



Spartans stave off Stanford see p.2

## Manic May Day



Demonstrator Alex Arreola leads a chant during the May Day march in San Jose yesterday. Arreola helped carry a long banner that bore hundreds of signatures of

supporters for workers and immigrant rights. Arreola is chanting "Si se puede," which means "yes we can." Photo by Raphael Kluzniok / Spartan Daily

SEE PHOTO ESSAY PAGE 8

## General education may soon go online

by Angelisa Ross  
Staff Writer

Recent meetings with Provost Ellen Junn have sparked discussions that some general education classes may soon be offered online.

"What we have proposed is an innovative course on global challenges that will be offered in hybrid mode, partly online and partly in a large lecture in an auditorium with tutoring groups and online discussion groups to support it," said Dennis Jaehne, associate vice president of undergraduate studies.

"I would love it," said Yesenia Solis, a junior interior design major. "I feel like general education courses take away from focusing on your careers. They have nothing to do with it. They feel like two different entities."

There has been discussion of creating general education classes online in an effort to save the school approximately \$1 million per semester.

At an Associated Students' board meeting on April 25, Jaehne said there might be a pilot class that will be offered in the fall.

Students' time in the classroom would be utilized if they had the opportunity to hear lectures or learn about facts prior to entering class, Jaehne said.

"Most of the research that we do — the studies that look at years worth of data from the whole country seem to indicate that if it's a hybrid class with part of it's online and part of it's in the classroom using engaged learning techniques," Jaehne said. "The students do better in those hybrids."

This idea would allow students to have proactive discussion and profound engagements, according to Jaehne.

"For the most part, I think we as a campus would prefer models that are

## Reduction in enrollment to force A.S. budget cuts

by Christian Gin  
Staff Writer

Associated Students at SJSU will have to prepare for a cut in its budget for the Fall 2012 semester.

"Our enrollment total at SJSU will most likely decrease," said A.S. controller Leroy Madarang. "Because of that, the budget will be lower as a result."

According to A.S. director Cheryl Vargas, the budget for this semester from the student fees was \$2,230,578.

With the enrollment decreasing to around 28,500 students, the budget will be an estimated \$2,094,750, which would be a \$135,828 decrease from this semester, said Vargas.

Students pay an activity A.S. fee of \$73.50 each semester when they're enrolled at SJSU, according to Vargas.

"The A.S. fee is what makes the budget and is based on the headcount of students," Vargas said. "We use this budget on several different things such as the VTA pass for students and the university parking services."

Vargas said the current enrollment at SJSU is 30,348 students and it will most likely decrease to about 28,500 when the Fall 2012 semester begins.

"We want to make the quality of experience at SJSU enjoyable," Vargas said. "There are still a lot of decisions that will be made in the month of May."

Maribel Martinez, department manager of the Cesar Chavez Community Action Center, said one of

the things that will be put on hiatus because of the projected budget cuts is the Alternative Spring Break trip that happens every year.

Alternative Spring Break is a program where students for a week during Spring Break help out volunteering their time in community-driven projects, according to Martinez.

Martinez said these projects include transforming local schools, homes, public buildings and community centers.

The Alternative Spring Break takes its trip through parts of North America, including San Francisco, Tijuana, Mexico and the San Diego border region.

SEE BUDGET PAGE 3

## Students judge effectiveness of various campus safety services, methods

by Lauren Hernandez  
Contributing Writer

SJSU is the oldest public institution of higher education on the West Coast and has focused on creating a safe learning environment for its students, professors and staff members, according to the University Police Department's Annual Safety Report.

The issue of safety is one of SJSU's top priorities, according to Sgt. John Laws of UPD.

However, worry ran rapid among some SJSU students when a homicide occurred in the 10th Street garage on Tuesday, May 10, 2011.

The strikingly close vicinity of the crime ultimately resulted in some students demanding information regarding on and off campus crimes to be reported immediately, according to Patrick LaBruzzo, a civil environmental engineering major.

"Honestly, I don't feel too safe," LaBruzzo said. "Partly because there has been criminal stuff going on, so that's definitely scary."

He said the amount and consistency of the alerts result in a problem with distinguishing what actually causes a threat to students.

"It's ridiculous that they send out these warnings before they even have all the information," LaBruzzo said. "It leads to too much alert for students."

According to the MySJSU website, Alert-SJSU is an emergency

communication system designed to inform students of campus related crime or dangers that may put students' safety at risk.

Students are automatically enrolled in Alert-SJSU and they can choose to opt-out of the service through their MySJSU account.

Some students believe that the alerts are not fast enough to ensure their safety, said third-year political science major Alia Tull.

Delayed alerts are "just a reflection on the school and how well they are protecting campus," she said. "We are supposedly meant to get texts immediately but sometimes I don't get them until hours later."

In recent years, SJSU has adopted numerous methods to establish and maintain a safe atmosphere for the campus community.

The BlueLight Emergency Phone system links directly to the UPD dispatchers and can be found throughout campus in buildings, elevators, parking garages and throughout the grounds, according to the UPD website.



The University Police Department, Alert-SJSU, BlueLight Emergency Phone system links and a nighttime escort service are among several safety services offered by SJSU. Photo by Ron Gleeson / Spartan Daily

The phones are available to report an emergency or suspicious activity on campus, request an escort if a member of the SJSU community feels unsafe walking alone, as well as to request vehicle assistance, according to the website.

"A lot of times I would stay at the library for late-night studying," said fourth-year psychology major

Josephine Chong. "I would call the police and have them escort me."

The evening shuttle program is a relatively new installment to the list of safety resources, according to Laws.

The evening shuttle provides all SJSU students, faculty and staff members a ride to Julian Street, First

SEE SAFETY PAGE 3

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# Spartans sweep season series of No. 8 Stanford Cardinal

by Christian Gin  
Staff Writer

The SJSU baseball team upset the No. 8 nationally ranked Stanford Cardinal 8-5 yesterday afternoon at Blethen Field.

SJSU junior relief pitcher Kyle Hassna was credited with the win, while Stanford junior relief pitcher Dean McArdle received the loss.

"We competed in this game, which is important," said SJSU head coach Sam Piraro. "We were tough enough to overcome our mistakes today."

The Spartans (21-19) got off to a strong start to the game, taking the lead early.

After a scoreless top of the first inning, five consecutive Spartans reached base, which led to three runs in the bottom of the first.

"We were ready to go from the start," said SJSU junior outfielder Nick Schulz.

**"(Stanford) was ready with great players and great coaches. We got out of trouble when we needed to."**

- Sam Piraro, head coach

Stanford (28-12) answered right back with a two-run home run in the top of the second inning by sophomore outfielder Austin Wilson to make it 3-2 with the Spartans leading.

A key inning to the game was the top of the third inning, which was pitched by Spartans sophomore pitcher D.J. Slaton.

After he quickly retired two batters, three consecutive Cardinal players reached base with a hit-by-pitch and two walks.

Slaton was able to force Stanford freshman third baseman Alex Blandino to ground out to second base to leave the inning unscathed.

"When I got those two outs, I settled in a little too much," Slaton said. "After allowing those walks, I was able to get back in a groove. I needed to throw strikes, and did."

After the Spartans tacked on a run through a catcher throwing error in the bottom of the third inning, the Cardinal tied the game at 4-4 in the top of the fourth with a home run by junior outfielder Jake Stewart.

The bottom of the fourth inning saw the Spartans complete a rally where the offense came alive.

After an infield single by junior catcher Kyle Gallegos, junior outfielder Andrew Rodriguez hit a two-run home run to give the Spartans a 6-4 lead.

"I saw a lot of sliders early in my first at bat," Rodriguez said. "I waited for the fastball to come and the opportunity to crush it was there."

The Spartans had three stolen bases in the bottom of the fourth inning, and it led to two runs courtesy of an

## BASEBALL BY THE NUMBERS

### 7 pitchers

The Spartans used seven pitchers in their win over the Cardinal.

### 5 hits

Stanford managed only five hits against SJSU pitching.

### 3 players

Rodriguez, Schulz and Gerlach each had two hits in the game.

### 2 players

SJSU had two pitchers with more than one inning pitched in yesterday's win.

infield single and an error on Cardinal sophomore pitcher Garrett Hughes for not touching the base.

"My job was to be the spark plug for the offense," Rodriguez said. "The opportunity was in line for runs to score."

Stanford was able to pull within three runs of the lead when Wilson hit his second home run of the day, but that was as close as the Cardinal could get.

Junior pitcher Jason Kafka, senior pitcher Sean Martin and junior pitcher Mike Aldrete combined for three shutout innings by pitching the sixth, seventh and eighth innings respectively.

"Each guy had an assignment," Piraro said. "They did their job in each inning or innings they were given and set it up for Kalei Contrades to close it out."



Spartans' second baseman Jacob Valdez gets the out at second base but could not complete the double play in SJSU's 8-5 win over Stanford yesterday. Photo by Derik Irvin / Spartan Daily

Freshman relief pitcher Contrades allowed two singles after striking out the opening batter in the top of the ninth inning.

He was able to force junior designated hitter Stephen Piscotty to pop out and force sophomore first baseman Brian Ragira to strikeout to fin-

ish the game without any runs allowed.

"(Today's win) wasn't as easy as it looked," Piraro said. "(Stanford) was ready with great players and great coaches. We got out of trouble when we needed to."

The Spartans swept the season series by winning both

games this season against the Stanford Cardinal.

"We've always had tough games," Rodriguez said. "We finally beat (Stanford) and it feels great."

The Spartans will have a three-game road series against Louisiana Tech starting Friday evening.

# SJSU men's golf team on brink of first-ever WAC championship

Staff Report

The SJSU men's golf team will have a two-stroke lead heading into the final round at the Western Athletic Conference championship today, after erasing a three-shot deficit to first-round co-leaders Idaho and Fresno State yesterday.

The Spartans fired a three-over par 291 in the second round of the tournament to follow up their first-round score of 290.

Senior Jay Myers led the way for the Spartans for the second straight day yesterday, shooting a one-under par 71, which left him two shots back of the individual leader and in a tie for second place on the individual leaderboard after a first round score of 69.

Supporting Myers' stellar play for the second straight round was fellow senior Matt Hovan, who shot a one-over par 73, putting him in fourth place on the individual leaderboard.

## Team Leaderboard

- 1 San Jose State +5
- 2 New Mexico State +7
- 3 Fresno State +12
- 4 Idaho +14
- 5 Hawaii +26
- 6 Nevada +29
- 7 Utah State +31
- 8 Louisiana Tech +33

However, the biggest reason for SJSU's rise to first place through two rounds was the consistent play of sophomore Justin Estrada and senior Christopher Lang.

Estrada, who shot a six-over

par 78 in round one, rebounded in round two by shooting a one-over par 73. Lang did the same yesterday by rebounding from a seven-over 79 in round one to firing a two-over par 74 yesterday.

The biggest turn of events for yesterday's second round occurred on the 17th and 18th holes when the Spartans played the final two holes of the day in four-under par, while Fresno State played the same two holes in seven-over par.

It enabled SJSU to take a seven-stroke lead over the Bulldogs and a two-stroke lead over second place New Mexico State.

SJSU is 18 holes away from winning its first conference championship since the Spartans won the Big West championship in 1985.

If the Spartans can hold on for the win today, it would be SJSU's first WAC championship in men's golf history.

Information compiled from SJSU Athletics and Golfstat.com.

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# CLASSES: Examining cutbacks

FROM PAGE 1

demonstrated to be effective," she said.

In the third provost forum last Thursday, Junn discussed the school's budget and the academic affairs instructional budget was explained.

Junn stressed that to prevent the CSU from receiving more budget cuts, the university should think of effective ways to cut back.

"I need you," she said. "I desperately need you because we're all in this together."

She said there are 10 principles in which we as a

school can improve such as safety, quality of programs and enrollment management.

According to the provost forum, the school needs to cut about \$16.5 million next year.

Junn asked the audience to think outside the box to create new ways to save the school money.

"I want you to stop thinking about the way we've always done things because we can not do those," Junn said. "We are no longer funded to do those. So what are we doing to think outside of the box?"

Saving the school money by offering the global challenges course online was not an idea proposed in the forum.

The possibility that a pilot global challenges class will be offered, that would fulfill one general education requirement, was discussed during the A.S. board meeting.

Around 1,000 freshmen and transfer students will have the option to take the class.

The possible pilot class would feature live web streaming with a professor, which would frame learning objectives regarding global challenges.

# BUDGET: A.S. to see a slash in funding

FROM PAGE 1

"This (Alternative Spring Break) trip is something we can't afford right now," Martinez said. "We have to put it on hold because it would cost almost \$1,200 to have it."

She said A.S. hopes to find other grants and funds from other organizations to help support what is missing financially for this fall.

"A.S. hopes to find other partnerships and sponsorships to collaborate with SJSU in order to keep various programs and events we have," Martinez said. "This would include MOSAIC, nonprofit groups and the Acceleration program for support."

In the future, the activity A.S. fee for students is expected to increase, according to Vargas.

She said this would be the first time this fee has increased in 10 years.

"These fee increases will not happen immediately," Vargas said. "We hope to maintain consistency with our fees."

Despite the budget cuts that will happen at A.S., the student organization will attempt to keep majority of what they have right now for the future, according to Martinez.

"We hope to keep everything we have so that it won't affect changes for students," Martinez said. "We will need to re-shift the funds to impact the most number of students. Unfortunately, we will have to scale back on some events with the smaller funds."

# SAFETY: Students unaware of programs

FROM PAGE 1

Street, Interstate 280 and 16th Street, as reported on the UPD website.

Appointed drivers collaborate directly with police dispatchers to offer an alternative to walking between the hours of 7 p.m. and 1 a.m., according to the website.

Despite the fact that SJSU has resources that aim to preserve campus safety, many students are not aware of these programs, according to Laws.

"I believe there are lots of students who don't even know (about these programs)," Laws said. "We've been parking the evening shuttle in the middle of campus with a sign for weeks now and some people walk right past it and don't know what it is."

Instead of squandering money on advertisements, UPD would rather spend money to provide officers who patrol on campus and student assistance like public safety assistants and cadets, according to Laws.

In order to be cost effective and focus its efforts on campus safety, UPD does little advertising of its programs, said Laws.

Public safety assistance is yet another function that SJSU employs in hopes of preserving a safe academic environment for students and staff members, according to Laws.

The students that are employed as public safety assistants work directly for the police department and are trained to use radios, perform escorts and fundamentally act as eyes and ears committed to campus safety, Laws said.

Public safety assistants recently acted as security for rapper Drake's "Club Paradise" tour in the Event Center on March 10.

According to Tull there was a lack of security at the concert.

"There was no crowd control. There was only student security," Tull said. "When you're at something as big as a Drake concert, you just don't have students as security. You're asking for trouble."

She said she got trampled and pushed against the Event Center doors, which resulted in a broken foot.

"So SJSU needs to hire real security for events when they know it could get out of control," Tull said.

Sara Abacherli, a third-year justice studies major who works as a cadet for public safety assistant program, suggests that students educate themselves on services SJSU offers to its community.

"We have a lot of fliers and signs up around campus," Abacherli said. "Be aware of what the school is offering and if you have a safety issue, just be aware of how we can help."

According to Chong, distributing fliers to students often leads to them merely throwing away the information in a nearby trash can.

"I get paranoid hearing about the crimes that have been going on recently," Chong said. "If we could get more police officers monitoring around campus that would be good."

As required by the Jeanne Clery Act, the university is expected to publish crimes such as murder, sexual-related offenses, robbery, aggravated assault, burglary, motor vehicle theft, manslaughter and arson.

According to UPD's Annual Security and Fire Safety Report for 2008 to 2010, crimes on campus have not increased in recent years.

"For the most part, at least comparable to neighborhoods around us — campus is always very safe," Laws said.

UPD persuades students as well as faculty to take steps to protect themselves and their property by benefiting from the evening shuttle program, escort program, BlueLight Emergency Phones and simply practicing smart choices, Laws said.

"We can only provide as safe a campus as we can, and we really need the cooperation of the students in helping make their community safe," Laws said.

# White House expands Syria, Iran sanctions

McClatchy Tribune  
Wire Service

WASHINGTON — The Obama administration on Tuesday granted the Treasury Department authority to blacklist foreign nationals and companies that help Iran and Syria evade U.S. and international sanctions.

President Barack Obama signed an executive order and notified congressional leaders that he had given Treasury expanded powers to thwart the evasion of U.S. sanctions. These powers give the accused little chance of seeing the evidence against them, but they don't run afoul of constitutional due-process rights since they apply to foreign entities.

"I have determined that efforts by foreign persons to engage in activities intended to evade U.S. economic and financial sanctions with respect to Iran and Syria undermine our efforts," the president said in a letter to House Speaker John Boehner, R-Ohio, and Senate Majority Leader Harry Reid, D-Nev.

The administration hopes that the ever-tightening financial sanctions will force Iran to abandon its nuclear ambitions and the Syrian government to end its oppression of rebels who seek to oust it.

The new executive order allows Treasury to prohibit accused foreign nationals or

companies from traveling to the United States and permits the agency to forbid U.S. companies to deal with them.

Treasury and its Office of Foreign Assets Control already have similar powers to lock companies or individuals out of the U.S. banking system, thus effectively shutting them out of the global system. Tuesday's action was aimed at smaller companies that are helping Iran and Syria skirt the sanctions.

"Both countries are seeking to use non-bank financial institutions," said a senior Treasury official, who briefed reporters on the condition of anonymity in order to speak freely. The official cited currency exchange houses or trading firms that don't have a U.S. presence and fly under the radar in assisting Iran and Syria.

The agency didn't sanction anyone with the announcement Tuesday.

"That will come in due course," the official said. He added that foreign companies that are abetting Syria and Iran are "put on clear notice that the United States government has a new tool at its disposal to disrupt that activity."

The official described the new measure as "more nimble and agile." He said it targeted entities that were "in the cracks out there, where they are not engaged in behavior

that would rise to the level of a (prior) designation, but are not readily susceptible to an enforcement action ... because they have no U.S. presence."

Tuesday's announcement followed months of increasing

financial pressure on Iran, including a move in March by the European Union to prevent dozens of Iranian banks from accessing the international system through which banks transfer money electronically.



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# SpartaGuide

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12 p.m. to 3 p.m.

Administration Building Room 154

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## Tomorrow

**Peer Mentor Life Lessons Workshop**

2 p.m. to 3 p.m.

Clark Hall, Room 100H

Presented by the Peer Mentor Center

## Tres De Mayo Poolside Fiesta

5 p.m. to 9 p.m.

San Jose Athletic Club — 196 N. Third St.

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## Silicon Valley Leaders Symposium: Dr. Paul Jacobs

12 p.m. to 1 p.m.

Engineering Building Auditorium 189

Presented by SJSU's College of Engineering

Speaker: Paul Jacobs, CEO of Qualcomm, Inc.

## Monday, May 7

**Money Management & Cheap Thrills Workshop**

12 p.m. to 1 p.m.

Clark Hall, Room 100H

## Tuesday, May 8

**Money Management & Cheap Thrills Workshop**

2 p.m. to 3 p.m.

Clark Hall, Room 100H

Presented by the Peer Mentor Center

## Volunteer Trip to Mexico

7:30 p.m.

Guadalupe Room-Student Union

Presented by International Youth Fellowship

Information sessions and workshops

SpartaGuide is provided to students, staff and faculty, free of charge. The deadline to submit is at noon, three working days prior to desired publication date. Entry forms are available in Spartan Daily, DBH 209. Send emails to spartandailyeditorial@sjsu.edu titled "SpartaGuide." Space restrictions may require editing or exclusion of submissions. Entry is not guaranteed. Entries are printed in order of which they are received.



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# Students take advantage of global internship opportunities

AIESEC sends students around the world to become world leaders

by Julie Tran  
Staff Writer

For students interested in getting work experience while staying in a foreign country, the SJSU chapter of Association for International Exchange Students in Economic and Commerce (AIESEC) provides a chance to get involved on a global scale.

Known to be the world's largest student-run organization, AIESEC accepts students from all majors to work in 110 countries and territories, according to Cynthia Duong, vice president of outgoing exchange of AIESEC San Jose.

A sophomore graphic design major, Duong became involved with the program through a friend while being a part of Model United Nations.

"I haven't decided which place I wanted to go to due to my position as vice president," Duong said. "I would like to go to Mongolia or China since it would be a new experience."

In order for students to be involved with the organization, they must pay a \$75 application fee to search the AIESEC database for internships and, if accepted, they have the choice of paying \$425 for an unpaid internship or \$675 for the paid internship, according to Duong.

The unpaid internship offers free food, housing and

transportation from other AIESEC members in addition to \$40,000 travel insurance coverage and 24-hour emergency contact, said Duong.

People who participate in the paid internship go from six weeks to 18 months and it's rare for that type of work to give out free amenities, Duong said.

**"AIESEC allows students to become global leaders and change-makers."**

-Cynthia Duong,  
vice president of AIESEC  
San Jose

Regardless of what internship a student applies for, Duong said she believes the experience of being involved with AIESEC is important.

"AIESEC allows students to become global leaders and change-makers," Duong said. "Our campus has a lot of potential to be global and it's the most affordable way to do it."

Elizabeth Poche, a junior computer engineering major, heard about the program through one of her friends and said she feels it would be a opportunity to participate.

"I wanted to travel and I thought it would be a good opportunity to do that and work at the same time," Poche said.

Poche was also drawn to the aspect of visiting a foreign country and experiencing different lifestyles.

"I want to have a better outlook on the world and see what life is like outside of the U.S.," Poche said.

Katie Louey, a senior sociology major, serves as the local committee president for the San Jose chapter of AIESEC.

Louey traveled to Beijing in the Summer of 2010 to do volunteer work at an autistic center for children with other members of the organization from countries such as Germany, France and Slovakia.

"Autism in China is not publicized and the parents are not too sure how to handle their children," Louey said. "The teachers and AIESEC volunteers helped the kids learn basic skills."

During her three-month stay in China, Louey felt a sense of culture clash with the native Chinese teachers and her Chinese-American background.

"The Chinese people have a lot of perceptions about Americans," she said. "They are not sure how to deal with someone who is of Chinese-American descent since they're not sure if I identified as being more Chinese or American."

Despite the initial cultural contrast, the teachers and AIESEC volunteers got along towards the end of Louey's duration in Beijing.

"From the trip, we realized that we are the same and learned lessons on both ends," Louey said.



Hillary Henson, left, a fourth-year biological science major, converses with Danielle Brown, right, a third-year international business major, as Brown looks at her Facebook page yesterday afternoon on Tower Lawn. Photo by Ron Gleeson / Spartan Daily

# Social media and its downfalls

McClatchy Tribune  
Wire Service

ATLANTA — He has a website, a blog, a YouTube channel and he's on Twitter, LinkedIn and Facebook.

If you want to know University of Georgia student Connor Nolte, 23, of Milton, Ga., take your pick. It's all there for the world to see.

Done the right way, social media can be a boon for high school students and young adults like Nolte seeking a coveted internship, employment in the tight job market or a slot in this fall's freshman class.

But college admissions officers and employment experts say it also can have the opposite effect.

Dan Rauzi, senior director of technology programs for the Atlanta-based Boys & Girls Clubs of America, said he has seen it happen.

Rauzi recalled a cautionary tale delivered by a Holland,

Mich., senior at a recent youth conference. After a run-in with a school official, the student went home and, in frustration, posted a note on his Facebook page asking, "do we now have permission to brutally murder (the principal)?"

Although the student was accepted into college, Rauzi said, he faced felony charges that were later dropped and was given in-school suspension, fines and community service.

The student told his audience it was "11 words that changed my whole life."

"As a parent, especially of two Division I athletes, there's a lot of fear about that in my household," said Kurt Nolte, Connor's father.

And for good reason. In addition to playing an ever-increasing role in people's personal and professional lives, social media use also is playing a role in job and college application decisions.

It has become increasingly common for employers to scour social media profiles to learn more about job candidates.

Almost one in five people surveyed in the United States are going online to find jobs, but many are nervous about potential fallout from personal content on social networking sites, according to a 2011 survey by global work force solutions leader Kelly Services.

And according to Jieun Choe, executive director of college admissions for Kaplan Test Prep, a 2011 Kaplan survey found that 24 percent of admissions officers checked applicants' Facebook or other social media pages — up from just 10 percent in 2008. Of those, 12 percent said they found something that negatively impacted an applicant.

Neither the University of Georgia nor Georgia Tech use social media to vet student applicants.

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# Sacramento-San Joaquin Delta set for unprecedented restoration

McClatchy Tribune  
Wire Service

SACRAMENTO — Chipps Island is packed with stories.

The 1,000-acre tract in the Sacramento-San Joaquin Delta has been the stage for a variety of human scheming and struggling.

Legend has it the island once was owned by the Italian mafia, where a spat between mobsters resulted in one being run over by a bulldozer.

The island was also, until 1956, the terminus of a railroad that carried produce and people from Sacramento.

**“It’s going to be huge what we do here. It is very, very significant in trying to restore the ecological health of the Delta.”**

—Dennis McEwan,  
California Department  
of Water Resources

A ferry then floated whole train cars across the Sacramento River to Pittsburg in an era before big bridges.

If John Sweeney has his way, the next story will look more like the first one, when Chipps was among hundreds of natural islands in the Delta and a vital nursery for fish.

Sweeney, managing partner of a duck-hunting club that owns most of the island, hopes

to sell it in what may be the Delta’s biggest modern land rush: a stampede to buy land for fish habitat.

State and federal water agencies face a number of hard deadlines over the next seven years to restore at least 16,000 acres of fish habitat.

That would seem a modest task, given that the Delta as a whole is 740,000 acres.

In fact, though, few parcels are suitable for the kind of habitat required, given the unique needs of the Delta’s native fish.

As a result, land with the right characteristics may soon be in very high demand.

“It’s going to create a massive gold rush in the marsh,” Sweeney said. “No one out here who owns duck clubs knows what they are sitting on.”

Only time will tell if that proves true.

But one thing is sure: The scale of the restoration required, and the urgency to get it done, is unprecedented in the Delta.

Those involved will be attempting to take entire agricultural parcels — whether farms or duck clubs — and re-engineer them to let the tide back in.

In the process, they will be reversing 150 years of labor and engineering that transformed the Delta into a farming mecca. Such restoration work has been talked about for decades, and a few small projects have been completed.

Now, federal fishery agencies have set firm targets, and the Endangered Species Act is their club.

The orders, known as biological opinions, require the state Department of Water Resources and U.S. Bureau of Reclamation to restore habitat to atone for killing fish and altering habitat, an unavoidable



John Sweeney heads up the gangplank to Chipps Island in the Sacramento-San Joaquin Delta in Pittsburg, Calif. Sweeney and his partners recently offered Chipps Island for sale. The 1,000-acre island is at the confluence of the Sacramento and San Joaquin rivers. California’s major water providers face a federal deadline in 2019 to restore thousands of acres of fish habitat.

Photo by Manny Crisostomo / MCT

side-effect of pumping millions of acre-feet of water from the Delta every year.

If the deadlines are not met, the water agencies will find themselves in violation of the state and federal endangered species acts, and subject to water cutbacks.

This would be costly and disruptive to the 25 million Californians who depend on Delta water.

The deadlines require 8,800 acres of tidal habitat to be restored by 2019 for Delta smelt and longfin smelt.

Another 8,500 acres of floodplain habitat must be restored for salmon by 2016.

An equal amount must be restored after that, totaling at least 17,000 acres of floodplain.

In some cases, the agencies will be able to count the acres in one project toward all three species.

“I don’t think there’s been anything on this scale before,” said Dennis McEwan, a biologist employed by the state for 25 years and now chief of the mitigation and restoration branch at the California Department of Water Resources, one of the agencies bound by the restoration deadlines.

“It’s going to be huge what we do here,” McEwan said. “It is very, very significant in trying to restore the ecological health of the Delta.”

The agencies have vowed to work only with willing sellers to find all the land they need.

The real challenge, however, will be finding willing sellers who have the right kind of land.

The Delta in which smelt and salmon evolved was originally a mostly tidal place.

There were natural islands and even “levees” caused by natural sediment deposits, but they were small and routinely overflowed during storms and high tides.

This constant washing of the land was a kind of natural farming that produced huge blooms of phytoplankton and zooplankton — small plants and animals in the water column that are the basics of fish food.

Tidelands were “the breadbaskets of the Delta,” McEwan said.

Because the Delta was converted to farms, it is now a very different place. Levees restricted water to narrow, fast-moving channels.

Many of today’s islands have subsided 20 feet or more below sea level, a result of native peat soil decomposing over time.

As a result, many of these islands, even if flooded, would not make very good fish habitat.

The water would be too deep to allow tidal action. So as water officials search for land to restore, the number one criteria is elevation: Is the property at the right elevation to be swept by the tides — both now and in the future as sea level changes?

## U.S. to review online marketing of beer, hard liquor and wine

McClatchy Tribune  
Wire Service

WASHINGTON — Twitter didn’t exist the last time the Federal Trade Commission examined alcohol advertising, back in the last decade.

Now hundreds of millions of tweets fly daily across the micro-messaging site, including an increasing number from wine, beer and liquor companies seeking market buzz. It’s part of a new media frontier, one that federal regulators are about to explore.

In an ambitious venture, the Federal Trade Commission is requiring 14 major alcoholic beverage producers to release information about their Internet and digital marketing efforts.

The parent companies for storied wineries including Kendall-Jackson, Robert Mondavi and Beaulieu Vineyard, as well as the likes of Anheuser-Busch and Bacardi, are all being tapped for precious data likely to shape future advertising rules.

“The industry is innovating quickly,” David Jernigan, Johns Hopkins University public health specialist, said in an interview Tuesday, while “the pace of regulation and monitoring” has lagged.

Director of the Center on Alcohol Marketing and Youth at the university’s Bloomberg School of Public Health, Jernigan said the new study “can shine a bright light” on industry marketing that’s rapidly evolving to exploit new technologies.

Once completed, probably next year, the study will guide

Federal Trade Commission recommendations on how the alcohol industry should regulate itself both on- and offline.

“We as an industry have always been upfront about our practices,” Larry Kass, director of corporate communications for the Kentucky-based Heaven Hill Distilleries, said Tuesday.

The last study of this kind, completed in 2008, compiled alcohol marketing data for 2005. That year, 42 percent of the surveyed companies’ \$3.3 billion in marketing expenditures went for traditional media such as television, radio, print and outdoor billboards. Only 1.9 percent covered Internet efforts.

It was a different time, though. In 2005, Twitter was still months away from being launched. YouTube had just debuted, and Facebook was barely a year old. Since then, some companies have really bellied up to the social media bar.

“They’re everywhere. They’re blanketing online,” said Sarah Mart, research director for the San Rafael, Calif.-based group Alcohol Justice, an advocacy group that criticizes what it calls the alcohol industry’s “negative practices.”

The makers of Southern Comfort, for one, several years ago diverted most of their marketing efforts to social media and away from traditional advertising. Bacardi, Jernigan’s research found, has at least seven Facebook pages that together claim some 1.7 million fans. Captain Morgan Rum promotes a video game app for iPhones.

“Fearless adventurers battle friends and rivals in the true spirit of the legendary Captain

Henry Morgan,” the game’s introduction states, adding that one should “raise your glass, always in moderation.”

Other companies are still finding their virtual way.

Mike’s Hard Lemonade Co., for instance, is one of the firms being surveyed by the trade commission. But though it has had a Twitter account for 13 months, the @mhl Twitter address has trickled out only about 140 tweets for a scant 77 followers as of Tuesday.


Other companies, meanwhile, can sound so excruciatingly straight-arrow that boosting sales seems secondary to seeming responsible.

“Earth Week Tip,” the makers of Miller and Coors beers tweeted last month. “Bring your own bags to the grocery store.”

The trade commission’s marketing survey went to some of the largest companies that represent myriad individual labels, such as Diageo PLC and the New York-based Constellation Brands. California-based E&J Gallo Winery, the world’s largest family-owned winery, is not being surveyed.

The trade commission is limited in what it can do with the information it collects. Outside of regulating “unfair or misleading” ads, Jernigan noted, the commission largely lets the industry set advertising guidelines.

The industry’s standard, for instance, is that at least 70 percent of the audience for advertising consist of adults 21 and older. This is stricter than it used to be, but not as strict as some would like.



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# We have to fight hunger in this country

BY BRITTANY PATTERSON

## Small Town Girl



This column appears every other Wednesday

It seems a bit silly to say, but food and I have a very complicated relationship.

Not to get a little too psychoanalytical, but it stems from my childhood.

As my column header so visually depicts, I was fortunate enough to grow up as a "small town girl" on 20 acres of farmland in the heart of the Sutter Basin.

Although we weren't farmers, my family farmed about an acre of organic produce and sold it at the Davis Farmers Market on Saturdays.

It was a family affair that spanned the entire year and basically my whole childhood.

In January, we would head to the nurseries to buy plants and seeds. Then it was to the greenhouses we owned to grow our little plants.

In March, the tractor would

come out and the fields would be plowed. Trekking in our rain boots and muddy jeans we would measure the rows, laying plastic irrigation lines and beginning the process of transferring our little seedlings into the ground.

Then we would wait and weed and tie up tomato plants, watching as the once barren field we plowed up just months before became a lush, sprawling expanse of green, leafy vegetables.

As the weather turned from balmy to beautiful, the zucchini ripened and the tomatoes turned a brilliant crimson and so began our weekly Friday night harvesting festivals.

Mom, dad and all of us sisters would don our work clothes and stagger to the garden with colanders and boxes and steak knives in-hand, ready to pluck the produce from the vines.

While other kids were at the movies, I was harvesting cucumbers and packing strawberries into flats.

Not that I would have wanted to go out the night

before, because on Saturdays we would be up before dawn packing the truck, unloading refrigerators and making sure the tables, baskets and signs were all packed away before we made the 45 minute drive to Davis.

We would set up, presenting our wares for the hungry patrons of the market.

The day would pass in a haze of weighing melons and eggplant and wandering through the market munching on fresh grapes, cherries and cheesecake brownies you would die for.

Contrast this experience with what the rest of my childhood was: We were poor. My father, a well-respected instrumentation engineer, was often out of work, mostly because his field is quite small.

There were years we spent eating macaroni and cheese, Bar-S Franks and chili and Walmart bread.

On one hand, we had the means and the resources to grow all of the amazing, healthy food right in our own backyard, literally. But the

Earth can't provide you with everything and often times meat was scarce.

As a result, when I began to work, and especially when I moved out, I've made eating and eating what I want, a priority.

But to make that a central part of my life, at 21-years-old, is fairly atypical, and I think it's not something that is unexpected from children who have grown up in rural communities.

According to Feeding America, a nonprofit organization that coordinates a network of food banks and sponsors programs to help fight hunger in America, 14.7 percent of all homes in America, or 3 million rural households, are food insecure.

It was not often that I went to bed hungry and I don't want to misrepresent my situation, but I did see, going to a rural school, that hunger was a problem for our community.

When we held food pantries they were well-attended.

But perhaps the most frus-

trating part of hunger in America is the shame associated with asking for help.

My parents tried to do everything right. They are both educated, intelligent people who have worked hard in their lives, but hard times fall on all types of people of all races, creeds and colors.

It has been frustrating for my sisters and me to try and explain to those around us that poverty and hunger can affect all types of people.

Recently, billionaire Warren Buffett's son, Howard Buffett, announced the "Invest an Acre," which he says will allow the 80,000 farmers who use processing plants run by Archer Daniels Midland to donate the profits from at least an acre of their land.

Buffett, one of the wealthiest men in America, acknowledged he has never experienced hunger firsthand.

"I've never been hungry," he stated in an interview. "What I can understand is the humiliation, the frustration, even the embarrassment of some people who have to walk into a food bank for the first time and ask for help."

He's only one man, granted one wealthy man, but I argue we need people like him to shine awareness on issues such as hunger in America.

It's not a simple problem and it cannot be solved with a simple solution, but opening up a discourse in this country can help to decrease the 3 million households in America that experience hunger.

# News presentation will have to adapt



by Francisco Rendon Senior Staff Writer

I've heard it said recently that journalism is dead, or at least in the last stage of its vanishing existence.

Maybe this has some basis.

A 2010 Gallup poll showed a record number of participants had little-to-no trust in the media to report the news fully, accurately and fairly.

According to the American Society of News Editors, print newsrooms have lost 25 percent of their full timers since 2001.

Yet, entertainment news is actually growing. Entertainment news websites traffic went up by 7 percent in 2009, according to a press release

from comScore, a marketing intelligence company.

Clearly, people are finding the information they are interested in. One of the failures of modern journalism, it seems, is to provide people with content that they are interested in.

Many people observing the changes in modern journalism say that changing the platform to online, shifting the way news is presented will engage audiences and revive readership.

While there is some validity to the fact that people pay more attention to better constructed content, the fact is, if people think something is important, they will pay attention to it.

Likewise, if someone does not care about a subject or an event at all, they will not watch, read or click on news about it, no matter how it is

presented. It is just another link they never clicked on, another channel scrolled over.

The real problem facing journalism is finding out what makes people — young people especially — engaged and interested.

Clearly, young people are becoming increasingly discontent with the way their society operates, as demonstrated with the Occupy protests yesterday.

People are willing to get together to march, chant, protest and get tear-gassed without any real tangible goals. They just want to get their voice heard because it so absent from all forms of mass media.

If all the people who report, edit, produce and distribute newspaper articles, online stories, radio and television programs are participants in a discourse, or conversation, about the nature of mass media and its role in society, one will notice that the voice of young people is absent from this discourse.

Even when young people do produce content, they generally produce content within an organization's parameters and expectations.

In these instances, the organization exerts more of an influence on the content than the individual producing the content, since the people at the head of these organizations have essentially already decided how the work is to be done. If a young person wants to succeed in these fields, they must conform to the expectations of whatever organization they work for.

Reporters often do not even have the freedom to decide what to cover or how to cover it. Yet this is exactly the problem with journalism, the things young people really do care about are not being covered.

In fact, nobody really knows what engages young people in a way that makes them care and change their media consumption habits.

If we think of all the different journalistic content available (stories of violence, conflict and sex, partisan punditry and documentation of institutional failure) as items on a menu prepared by someone else, the options are still limited.

People, particularly young people everywhere, can see

the world around them crumbling. Yet there are no voices in the public discourse, in this field of journalism, that provide a fulfilling answer to those wondering what the future holds.

The problem in journalism is that the same people are still in control of the conversation and no other voices are being heard, even though there is a growing sense that we are not getting the whole picture.

Regardless of whether you watch CNN, FOX, MSNBC or Current, they are all just different flavors of the same dish. They all purport to just report the news, sometimes provide commentators and then let the viewer make up their own mind.

Journalists are still hiding behind a guise of neutrality when the world is crying out for someone to help them make sense of a dying world.

But this will change. And it will change in our lifetime.

The consumption of news, the way we learn about the world around us is not something that can simply stay dead. If a way of doing things is dying, it is also about to be reborn.



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Letters to the editor must contain the author's name, address, phone number, signature and major. Letters become proper-

ty of the Spartan Daily and may be edited for clarity, grammar, libel and length. Only letters of 300 words or less will be considered for publication.

Published opinions and advertisements do not necessarily reflect the views of the Spartan Daily, the School of Journalism and Mass Communication or SJSU. The Spartan Daily is a public forum.

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# May Day march advocating workers' rights culminates at City Hall



Photo by Raphael Kluzniok / Spartan Daily



Photo by Raphael Kluzniok / Spartan Daily



Photo by James Tensuan / Spartan Daily

Demonstrators took to the streets yesterday to rally support for immigration reform and workers' rights. The group of about 500 people began its march on Story Road and King Street in San Jose, and finished at City Hall.



Photo by Jasper Rubenstein / Spartan Daily



Photo by James Tensuan / Spartan Daily

## Get 'em while they're HOT

Mission College General Education summer courses that transfer to SJSU

Accounting	Principles of Accounting	ACCTG 001A	4 units
Anthropology	Physical Anthropology	ANTHR 001	3 units
Art	Art Appreciation	ART 004	3 units
Astronomy	Astronomy	ASTRO 001	3 units
Business	Business Law I	BUS 028A	3 units
Business: Management	Leadership	MGMT 102	3 units
Chemistry	General Chemistry	CHEM 001A	5 units
Chemistry	General Chemistry	CHEM 001B	5 units
*Computer Information Systems	Introduction to C Programming	CIS 037A	4 units
*Computer Information Systems	Software Development with Java	CIS 043	4 units
*Computer Information Systems	Linux Essentials I	CIS 045	3 units
Economics	Principles of Macroeconomics	ECON 001A	3 units
Economics	Principles of Microeconomics	ECON 001B	3 units
English	English Composition	ENGL 001A	3 units
English	English Composition	ENGL 001B	3 units
*Graphic Design and Multimedia	Introduction to Graphic Design	GDES 035	3 units
Graphic Design and Multimedia	Digital Photography	GDES 073	3 units
History	United States History	HIST 017A	3 units
History	United States History	HIST 017B	3 units
Mathematics	Elementary Statistics	MATH 010	4 units
Mathematics	Pre-Calculus Algebra/Trigonometry	MATH 002	5 units
Philosophy	Introduction to Philosophy	PHIL 001	3 units
Philosophy	Introduction to Logic	PHIL 002	3 units
Physics	Introduction to Physics	PHYS 010	4 units
Political Science	American Government	POLIT 001	3 units
Psychology	General Psychology	PSYCH 001	3 units
Psychology	Human Growth & Development	PSYCH 012	3 units
Sociology	Human Sexuality	SOC 045	3 units
Sociology	Introduction to Sociology	SOC 001	3 units
Sociology	Minorities in the United States	SOC 021	3 units
Spanish	First Semester Spanish	SPAN 001	5 units
Spanish	Second Semester Spanish	SPAN 002	5 units

\*=Elective

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