wow!

Not only that, but two of the candidates are part of "Team America."

I've seen the posters.

I gotta tell'ya, that's why I took that oath in the Navy way back when. So I could see the patriotism that goes hand in hand with running for student government. I get all misty-eyed just thinking 'bout it. Sniff. Sniff.

No worries if you're an exchange student. I'm sure you'd be just as competitive a candidate with Team China or Team Spain for a poster. And if you're from Mexico or Brazil, we'll let ya slide with posters Morales saying Team America.

Geographically speaking, you're on the ball!

Team China and Team Spain might have to switch to Team Asia and Team Europe to keep the whole continent theme going, but hey it's not Americans' fault we applied our nationality across the span of two continents. We were forced to choose between American and United Statesian. It'd be impossible to write a song with United Statesian. (David Bowie - 'I'm Afraid of United Statesians' - don't work.)

It definitely doesn't have nothing to do with a sense of national superiority.

And neither doesn't the poster of "Team America." (I'm getting wicked with the double negatives!)

If you're wondering why I've strayed from the usual focus set by the limits of this tree-skin, it's cause I'm making a point. Like I don't usually.

Our Opinions page is starting to suck. (By the way, the happy la-las have worn off.) Phoenix's "Guilty Pleasures" series is a hell of a lot more interesting than this tired section, my article amongst them. Let's spice it up. I'd settle for somebody going fists to cuffs over Nikko getting cut from the final 12 instead of that ugly no-talent mug Constantine.

That's approaching an opin-

What's been showing up, have been Opinion pieces that could put Meth addicts with double shot espresso enemas into comas! Or they're so off the facts, they make Rumsfeld look like the Encyclopedia Britannica. Get better opinions! Phoenix is busy being an editor, and after Zach's attack on the hapless Priority Christian Challenge Prez, we won't be seeing too much from him. Unfortunately, those two are the best opinion writers we got. People don't read this collection of tree-skins to get the must-know news (no offense Chez); they read it to be entertained while they wait for their name on the roster. You'll never get your pride@csusm.edu

\$2.50 campaigning on ZZZ's. And until I see the spice, I'm gonna pepper this puppy with my humble opinions.

Well, I do that anyway.

By the way, that reminds me. Thanks go to Director of Athletics Stephen Nichols (no relation, I think...Daddy?) who gave us the play by play on the \$40 Athletics Fee. I still say it's too rich for my blood. About 80 students (estimated to triple after the fee), makes for 240 heads splitting about \$296k from the fee and \$200k from the CSU General Fund for the impressive number of \$2066 spent per ath-

Rough guess I know, but that wasn't the issue Director Nichols took up in his opinion.

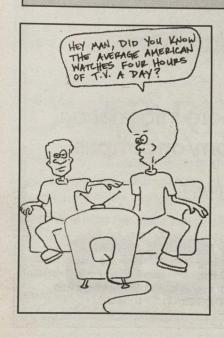
I totally back and applaud his calling out the Eds-in-chief for their questionable 'NEWS' article concerning the matter. I was on the next page doing the same. But, you can't deny that we should know where our Jacksons are headed and for how many people. Take the mysterious ether of the ASI fee. Other than hotdogs (I've never eaten) and music (chosen by a KIDS Incorporated fan), I struggle to understand how my ASI reps have justified the Jacksons I send them. I should know right, cause you all "represent me." At least that's what I read, next to the "Go Cougars!" and 'I support the Athletics fee,' that never mentioned any of the numbers I just crunched. \$496k is a lot of tuitions, a lot of books, and a lifetime supply of Venti ex-

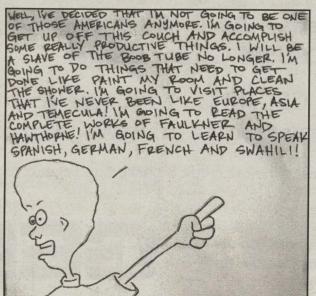
Don't get between me and my

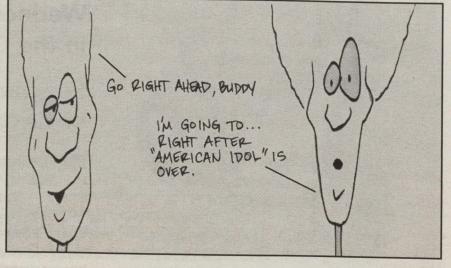
Not to mention the fact that the \$40 pays for the beer I'll enjoy while watching NCAA games, not the NAIA that ranks just above Community Colleges on sports fans' braggin' rights!

I'll bet those 40 bucks, that these 'Go Cougars!' 'Support the Athletics fee' candidates don't even know the difference.

You can vote for me at nicho028@csusm.edu







Comic by Jared Peterson for The Pride

Johnny Carino's serves up airline-quality fare

BY JOELLE FRANKEL Pride Staff Writer

Mama Mia! What a nightmare!

Last Saturday my boyfriend and I had the misfortune of dining at Johnny Carino's, the new Italian restaurant on San Marcos Boulevard. Upon exiting the car, we smelled the enticing aromas of garlic, basil, and scrumptious Italian cooking.

The hostess informed us that it would be a fifteen minute wait, which was no surprise since the place was packed with

"...his meal was comparable to something that would be served to your Aunt Millie in her convalescent home."

families and couples waiting inside and out. After a quick ten minutes we were seated at a quaint little booth and promptly delivered drinks and a loaf of bread in a white paper bag. The guilt of the no-carbcraze steered me clear of the bread but my boyfriend reported that it was tasty, and he dipped it into an olive-oil and garlic sauce concocted by the waitress at the table.

After glancing through the menu, I

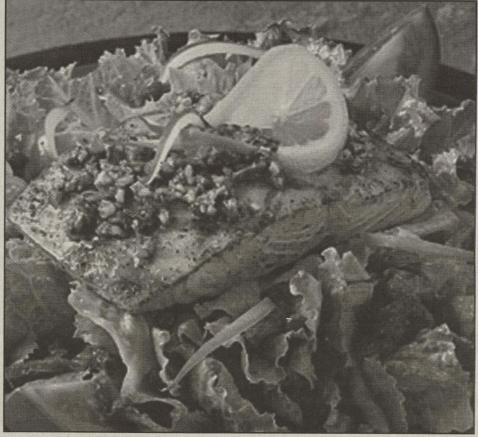


Image courtesy of www.carinos.com

ordered the Grilled Salmon Salad which featured a honey-pecan crusted filet over romaine, with a lemon-caper vinaigrette (which I requested on the side). My boyfriend ordered the Grilled Italian Sirloin with mushroom marsala sauce, Italian vegetables, and potatoes.

After waiting twenty minutes, our growling tummies were ready for a good meal—not what ended up on our plates! The salad was drenched in a salty, overpowering dressing (supposed to be on the side), and the flavors sharply contrasted with the sweet pecans atop the fish. The salmon was dry, fishy-tasting, and downright unappealing, but my meal didn't even compare to my boyfriend's.

His steak tasted like it had been swimming in a vat of butter for at least two weeks. The vegetables and potatoes looked old and tired. In general, his meal was comparable to something that would be served to your Aunt Millie in her convalescent home.

Overall, we give Johnny Carino's a less than excellent report, unless of course cafeteria and airplane food are your thing, in which case you'll love this misguided chain, posing as a quality Italian eatery... Mangia mangia!

*** Atmosphere: *** Service: **** 母母母母母 Likelihood of going back for a second meal:



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Cal State San Marcos Summer Programs: Valladolid, Spain May 30 - June 24 Next info meeting is Mon, Mar 14 from 11:30-12:20 in Univ 440 Cuernavaca, Mexico July 11 - Aug 6 Next info meeting is Tues, Mar. 15 from 12:00-12:50 in Univ 460

Cal State San Marcos Exchange Programs: Pay CSUSM tuition, earn resident credit,

instruction in English, study for a semester or an academic year in:

Amsterdam Japan Denmark Korea England Sweden Hong Kong Taiwan

Tuesday, March 15

7pm, The Dome

Marcos Blvd.

College Republicans meeting 9-10pm, Churchill's Pub, 887 West San

ASI election open forums 1pm, Mezzanine Summer Study Abroad Meeting-Mexico 12-12:50pm, University Hall 460 Ashtanga Yoga class 12-1pm, Clarke Field House Cougar Movie Series presents "Iron Jawed Angels," with panel discussionstudents \$2, faculty/staff \$3, guests \$4 4pm, Clarke Field House, Grand Salon Progressive Activists Network meeting 4pm, University Hall 449 Arts and Lectures Series presents the San Diego Chamber Orchestra Concert--students/faculty/staff \$5, others \$10 7pm, California Center for the Arts, Self-defense class 5-6pm, Clarke Field House Jazz dance class 6-7pm, Clarke Field House College Democrat Meeting

Wednesday, March 16 ASI election open forums 1pm, Mezzanine Blood drive sponsored by the Pre-Health Society and the American Chemical 10am-3:30pm, Parking Lot E-near the

Wellness Month: Chicken Soup for the Cougar Soul-free lunch and health info 12-1pm, Clarke Field House Capoeira Brazilian Martial Arts class 12:30-1:30pm, Clarke Field House Women's History Month: Donna Frye shares her election experiences 1pm, Clarke Field House Cougar Movie Series presents "Iron Jawed Angels," with panel discussionstudents \$2, faculty/staff \$3, guests \$4 4pm, Clarke Field House, Grand Salon

5-6pm, Clarke Field House

Guitar Lessons

Thursday, March 17 CLIMB--In the Executive's Chair with CJ Buck, president and CEO of Buck 11am-12:50pm, Academic Hall 102 Ashtanga Yoga class 12-1pm, Clarke Field House

ASI St. Patrick's Day Event-Irish dancers and green treats 1-2pm, Library Plaza International Coffee Hour-free snacks 1-2:30pm, Commons 206 Self-defense class 5-6pm, Clarke Field House Jazz dance class 6-7pm, Clarke Field House Asian Pacific Student Society general

6pm, Clarke Field House Friday, March 18

Flag football 1-4pm, Mangrum Track Field

Monday, March 21 ASI Elections—VOTE!!! Bible-reading marathon sponsored by Priority Christian Challenge starts 7am, Library Terrace Capoeira Brazilian Martial Arts class 12:30-1:30pm, Clarke Field House Fulbright reps on campus to tell you about post-grad research opportunities abroad Afternoon, Craven 5211

Guitar Lessons 5-6pm, Clarke Field House

"Calendar" in the subject.

Tuesday, March 22

ASI Elections—VOTE!!! Bible-reading marathon sponsored by Priority Christian Challenge starts Ongoing, Library Terrace Academic Freedom Forum—a panel discussion and debate of the Student Bill 12:30-2:30pm, Mezzanine Plaza Send information for The Pride Calendar of Events to pride@csusm.edu with

A & E

Keg stand + Shakespeare = great theater

BY PHOENIX LINDGREN Pride Staff Writer

When Caesar and Antony do keg stands at their party, you know this isn't your mother's Shakespeare.

Before you let the name "Shakespeare" keep you from reading further, be assured that the difficulty of his language need not keep you or the unwashed masses from enjoying this show. (And if you're already a Shakespeare fan, please feel free to jump ahead to the next paragraph.) It may surprise you to learn that you already know 99 percent of the words used in the play (though there are always a few that require footnotes.) The thing with Shakespeare is how his words are put together: musically if you're a learned fan, archaically if you're not. That in mind, go to the show with the idea that it's in a "foreign" language, and look to the actors, the staging, the props, the music, and, every so often, the actual words, to follow the story. On to the review:

The Poor Players--arguably San Diego's best Shakespearean acting company--have done it again with their lively and relevant production of "Antony & Cleopatra"--a play about sex, love and war that opens with a stage full of writhing bodies and ends with a stage full of dead ones.

Director Nick Kennedy has used Jim Morrison as his inspiration for Antony (Richard

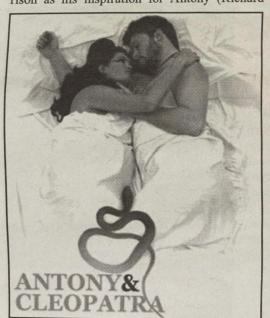


Image courtesy of Poor Players

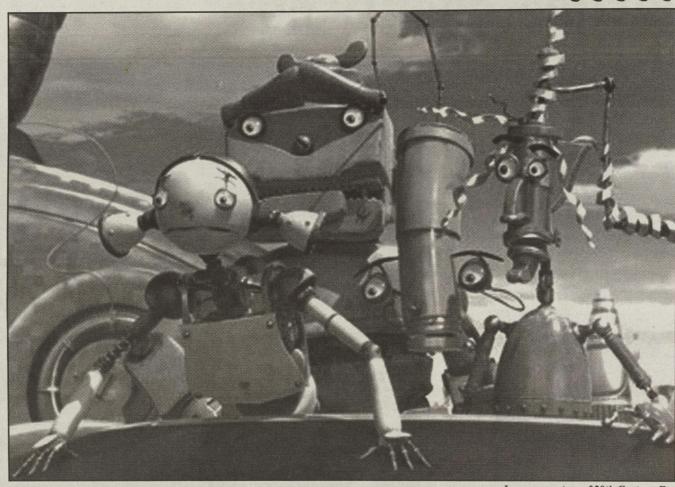
Baird), alluding to similarities between Shake-speare's bacchanalian Antony and the Lizard King through costume and music choices. Baird embodies Antony's pomposity and lust, which are tempered by the fact that he is pussy-whipped by the charismatic, and equally, if not exceedingly, lusty Cleopatra (Amy Meyer). These larger-than-life characters also make "Antony & Cleopatra" Shakespeare's funniest tragedy, providing plenty of opportunities to laugh before the bloodshed.

Cleopatra is the central figure in the tragic love triangle with Antony and Caesar (Nick Kennedy). Meyer was brilliant as the somewhat labile Queen of Egypt, with extra kudos to the costume department for their embellishment of her highness. Kennedy's usually evenhanded delivery played perfectly in his role as the great Octavius Caesar--the embodiment of Roman discipline, and a character so opposed to Antony and his Egyptian licentiousness that their faces could serve as models for a pair of comedy/drama masks.

While every player in this company is worth seeing, two particularly excellent performances were given by Mac Macke as Enobarbus and Edwin Eigner as Lepidus.

"Antony & Cleopatra" runs through April 10 at the Academy of Performing Arts on Alvarado Canyon Road in San Diego. Visit www.poorplayers.com or call (619) 255-1401 for more information

"Robots" good techno-escapism



Images courtesy of 20th Century Fox

BY BRYAN MASON Pride Staff Writer

Robots, they aren't just for nerds anymore.

With the release of the new 20th Century Fox movie "Robots" there is finally proof that an animated movie can actually make an adult laugh. This techno-filled extravaganza moves you to the point of pure adulation as you root for the underdog in this extremely colorful CGI world.

Rodney Copperbottom (Ewan McGregor) is dreaming pretty big for a small-town robot, and once he makes his way into the big city to find Big Weld (Mel Brooks), all hell breaks loose. When in town he runs

across the eccentric Fender (Robin Williams) and they are pushed into a world where robots are being destroyed left and right – and it's up to Rodney to save the day.

Throughout the movie Fender's comments, and actions, will leave you with a little smirk on your face - the kind of smirk robot humor brings to the table. While there are a number of other in-your-face-funny robots in the movie, it's Fender (Robin Williams mind you) whose improv makes the movie come alive, while Rodney's quest keeps you in the story. The little parts within the movie - like clever wordplay, and the contrast of subtle and startling on screen action - account for a lot of the

movie's laughs. The movie sprints from the opening scene and never stops; characters are always in motion and interacting in a way that is entertaining for everyone.

Don't be fooled by the PG rating: "Robots" has some great suggestive humor that might fly over the heads

of little ones, but is easily picked up by anyone thirteen and older.

Next time school leaves you feeling worked over-today, maybe?--head over to the multi-plex, grab some popcorn, and let "Robots" make it all better... for 90 minutes anyway.

The Rock "Be Cool" the others be lukewarm

BY ALFRED CHU Pride Staff Writer

Sequels are usually not as good as the original. This isn't engraved in stone but just a guideline. Don't expect too much is basically it. "Be Cool" is the sequel to 1995's "Get Shorty," where Chili Palmer (John Travolta), a movie loving shylock becomes a movie producer. Now, in "Be Cool," Palmer is upset with the movie industry and turns to the music industry.

On with the plot (James Woods), a finishes his Athens young and innocent Moon (Christina already has a materially has

But not expecting much isn't the same as a movie built on other movies. "Be Cool" has one obvious reference to other movies after another. It was as if the writer, Peter Steinfeld, made a list of references to other movies and then built the plot around it. Are the references really more important than the plot? Here's an example: we all remember the dance contest sequence with Travolta and Thurman in "Pulp Fiction," where Travolta danced for his job and Thurman danced simply to win.

So it's logical to incorporate a dance sequence in "Be Cool" and they do. But after that, the sequence goes nowhere and does nothing

On with the plot: Tommy Athens (James Woods), a friend of Chili's, gets murdered by the Russian mob. Chili finishes his Athens' job of producing a young and innocent singer named Linda Moon (Christina Milian). But Moon already has a manager Raji (Vince Vaughn) with his bodyguard Elliot Wilhelm (The Rock), who works for Nick Carr (Harvey Keitel), owner of a record label. Turns out Athens has a debt with another music label owner, Sin LaSalle (Cedric the Entertainer). With Athens' wife Edie (Uma Thurman), Chili has to promote and produce Moon's debut album while watching his back. There are numerous cameos by Steven Tyler of Aerosmith, Seth Green, etc.

The Rock has the only performance worth the screen time. We're used to seeing him as a tough guy onscreen and as a wrestler. But here, he's a tough guy



Image courtesy of MGM/UA Entertainment trying to be tough but in the end, he's sensitive and doesn't realize he's gay. I was disenchanted with yet another reference not to another movie but to his character in the wrestling world. The reference was "The People's Eyebrow" where he lifts up his eyebrow into an arch.

Sadly, "Be Cool" isn't a film. It's more of a parody, an illusion, a commercial. Everyone involved should take their gold chains, their black suits, their hummers, their guns, their one liners and reflect the movie they made. It might have seemed funny and poetic on paper but onscreen it's totally different.