

THE PRIDE

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COMMENCEMENT 2011 NOW HELD ON CAMPUS MANGRUM TRACK AND FIELD SETS THE STAGE FOR SPRING GRADUATES

SANDRA CHALMERS
EDITOR IN CHIEF

After nearly a decade of hosting commencement off campus, Spring 2011 graduates will now enjoy the honor of celebrating their graduation ceremony on home ground.

On May 2011, three graduation ceremonies will be held at the Mangrum Track and Field allowing seating for approximately 3,000 guests. Guests do not require tickets, but students are suggested to bring immediate family only or no more than 10 guests each. Seating is on a first come, first serve basis.

Each graduate needs to fill out an RSVP form confirming attendance to walk for graduation and informing the Commencement Office of how many guests each graduate anticipates will attend. Submit an RSVP form by visiting www.csusm.edu/commencement.

Although graduation may

seem months away, making early preparations help the big day run smoother. Gradfest, a special "Grad only" event offers graduates cap and gown sales, photo frames for diplomas, class rings, photography packages and everything that a graduate would need. Gradfest will be held March 15, 10 a.m. – 4 p.m., March 16, 10 a.m. – 7 p.m., and March 17, 10 a.m. – 4 p.m. at the Clarke Field House in the Grand Salon. The University Store will also sell caps and gowns later on in the semester.

Graduation announcements may be also purchased online through Herff Jones by visiting www.herffjones.com/college/csusm.

Graduates earning academic honors receive a gold cord on the day of their ceremony. These honors are calculated based on the semester prior to graduation. Overall grade point average (GPA) and institutional GPA, the lower of the two, determine eligibility for academic honors.

Cum laude 3.50 - 3.69

Magna cum laude 3.70 - 3.89

Summa cum laude 3.90 - 4.00

Ceremony schedules vary depending on major. For a complete list of times, please visit the commencement website.

Though graduation inspires celebratory behavior, CSUSM prohibits the consumption of alcohol on campus property, including all parking lots.

ABOVE RIGHT: Photo courtesy of Kellogg Library at CSUSM // 1st CSUSM graduation in 1991, building in the background is Craven Hall in mid construction.

BELOW RIGHT: Photo courtesy of Kellogg Library at CSUSM // 1st CSUSM graduation in 1991, building in the background is University Hall in mid construction.

BELOW: Photo courtesy of csusm.edu



INTERNET CENSORSHIP BILL HEADING BACK TO SENATE SENATE TO REVIEW BILL THAT WOULD CHANGE THE INTERNET

JIMMY PIRAINO
PRIDE STAFF WRITER

Combating Online Infringement and Counterfeits Act (COICA), if passed, would allow the Attorney General to target "Internet sites dedicated to infringing activities." This act would include websites both in and outside the country. This includes any site that has "no demonstrable, commercially significant purpose or use other than unlawful sharing of copyrighted material."

While there is no debate on whether these sites targeted are indeed acting outside the law, there is concern that the Attorney General's ability to re-

moved whatever site he deems "inappropriate" would be outside of constitutional bounds.

Opposition to the bill claims it leads the U.S. down a torrid path lined with censorship. After condemning countries such as China for their regular practice of internet censorship, a bill that would allow for similar practices does not seem ideal.

The largest issue with the present bill is that the criteria for examining a site is extremely broad, which gives many legitimate websites a cause for concern.

The site Dropbox.com is one such company that would come under fire should such a bill be passed. Dropbox is an online storage site where users can upload

and store files as an alternative to physical storage. But under this new act, Dropbox would be in violation of storing illegal copies of copyrighted material, due to random users uploading and storing the files using Dropbox's services.

Also at risk are revenues from ad services such as AdSense by Google. The small text ads that appear on the majority of sites now would be banned from advertising on the sites deemed illegal. As ads are Google's major source of income, the bill could have a drastic effect on the search giant's revenue stream in the years to come.

While the bill has caused concern for many website admins and Internet users alike, there is little to no chance that it will be passed,

or even examined, before the end of the current session of Congress.

The most outspoken critic of the bill is Senator Ron Wyden (D-OR), who described the COICA as "using a bunker-busting cluster bomb when what you really need is a precision-guided missile."

The bill's creation has been met with thunderous applause from the music and film industries, who have been lobbying for stricter control over illegal download of copyrighted material from the government for years.

Whether or not the bill passes, its inception marks a change in the relationship between government and the internet. It marks the beginning of a new era of potential censorship and regulation

for a media outlet that has been largely unregulated until now.

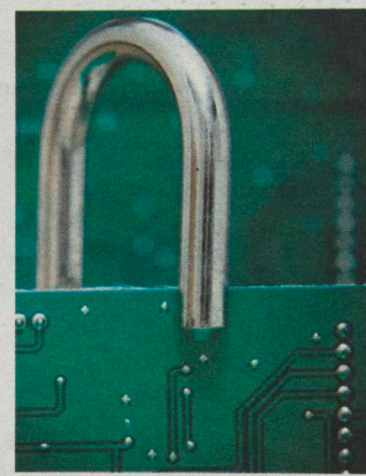


Photo courtesy of dynamicbusiness.com.au

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Letters to the editor should include an address, telephone number, e-mail, and identification. Letters should be under 300 words and submitted via electronic mail to csusmpride@gmail.com, rather than to the individual editors. It is the policy of The Pride not to print anonymous letters.

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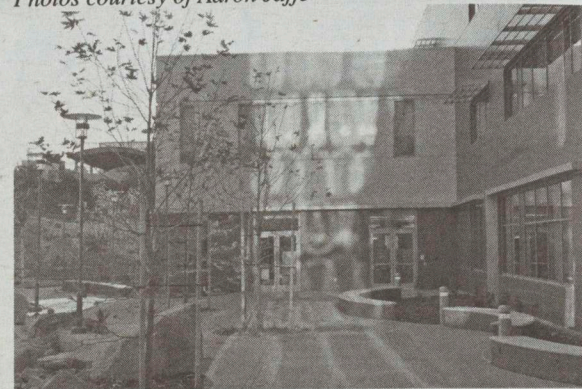


SOCIAL AND BEHAVIORAL SCIENCES BUILDING

New addition for CSUSM

Many Cal State San Marcos students will soon find their major departments moved to the new Social and Behavioral Sciences building, including Psychology, Sociology, Communication, Mass Media, Economics and Women's Studies, according to a CSU press release. "The two centers, six classrooms, seven conference rooms, 13 labs, and space for graduate research will be positive learning environments conducive to preparing our graduates to be insightful, service-oriented and collaborative professionals working within and for our increasingly global community," President Karen Haynes said.

Photos courtesy of Aaron Jaffe



MEET YOUR NEW PRIDE STAFF FOR SPRING 2011



Amy Salisbury
Literature and Writing

Editor In Chief /
Copy Editor

Most loved postmodern beat poet: Lawrence
Ferlinghetti
Could live on: Synergy Kombucha
Favorite beard: Dan Auerbach's (Greg Werhane,
close second)
Respects: Authenticity and originality
Secret hobby: Antiquing



Sandra Chalmers
Communications and Mass
Media

Editor In Chief /
Sales Representative

Can't live without: Iced coffee
Inspired by: Anderson Copper and Shepard
Fahey
Loves: Veggie burgers and being outdoors
Will eat anything from: Trader Joe's
Guilty pleasure: Discovery Channel



Jillian Kerstetter
Literature and Writing

Layout Editor

Favorite movie: Beauty and the Beast
Favorite Author: John Steinbeck
Guilty pleasure: Watching ice skating
Always listening to: Kings of Leon
Worst habit: Over analyzing



Jenna Jauregui
Literature and Writing

Features Editor

Favorite Flowers: Sunflowers, daisies and
snapdragons
Favorite Teas: Spiced Chai, Earl Grey
and Jasmine Green
Enjoys: Writing, reading and painting
Favorite Exercises: Hiking, jogging and
jazzercise
Loves: Star Wars, thrift stores and baking



**Philip Mykel
Flores**
Mass Media

News Editor

Favorite Drink at Starbucks: Venti
Passion tea with strawberries
Currently listening to: "Hold it
Against Me" by Britney Spears
Favorite Movie: "A Walk to
Remember"

Favorite places to shop: Express,
Nordstrom and Nike
Hobbies: Tennis, kickboxing and
bowling



Michael Rawson
Mass Media

Sports Editor

Favorite Team: The Padres. The Chargers made me
cry recently.

Favorite Nut: The almond. So buttery!
Favorite Food: Chipotle Burritos, instrumental in
increasing my stomach size. Thanks, Chipotle!
Favorite Sign: The Stop Sign. Very powerful and
red.

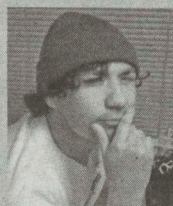
Favorite Activity: Anything but long walks on the
beach. Sand—not made for walking.



Ashley Day
Pre-Nursing

Arts and Entertainment
Editor

Ringtone: "Please Don't Go"- Mike Posner
Favorite Movie: "The Prestige"
Eye Color: Blue and Yellow
Heroes: My mom and Lucille Ball
Three things I Can't Live Without: Coffee,
Chargers Football and my family



Chris Giancamilli
Literature and Writing

Digital Media Manager

Favorite Actor: Steve Buscemi
Favorite Place to Visit: Disneyland
Most Said Word: A tie between "Dude" and
"Nice"
Favorite TV Show: Regular Show
Favorite Drink: Mountain Dew Baja Blast



Morgan Hall
Visual and Performing Arts

Layout Assistant

Graduated from: San Marcos High School
2010

Loves: The color blue
Can be described as: An avid movie-
watcher

Enjoys: Taking photos of the ocean
Favorite TV show: Modern Family

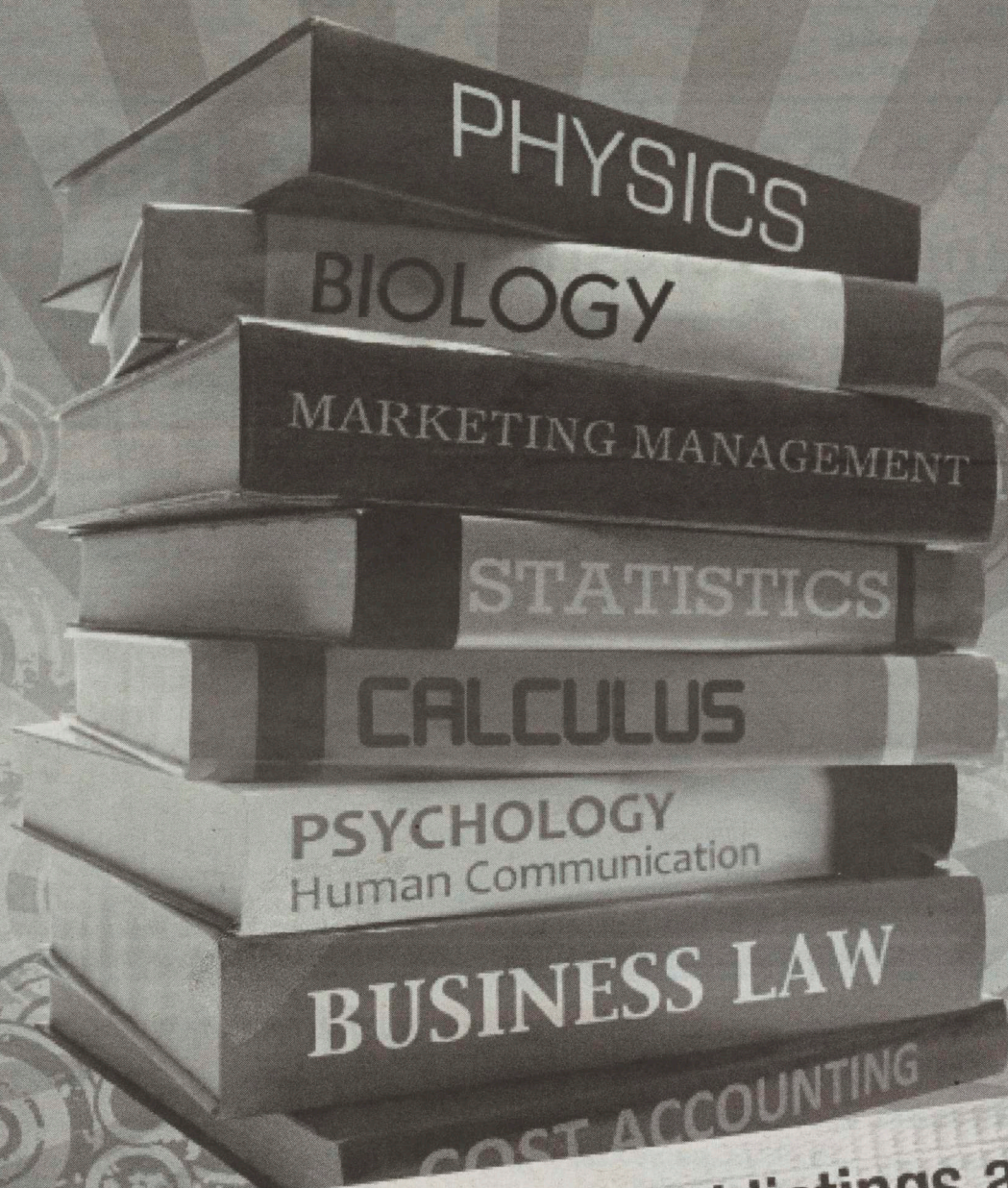


Lewis Dillard
Business Administration

Distribution Manager

Favorite Food: Free food
Favorite color: The color of the ocean right when
the sun is setting. I call it the perfect blue.
Loves to: Surf, skate, snowboard, and hike.
Plays: Guitar and bass
Ultimate goal in life: To be happy.

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Healthy eating hazards: How to spy the bad stuff in "good" foods

ASHLEY DAY
A&E EDITOR

Upon arrival at a university, new levels of stress can wear down your immune system. One way to cut out unnecessary stress is to examine your diet—reading the nutrition labels on your favorite study snacks can help you spot unhealthy amounts of sugar, fat, and sodium that can slow you down and stress you out.

Many incoming students dread the inexplicable freshman 15 and seek ways to avoid gaining weight during their college career. Students do not always understand the difference between advertising slogans and actual health food. Food manufacturers label their goods with false advertisements so they can reel the consumer into buying the item. Some foods are labeled with colorful signs that read "all natural," "supports immune system," "0g trans fat" and "low in sugar." These advertisements trick

the buyer into thinking the item is better for them, when in fact the item includes high amounts of other unhealthy ingredients.

Of the foods that read "low sugar" there may be different forms of sugar included in the item that are unlisted in the nutritional information sidebar.

"Sugar masquerades under a variety of guises, such as dextrose, fructose, concentrates, glucose... and maltose," healthy living adviser, Pooja Mottl said.

The nutritional information bar does not list these added sugars, but the ingredient label does. The problem is most people do not know how to pronounce these ingredients, let alone understand what these complicated names mean for their health.

"The Food and Drug Administration (FDA) has refused to include an 'added sugars' line (in grams) within the 'sugars' section," Mottl explained.

This tricks the consumer into thinking an item has less sugar than it actually does.

Furthermore, terms like "all natural" are vague. What part of the product is "natural?" "Anyone can put the term 'natural' on most foods, since the FDA has no formal definition of the term and doesn't regulate it," Lisa Gosselin, editorial director of EatingWell Media Group said.

When grocery shopping, students trying to stay fit/lose weight must be wary of these labels.

CSUSM's Wellness Center can help you understand how to stay healthy while in school. "At the HOPE & Wellness Center, we assist students to create a plan on eating healthy and emphasize physical activity/exercising as part of that plan to maintain a healthy lifestyle, and that it's not just about losing weight," Cathy Nguyen, health and H.O.P.E. & Wellness Center coordinator said.

The Wellness Center is very beneficial to students who would like to formulate a healthy lifestyle. Students think many items marketed as 'healthy' are truly healthy, but the Wellness Center helps you see past that. Common 'healthy' beverages, like juices, teas

and smoothies deemed better for you than a soda are actually quite the opposite "VitaminWater is actually not nutritious at all. One bottle can contain...almost the same amount of sugar in a can of Coke," Nguyen continued.

"To set up success for healthy dining, students must plan ahead. Bringing food from home is always best because you can control the amount of food that you plan to eat," Nguyen added.

Beware of false advertisement, portion size and foods labeled nutritious because the foods you thought were healthier choices could be cloaked in lies!

For more advice on staying healthy contact Student Health & Counseling Services at www.csusm.edu/shcs or call (760) 750-4917.

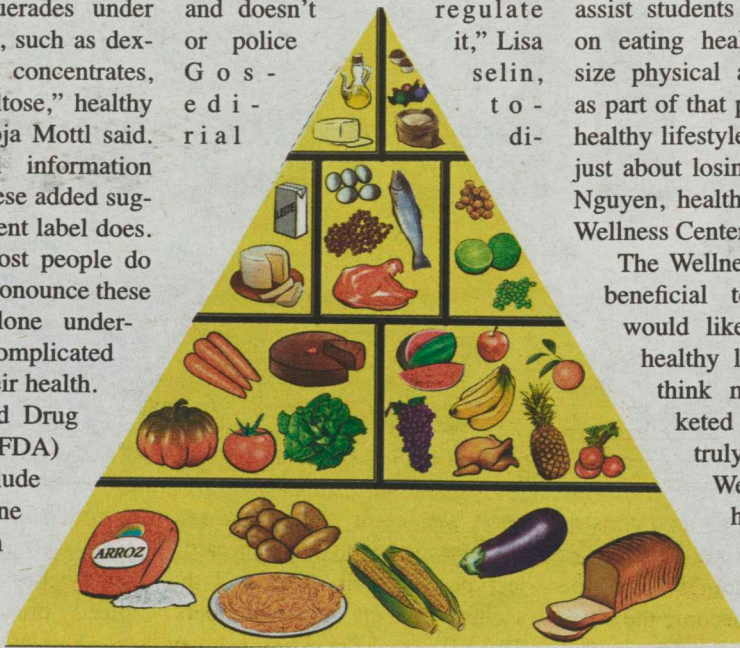


Photo courtesy of coroflot.com

Horoscope horrors have little truth Zodiac "change" overestimated

AMY SALISBURY
EDITOR IN CHIEF

People all over the world experienced an identity crisis early this year with the announcement of an alleged change in the zodiac. Capricorns became Sagittariuses, Libras became Virgos and Scorpios claimed only six days out of the year.

Some might find themselves wondering, how could the stars have suddenly made such a large shift as to garner recognition of another sign of the zodiac?

Robert Gill, an Astronomy professor here at Cal State San Marcos, offers educated answers to those questions that likely escaped the tabloid reporter, in-

cluding scientific explanations regarding the importance of the signs of the zodiac. So, fear not, horoscope devotees. Your status of being a Cancer cusp or token Aries remains intact. Amy Salisbury: Is the zodiac just a way to predict horoscopes, or are there other scientific uses for it?

Prof. Robert Gill: There are 88 constellations in the sky. The zodiac was originally comprised of twelve of those constellations. These were set up by the Babylonians, Greeks etc., and were equally spaced around the sky following the projected path of the sun [the ecliptic].

...In ancient times, most people were not educated and

illiterate, including the rulers. If one could predict events, like eclipses, then that person would end up being the counselor or adviser to the ruler, and a very powerful and rich person.

Since eclipses don't happen every day, one needed to predict what would happen in the future. Astrology became important in foretelling [that] future and horoscopes, based on the positions of the planets, helped this pseudoscience flourish.

The Earth's motions include a very slow wobble of its axis [called precession]. This wobble is like a spinning top, which wobbles as it slows down. As a result of this motion,

the Earth's axis points to different positions in the sky over its 26,000 year wobble period. This slightly changes the orientation of the sun's path and alters the constellations the sun appears to pass through. In the several thousand years since the original zodiac was established, the sun now passes through thirteen constellations. The additional one is the constellation "Ophiuchus."

A.S.: What has actually changed? R.G.: [There was] only an increased awareness of the current facts. A.S.: So the stars have always been this way. R.G.: Except for very slight changes in the position of the individual stars in the constellation, due to their

motion in the universe, they are essentially the same as they have been for thousands of years.

A.S.: How should the public react to this news?

R.G.: Astrologers dismiss the fact that there is an additional zodiacal constellation and still use the original twelve with the original dates. They indicate that it's the relationship with the other planets and their alignments that is important. However, the constellation that the sun is in on the day your born is supposed to be your zodiacal sign. So do you use the actual constellation the sun is in or the original astrological zodiac dates? That choice is up to the individual. Keep in mind that [the zodiacal constellations] will be synchronized again in about 23,000 years.

A.S.: Why, in your opinion, has there been such a strong reaction to the announcement?

R.G.: The Internet has expanded our knowledge base to make it very easy to obtain a tremendous amount of information on any subject. With the numerous social networking capabilities now available, information is spread much faster than in the past. More people have this access and can respond to that information.

A.S.: What is the importance of this discovery/announcement?

R.G.: Actually, nothing. This "revelation" comes up every year or so. It has gotten more coverage this time because of the Internet. I have been telling my astronomy students about this fact for the last twenty years.

Photos courtesy of etsy.com

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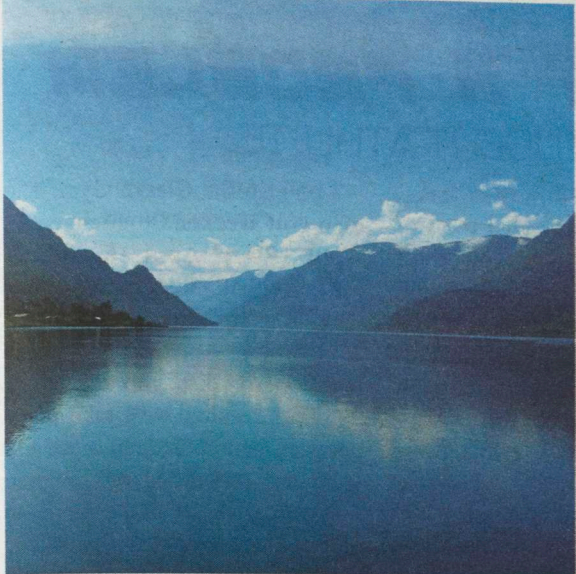


Photo courtesy of Michael Rawson



Photo courtesy of Michael Rawson



Travel diary: Oslo, Norway: See the city like a Norwegian would

MICHAEL RAWSON
SPORTS EDITOR

The more times you visit a place, the more you begin to notice the details that contribute to its character and identity.

For me, that place is Oslo, Norway, the city in which my lovely girlfriend and CSUSM alumnus lives. As this trip marked my third time visiting Oslo, I began to see what the locals of this renowned city always call "the real city."

Although the tourist traps tend to attract most who visit Norway, those locations still have their enchantments. Though Oslo goes unnoticed by many a Eu-

ropean traveler, it has become one of the most romantic places in the world. See it with someone you love—or someone you are planning to fall in love with.

Aker Brygge, an area consisting of docks, former warehouses and storage buildings lining the Oslo-fjord, has become the city's center attraction. Bustling restaurants, businesses and a shopping mall have overtaken the old fishing center. A visit in the summer can land you on a posh, floating bar on the water, but a winter visit might be even more romantic: try ordering a couple of coffees and cake—traditional Norwegian "kaffe og kake"—and have a seat outside at one of the many pa-

tios lining the docks. The booths are lined with cozy Norwegian furs and heat lamps are plentiful. Meanwhile, you are treated to a view of the snow-glazed coast and calm Norwegian sea.

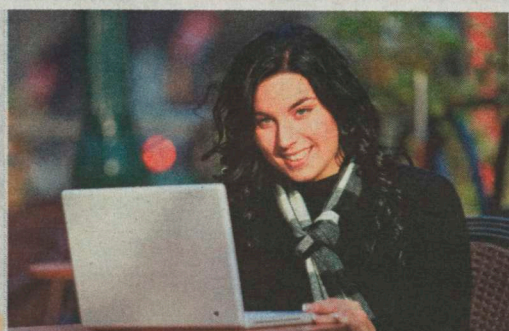
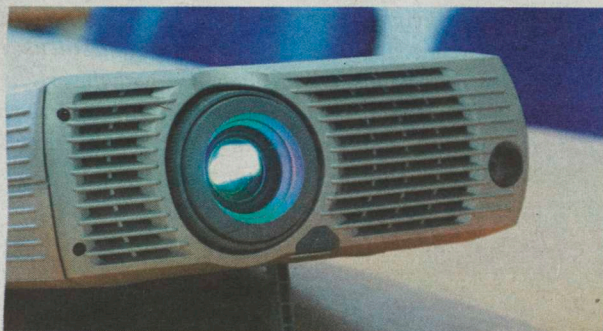
Norway has the world's wealthiest per-capita income, and the scenery reflects those numbers. The "T-bane," the city's subway system, features new trains built by Porsche. Sleek, elegant and very fast, the T-bane can take you across the city in no time. Even so, I have found that the Trikk—the older trolley system—can be a much more exciting way to get to your destination. Magnificent views are always abundant, featuring views of Oslo's many old

buildings and sights like Holmenkollen, the fantastic modern ski jump perched on a mountainside.

If you are riding the T-bane to a restaurant, hopefully it's authentic Norwegian cuisine! The cold fish, shrimp or Brie cheese sandwiches are delicious, and sliced bread and "brunost"—brown cheese—are a must-try. I still have yet to gather the guts to taste Norwegian reindeer stew, but eating fishballs with steamed potatoes and vegetables covered in white sauce makes me feel like a local. If traditional food isn't on your menu, Oslo features some of the world's finest ethnic cuisines. This time around, we agreed that the food at Jaipur, an

enchanted Indian place right in the middle of the city served the best Indian food either of us had ever tasted. Another favorite is kabob, a late night Greek/Middle Eastern treat beloved by Norwegians though you can find kabob all across the European continent.

The Norwegian people are especially quiet and reserved, but here's another detail one might not notice the first time around: They are among the nicest and most hospitable hosts on the planet. My visits to Oslo are always "hyggileg" and "koselig," warm, pleasant, comfortable and generally lovely.



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QUICK HIT
SPORTS UPDATEMICHAEL RAWSON
SPORTS EDITOR

Photo courtesy of CSUSM

**Baseball to play Friday
opener at new field**
Free BBQ, President
Haynes to throw first pitch

After five years playing home games at area high schools, the Cal State San Marcos baseball team finally has a home field on campus. Located directly next to the softball field by parking lots X, Y & Z, the field features new sod and grass installed only a month ago. "We've had an entire class of athletes graduate that were never able to step foot on their own field," CSUSM Athletics Director Tom Seitz said. "We're glad to finally bring the games and practices to campus and give our students a field to call home."

The season's first game is Friday, Jan. 28 at 2 p.m. At 1:30 p.m., the University Student Union Advisory Board will host a free barbeque. President Karen Haynes and four other individuals instrumental in opening the field will throw the first pitch.



Photo courtesy of Aaron Jaffe

**CSUSM Surf Places
Sixth at NSSA**Mick Rodgers Takes Fourth
in Longboard

The 2011 National Scholastic Surfing Association West Coast College team season wrapped up on Monday Jan. 17, and CSUSM's A team took sixth place. Twenty collegiate teams converged on D Street in Encinitas, with San Diego State A defeating UCSB Gold 140-125 in the final, although UCSB clinched the overall title. CSUSM longboarder Mick Rodgers finished in fourth place for the season, and fellow Cougar Kaitlin Macguire took sixth in the overall standings in the Women's division.

NOT KOBE BRYANT? NOT A PROBLEM

CSUSM INTRAMURALS MAKE ANY STUDENT A STUDENT-ATHLETE

MICHAEL RAWSON
SPORTS EDITOR

Tryout for the basketball team didn't go quite as planned? Playing for a sports team on campus isn't as hard as you thought.

Throughout the spring semester, this page will feature stories and updates on the always excellent Cal State San Marcos baseball and softball teams, golf squads, track and field athletes, and occasionally the many Cougar club sports. Of course, not everyone has the skill and strength for the official teams. For the rest of us, there's intramurals.

Intramural sports are a nearly century-old institution. The University of Michigan was the first school to have recreation sports, and according to their website, the Ohio State University joined in and together they created the

first intramural sporting events in 1913. No one knows for sure how long intramurals have existed at CSUSM—though it's been at least since 2003, according to Campus Recreation Supervisor Saul Garcia. No records of recreational sports on campus exist before that. Despite the mystery, intramural sports at CSUSM are a tradition on campus.

Still, some students feel apprehensive about playing organized sports, but senior and intramural Veteran, Ryan Pedersen, believes recreational sports can enrich the student experience. "They bring out [a] competitiveness, and it's all around just a lot of fun," he said.

This spring, ASI Campus Recreation will offer co-ed dodgeball, arena soccer, and disc golf, as well as men's basketball and women's Powder Puff football. Players can create their own teams and fill out a registration packet, which can

be found at Fh119 in the Clarke, just down the stairs past the Cesar Chavez statue. If you don't have enough for a whole team, signing up for the free agent list can make a player available to be picked up by an existing team or allow Campus Rec to put together an entirely new team.

Sign up quickly, because teams are limited to 10 each for basketball, soccer, and Powder Puff football. Dodgeball caps out at 12 teams. Disc golf players will enter individually.

Basketball and soccer play on Fridays from Feb. 11 to April 8. Sign ups are between Jan. 24 and Feb. 9. Basketball games are played at Corky Smith Gymnasium between 11 a.m. and 4 p.m., soccer played at San Marcos Sunset Arena between noon and 5 p.m. Register for dodgeball between Feb. 1 and Feb. 21. Games are on Tuesdays from 5:30 p.m.

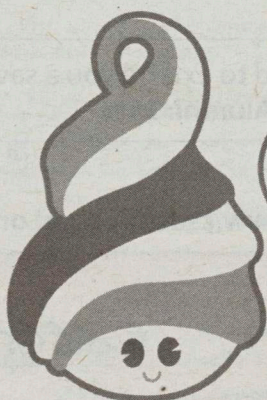
- 7 p.m. in the Clarke Gym. The disc golf weekend tournament is April 15 and April 16. Powder Puff football teams will compete for two weekends, April 15 - 16 and April 22 - 23. Registration for disc golf and Powder Puff football will take place between March 28 and April 13. Both are scheduled on campus.

Compared to the hundreds of dollars charged by adult leagues around the county, prices for CSUSM intramurals are dirt-cheap. Soccer teams are \$50 each, registering a basketball or football team is \$40, and an entire dodgeball team can be had for just \$10. Disc golf players also pay \$10 each.

In addition to a good time and some healthy competition, Ryan Pedersen shared an added benefit to playing intramurals. "You also get a nice farmer's tan," he said.



Photo courtesy of ASI Rec

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PRIDE CONCERT CALENDAR

Photo courtesy of freewallpapers.com

PHILIP MYKEL FLORES
NEWS EDITOR

known for playing his signature 12-string guitar. His influences come directly from folk music and jazz.

When: Jan. 29
Where: Anthology
1337 India Street
San Diego, CA 92101
Time: 7:30 p.m.
Tickets: \$37

Motorhead with Clutch and Valient Thorr

After the debut of its new album "The World is Yours" and successfully touring in Europe, the band plans to play a full set of live shows in the United States.

When: Jan. 31
Where: House of Blues
1055 5th Avenue
San Diego, CA 92101
Time: 8 p.m.
Tickets: \$27 to \$50

The Get Up Kids

The American alternative rock band from Kansas City that began touring with bands such as Green Day and Weezer is now headlining its own tour. The band's fifth full-length studio album "There Are Rules" is released today.

When: Jan. 26
Where: House of Blues
1055 5th Avenue
San Diego, CA 92101
Time: 7 p.m.
Tickets: \$17.49 to \$21.50

Crocodiles

When: Jan. 29
Where: Casbah
2501 Kettner Blvd
San Diego, CA 92101
Time: 9:30 p.m.
Tickets: \$10

Amos Lee with Vusi Mahlasela

This singer songwriter showcases his growth as he gets ready to promote his second studio album "Supply and Demand."

When: Jan. 29
Where: House of Blues
1055 5th Avenue
San Diego, CA 92101
Time: 8 p.m.
Tickets: \$22.50 to \$40

Underoath

Two-time Grammy nominated American Christian, metalcore band comes to town in lieu of its new album "Ø (Disambiguation)."

When: Jan. 29
Where: Soma San Diego
3350 Sports Arena Blvd
San Diego, CA 92110
Time: 7 p.m.
Tickets: \$20

Leo Kottke

Kottke is an acoustic guitarist

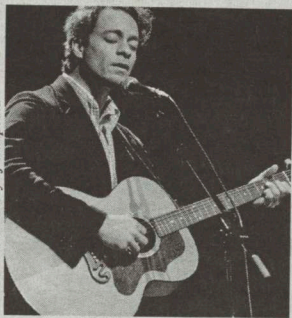


Photo courtesy of Wikipedia

Photo courtesy of freestyleland.com

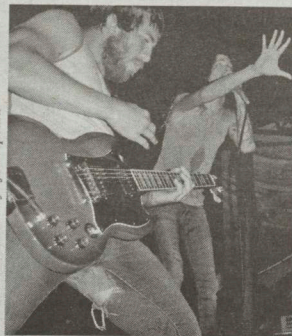


Photo courtesy of Wikipedia

Pride Playlist: Songs for sunny days

JENNA JAUREGUI
FEATURES EDITOR

It's January and gorgeous outside. Pop in your ear buds and rock out to the rhythm of the wintery rays. Study in your sunglasses while soaking up some vitamin D. The sun is your energy juice, your mood booster and your golden friend. Embrace the glow and let your productivity shine.

Good Day Sunshine—The Beatles
The Sun is Shining—Slightly Stoopid
Sunrise—Norah Jones
Turn up the Sun—Oasis
Here Comes the Sun—Sheryl Crow
Sunshine on My Shoulders—John Denver
Sunny Days—Lighthouse
Staring at the Sun—U2
I'll Follow the Sun—The Beatles
Sunday Sun—Neil Diamond

Hits of Sunshine THE BLACK KEYS

AMY SALISBURY
EDITOR IN CHIEF

Something old, something new, something borrowed, something blue.

No, no one's getting married here, but Dan Auerbach and Patrick Carney provide all four of these crucial components to thoroughly convince anyone to commit to their particular craft. "Magic Potion," the 2006 album by blues-rock band The Black Keys, may as well be called Love Potion no. 9 considering my reaction to it. As a 17-year-old girl encountering the muddy, breathy, beer-scented antics of The Black Keys, the magnetism of bad boys and rock 'n roll overcame my senses.

The Black Keys formed out of Akron, Ohio in the early 2000s and swiftly released a debut album. Carney and Auerbach were close friends throughout adolescence, but a shared reverence for all things musical brought

them out of the Akron underground scene and into stardom.

Auerbach explained in American Songwriter magazine that his interest in blues music came from "just listening to [blues] records and trying to figure them out." I had never truly exposed myself to blues music out of genuine lack of knowledge for the genre. B.B. King occasionally flashed into my line of sight, sure, but The Black Keys were my first blues experience. I had something new and something blue.

Then I heard "Chulahoma." The strangely titled EP offered a borrowed counterpart to match with "Magic Potion" in the form of blues legend Junior Kimbrough's country styling. Kimbrough, a 1960s Delta blues musician from northern Miss., undoubtedly inspires The Black Keys in their original work, not to mention in their covers of Kimbrough on "Chulahoma" (appropriately named after Kimbrough's birthplace).

I had all four pieces. The old and new borrowed blues melted

into velvety riffs as Auerbach's gritty voice roughened the riffs' repetitions. I can't get away with calling the blues clean, but the simplicity and consistency in the music almost lulled me into love the more I listened.

I understood what made The Black Keys respect Kimbrough enough to produce an EP entirely devoted to such an emotionally laborious craft. The blues is not only about sounds and patterns. The style holds its own within American history as one of the great emotionally exploratory genres. A blues musician certainly cannot be afraid to bear his soul.

And, perhaps, that is why people respond to the blues. If The Black Keys keep up this inspired recognition of good music (and make some more of their original music along the way), Auerbach and Carney fans have one spectacular, perpetuating honeymoon to look forward to.

The Black Keys' latest album, "Brothers," is in stores nationwide.

Photo courtesy of sacksco.com

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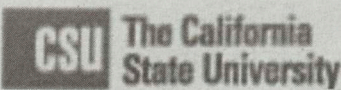
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FEMALE FRONTRUNNERS FIGHT CRIME WITH CHARM

SANDRA CHALMERS
EDITOR IN CHIEF

An escalating amount of primetime television shows lead with strong female characters that resolve mysterious murders with bold intuition and beauty.

"Fringe" (2008), created by J.J. Abrams, director and creator of hit television show "Lost," and film "Cloverfield" (2008), brings the world of impossible science into reality. Character Olivia Dunham, played by gutsy blonde Anna Torv, works for the FBI, specializing in the Fringe Division, a task force focused on cases of extreme abnormality.

Torv leads the show by fighting genetic mutations, a parallel universe and of course chasing bad guys with her long blonde hair easily blowing in the wind. Sexy co-star, Peter Bishop, played by Joshua Jackson (Yes, from "Dawson's Creek"), brings out a romantic side of Torv, as the hard-edged FBI agent softens when she falls for Bishop. But viewers don't

think twice about who wears the pants in the relationship, Torv definitely holds the reins.

Another leading lady in prime time includes Kate Beckett, in the hit dramatic comedy, "Castle" (2009). Beckett, played by Stana Katic is a leading homicide detective for the New York Police Department. Solving crime in New York City includes plots twists that no one can anticipate. Katic plays a sharp, sarcastic and witty character that wins the heart of famous novelist, Richard Castle, played by Nathan Fillion.

Fillion finds inspiration from Katic for his upcoming novel and can lighten the mood of any murder scene with comedic relief. Katic is a clear contrast from the fun energetic Fillion, but the chemistry between the two characters keeps viewers on their toes.

Annie Frost knows how to keep up with the boys, as a U.S. Marshall in Dallas, Texas, Frost, played by Kelli Giddish in the high action series, "Chase" (2010). Well-known executive director, Jerry Bruckheimer,

placed petite Giddish as a lead character, but don't let her feminine charm fool you. She plays a fierce female justice seeker.

"Giddish stars as the lead man-hunter, who can hold her own against a perp twice her size," stated a review by Variety. Texas accents and cowboy boots haunt almost every action scene, but don't expect any romance in this series, Giddish prefers to indulge in gunfights and even fist fights.

In solving crime, Allison Dubois doesn't need forensic evidence. She solves crimes in her sleep. Dubois, played by Patricia Arquette, a homicide consultant working for the District Attorney in Phoenix, Arizona, uses her supernatural instincts to uncover truths about crime scenes in the popular series "Medium" (2005). Once harshly judged for her strange talent, this daring diva uses her dreams to find culprits of despicable crimes. Dubois juggles a family life, career and her psychic abilities with cool confidence and stunning composure.

MEDIUM on CBS, Fridays, 8 p.m.

FRINGE on FOX, Fridays, 9 p.m.

CASTLE on ABC, Mondays, 9 p.m.

CHASE on NBC, Wednesdays, 9 p.m.

FRINGE



Photo courtesy of intouchmedia.com

Photo courtesy of NBC.com

HAPPY HOUR OF THE WEEK: THE 55 YARD LINE
A NORTH COUNTY HOTSPOTBEN DEARINGER
PRIDE STAFF WRITER

Interested in a place where you get some great deals on food and drinks no matter what night of the week it is? Just drive over to the historic Old California Restaurant Row, to The 55 Yardline, located within two miles from campus on San Marcos Boulevard.

This local North County bar and grill has been open since 2003 and is the perfect place to grab a beer, watch a game, play some pool or even play some electronic golf on their classic Golden Tee arcade game. The 55 Yardline offers a large variety of breakfast, lunch and dinner options, but the happy hour specials draw in the massive crowds.

Every day, the bar has something for everyone (Sorry, there is no happy hour on Friday through Sunday, although the bar still offers drink specials). Happy hour

is offered from 4 p.m. - 7 p.m., and the specials range from \$2.75 for a pint of a delicious domestic brew on Mondays to \$3 for any Mexican beer on Tuesdays. Thursday is college night, and it is a perfect place to go for those who are short on cash. They offer any well drink or domestic draft for only \$2.75. But wait, there's more, The 55 Yardline has something to offer trivia buffs as well. Wednesday nights, starting directly after happy hour, the bar has a trivia competition that anyone can enter. Play as a team or individually, it doesn't matter! The bar offers prizes to the top three places. First place receives a \$45 gift certificate for their next visit, second place receives \$25 and third place receives \$10. So why not test your knowledge in categories such as geography, pop culture, science, politics and other categories?

Not a trivia whiz? Do not fret, The 55 Yardline has over 24

TVs and televises almost every sporting event. This is the place to be for all your different sport watching cravings, such as the NFL's Super Bowl XLV, basketball, soccer or UFC. Make sure to arrive early because seating is fairly limited. Sports memorabilia covers the dimly lit sports bar from floor to ceiling and takes anyone back throughout the history of San Diego sports culture.

So if you are stuck in North County on a weekday night, you don't have much cash to spend, and you are looking for a great time, head over to The 55 Yardline. Sorry to those of you who are not 21 yet; staff checks identification at the door as soon as happy hour begins. Though, you may still go early to practice shooting pool or to just watch a game.

Located at 1020 W. San Marcos Blvd., St. 114, San Marcos, CA 92078. (760) 744-1960. Open until 1 a.m. daily.

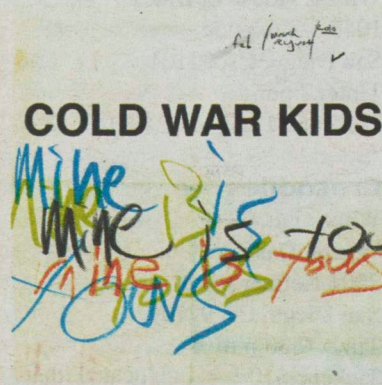
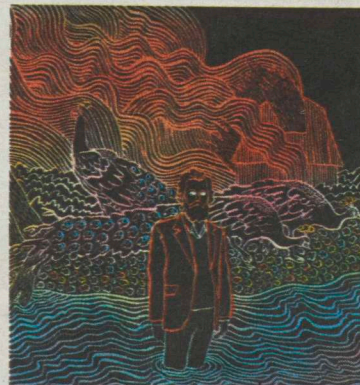
DROPPING THIS WEEK

CHRIS GIANCAMILI
DIGITAL MEDIA MANAGER

CDs

"Kiss Each Other Clean" by Iron & Wine - Warner Bros. Records

Folk rock artist Samuel Beam, known by his stage name Iron & Wine, releases his fourth album today entitled "Kiss Each Other Clean." "It's more of a focused pop record," Iron & Wine said in an interview with SPIN magazine. The first single on "Kiss Each Other Clean," "Walking Far from Home," was released in November. The album features ten songs with a variety of inspirations ranging from jazz and blues to African elements. Iron & Wine's previous album "The Shepard's Dog" won critical acclaim and appeared on Pitchfork Media's Top 50 Albums of 2007.



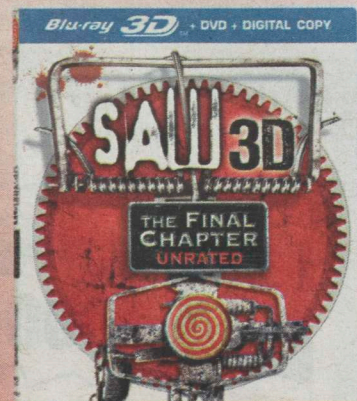
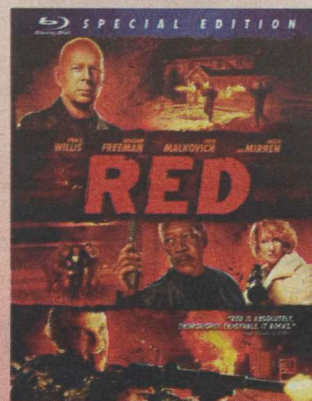
"Mine Is Yours" by Cold War Kids - Downtown Records

Indie rock band Cold War Kids is back with their newest album "Mine Is Yours." The album marks their third release on Downtown Records. "Mine Is Yours" features eleven songs to let you rock your little heart out. The Deluxe Package comes complete with their CD, an autographed vinyl album, a digital MP3 album and a T-shirt. Cold War Kids started here in Southern California in 2004 and quickly made a name for themselves with their debut album "Robbers & Cowards" in 2006. The 2009 movie Cirque du Freak: The Vampire's Assistant featured a song off their second album "Loyalty to Loyalty."

DVDs

"Red"- Summit Entertainment

The motion picture "Red" comes out on Blu-ray and DVD today. The film, based on the same titled DC comic, features high-voltage action with an all star cast. Bruce Willis plays Frank Moses, an ex-CIA agent who finds himself the target of his former employer.



Moses is joined by Joe Matheson (Morgan Freeman), Marvin Boggs (John Malkovich), and Victoria (Helen Mirren). The bullets fly as the reassembled team fight for their lives in an all out brawl against the CIA. The DVD comes with deleted and extended scenes, behind the scenes footage, interactive features and audio commentary.

"Saw: The Final Chapter" 3D - Lionsgate Films

Complete the survival horror collection with "Saw: The Final Chapter" 3D out today on DVD and Blu-ray. The seventh and final chapter in the gruesome series follows the survivors of previous Jigsaw traps as they are once again forced to complete disturbing challenges. The film stars Tobin Bell as the infamous Jigsaw killer and Sean Patrick Flanery as survivor Bobby Dagen. Flanery is best known his role in "The Boondock Saints." The home movie release of "Saw" is released in both 2D and 3D unrated versions. Extras include producer's audio commentary, writer's audio commentary, extended scenes, deleted scenes, music videos and a recap of the deaths seen in previous "Saw" films.