

THE UNIVERSITY OF CALIFORNIA, SAN DIEGO GUARDIAN

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Thursday, May 14, 2009

The Student Voice Since 1967

SUN GOD 2009

CAMPUS GEARS UP FOR ANNUAL MUSIC FEST

NOONTIME COUNTDOWN

A.S. Concerts and Events organized a series of shows in Price Center Plaza throughout the week as a prelude to the annual Sun God Festival.



JOSEPH HO/GUARDIAN

Monday: San Diego favorites Lady Dottie and the Diamonds kicked off the week with a gritty dose of blues and gospel gumption.



JOSEPH HO/GUARDIAN

Tuesday: Arizona-based indie quintet Deer and the Headlights followed with a catchy set of country-seasoned rock.



JOSEPH HO/GUARDIAN

Wednesday: The Pheromones, visceral torch-bearers of traditional American R&B and soul, kept the week's momentum steady.



ERIK JEPSEN/GUARDIAN

Friday: Crews are working through the day to erect the main stage, midway canopy and dance tent on RIMAC Field. The three structures will play host to performances from N.E.R.D., Horatio Sanz and Girl Talk.

Tree Crashes Down on Marshall Apartments

No injuries reported after 90-foot-tall eucalyptus breaks through undergrad's window.

By Yelena Akopian
ASSOCIATE NEWS EDITOR

A eucalyptus tree crashed into the side of Thurgood Marshall Apartments Building C around 4 p.m. Monday, shattering a window and puncturing the wall. Police and fire officials responded shortly after and evacuated the building.

Although tree branches broke a woman's bedroom window, Thurgood Marshall Resident Dean Yolanda Trevino said no bodily injury occurred as a result of the accident.

"We were fortunate that we did

not have any injuries as well as [only] minor damage," Trevino said. "If [the tree] had leaned more and the trunk had fallen on the building, it would have taken out all the apartments because of the weight."

According to Steve Thompson, associate director of maintenance, housing and dining, the tree branches hit a length of piping on the outside of the building, damaging a fire sprinkler system that serves two bedrooms and punching a hole through the wall.

Assistant Director of Facilities Management Charles Morgan said the damage was a result of internal decay mostly at the base of the tree and most likely caused by a fungus.

"With the right circumstances — the right wind, right weight on the tree — it could happen to any tree anywhere in San Diego County," Morgan said. "There's almost no real signs. We could never know until it



JOHN HANACEK/GUARDIAN

A clean-up crew arrived on the scene shortly after the tree fell to clean shattered glass and debris.

falls down and we look inside."

Trevino said the three residents whose rooms were damaged have been temporarily relocated to other open spaces in Thurgood Marshall

College and are expected to return to their rooms by Friday.

Readers can contact Yelena Akopian at yakopyan@ucsd.edu.

REGENTS APPOINT NEW CHANCELLORS AT UCSF, DAVIS

By Kimberly Cheng
ASSOCIATE NEWS EDITOR

The UC Board of Regents appointed two new chancellors last week at UC San Francisco and UC Davis.

UCSF Chancellor-designate Susan Desmond-Hellmann and UC Davis Chancellor-designate Linda Katehi — both appointed based on UC President Mark G. Yudof's recommendation — will take their positions Aug. 3 and Aug. 17, respectively, after a year-long search for qualified candidates.

They will replace UCSF's J. Michael Bishop, who has served as chancellor since 1998, and UC Davis Chancellor Larry Vanderhoef, who has presided since 1994.

"Both [Desmond-Hellmann and Katehi] are considered trophy chancellors," UC Office of the President spokesman Peter King said. "They're a blend of academic leadership and managerial skills, and they're bona fide scientists."

Desmond-Hellmann — who ranked 87th on Forbes magazine's "100 Most Powerful Women in the World" last year — is the first woman to be named UCSF chancellor and will receive a \$450,000 annual salary, up from Bishop's \$402,200 salary.

The 51-year-old chancellor-designate earned her medical degree at the University of Nevada, Reno before

New Council Plans to Sell A.S. Merchandise in Price Center

By Kelsey Wong
STAFF WRITER

The freshly seated A.S. Council has its sights set on an A.S. student store, which it hopes to unveil in Spring Quarter 2010 before the Sun God Festival rush.

The store would carry A.S.- and Greek-related merchandise to promote council events like Bear Gardens, and give fraternities and sororities a convenient location to buy letters.

"Students like to identify with icons that are a part of their student life and we are working to capitalize on that," A.S. Vice President of Finance and Resources Peter Benesch said. "With the proposed steady flow of income from Greek apparel, it is a

very responsible way to lower student fees by capitalizing on student needs."

According to Benesch, the bear mascots created by the A.S. Graphic Studio are wildly popular, and he said he believes apparel with the images would sell.

"When we put up the bear posters on campus, they would be stolen in a couple hours," he said. "People thought they were so cute. That is also a consistent trend with the baby Sun Gods."

In addition to improving A.S. Council visibility and promoting campus community, A.S. President Utsav Gupta said the enterprise would yield a profit for the council, reducing its dependence on the quarterly \$47.82 activity fee that students pay.

Although the council has discussed an A.S. store for years, the idea gained momentum when councilmembers realized the Price Center expansion would provide space for the venture. Gupta said there is currently no business model for such an enterprise.

"The business plan needs to be tackled, and made sure that it is profitable both fiscally and economically," Gupta said.

Benesch said he will draft this plan over the summer and begin talks with University Centers — which oversees Price Center's retail space — at the beginning of Fall Quarter 2009. He estimated that the issue would not reach the council floor for discussion until three or four weeks into the quarter.

University Centers Advisory Board President Lana Blank said the best retail spot to support the Greek community is the location of the A.S. Programming Office's current Sun God mini-store, between the box office and Jamba Juice.

"It would make sense to have the A.S. store there because lots of Greek activity happens in the center of campus, but it is also an expensive place [in terms of rent] compared to most," Blank said.

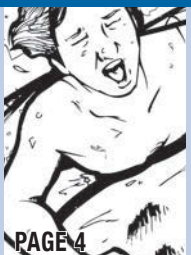
The council will use retail statistics from the Sun God mini-store to determine which merchandise would sell best in the permanent enterprise, Benesch said.

See **STORE**, page 3

See **CHANCELLORS**, page 2

OPINION Plans Friday? Let's Get Down

Forget what you remember about Sun God 2008 and get your party on with this year's kaleidoscopic festivities.



PAGE 4

SPORTS Conquering Land and Sea

Triathlon: Training on their own dime, UCSD's triathletes finished their season with a strong showing at nationals.



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ONLINE

Poll: What headlining artist are you most excited to see at the 2009 Sun God Festival?

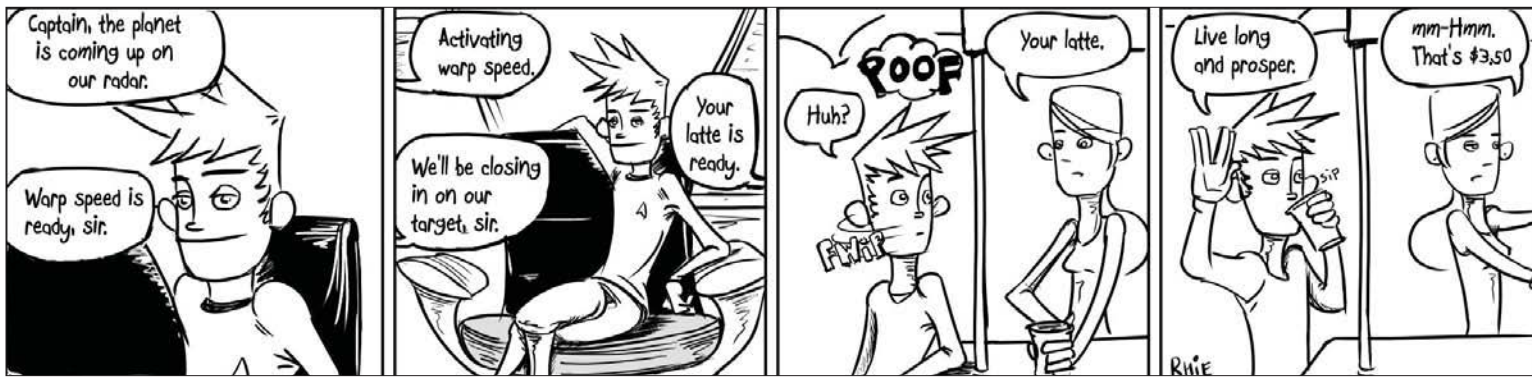
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WEATHER

May 14 Sun God
H 71 L 57 H 71 L 59
May 16
H 72 L 58
May 17
H 73 L 59

SUNNY-SIDE UP

BY PHILIP RHIE



TWO COKES SHORT

BY SAM PELLE



Desmond-Hellmann to Take \$300K Pay Cut as UCSF Chancellor

► **CHANCELLORS**, from page 1
 completing her residency at UCSF. She also served as an assistant professor of hematology and oncology at UCSF for two years.

"The most important thing to me throughout my entire career ... has been to work on things that truly matter for patients, and this new role has the potential to make an even larger impact on patients through all aspects of UCSF's mission," Desmond-Hellmann said in a statement.

She joined Genentech, a leading biotechnology corporation, as a clinical scientist in 1995, and was named executive vice president of development and product operations in 1999. Her annual salary at Genentech was \$725,666, not including \$1.3 million she earned in bonuses.

"[Desmond-Hellmann] took a big pay cut to come back to a place that

changed her life," King said.

UCSF is currently finalizing plans for the construction of a new hospital in Mission Bay to serve children, women and cancer patients.

"She is a brilliant academic with experience at three Big-10 universities."

— Mark G. Yudof, President, University of California

"Susan has the credentials to help ensure that the university [is a] major player in reshaping the nation's health-care environment," Yudof said in a statement. "And she has the know-how and leadership skills to make sure the Mission Bay hospital is a success."

UC Davis Chancellor-designate Katehi, 55, is the current provost and vice chancellor of academic affairs at the University of Illinois at Urbana-Champaign.

Prior to joining UIUC, Katehi was the John A. Edwardson dean of engineering at Purdue University, and the associate dean for academic affairs at the University of Michigan, Ann Arbor.

"She is a brilliant academic with experience at three Big-10 universities," Yudof said. "She understands the mission and aspirations of a multidisciplinary, land-grant institution ... and she comes from the UC family."

Katehi will earn \$400,000 annually as the UC Davis chancellor, a 12.4 percent increase from the current \$356,00 she makes at UIUC and an \$85,000 increase from her predecessor's salary.

Katehi earned a bachelor's degree in electrical engineering from the National Technical University in Athens, Greece, and received both her master's degree and doctorate

from UCLA's electrical engineering department.

She has received 16 U.S. patents, and is a member of the National Academy of Engineering. Katehi was also selected by former President George W. Bush to chair the National Medal of Science committee.

Both Katehi and Desmond-Hellmann will receive university-provided housing and an \$8,916 annual automobile allowance. In addition, Katehi will be given a \$100,000 relocation allowance.

Readers can contact Kimberly Cheng at k2cheng@ucsd.edu.

CORRECTIONS

A Focus article published on May 11 titled "Lost in Translation" incorrectly quoted Earl Warren College senior Daren Eiri. In fact, Eiri said, "Collapsed colonies are [still] healthy colonies with healthy brood."

The Guardian corrects all errors brought to the attention of the editors. Corrections can be sent to editor@ucsdguardian.org.



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General Editorial: 858-534-6580
editor@ucsdguardian.org
 News: 858-534-5226, news1@ucsdguardian.org
 Focus: 858-534-5226, features@ucsdguardian.org
 Hiatus: 858-534-6583, hiatus@ucsdguardian.org
 Opinion: 858-534-6582, opinion@ucsdguardian.org
 Sports: 858-534-6582, sports@ucsdguardian.org
 Photo: 858-534-6582, photo@ucsdguardian.org
 Advertising: 858-534-3467
ads@ucsdguardian.org
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Fresh-Faced Council Learns Its Rights, Elects New Speaker

The newly elected A.S. Council's inaugural meeting was a welcoming and instructional affair.

Shanna Dayan of the Student Health Advocates presented the "Sun God Says" campaign, and brought a box full of T-shirts as a gift to incoming councilmembers. The T-shirts, designed by the A.S. Graphic Studio, bear catchy phrases including "Who you gonna call ... A.S. Safe Rides."

Vice Chancellor of Student Affairs Penny Rue greeted the new council and offered a presentation chock full of wise words for the new council.

"My aspiration for every student is that you have a niche, that you have a group of people you bond with — your peeps if you will," Rue said. "It'd be great if A.S. can be a bonding group for you, but it's also to reach out to create new alliances, to create partnerships where partnerships didn't exist before."

For the council's benefit, Associate Vice President of Student Advocacy Frank Carroll handed out plastic water bottles that listed the "Top 5 things you should know if you are questioned/arrested at Sun God" before he played a 15-minute instructional DVD on knowing your rights as an individual and how to deal with police.

The information and bottles come at a welcome time, given that a council resolution passed earlier this year decrying the use of disposable water bottles prompted a decision by A.S. Concerts and Events not to distribute free water bottles at this year's festival.

A.S. Speaker Jordan Taylor added the appointment of his successor to new business and proceeded to pander his current position by listing his various duties.

Campuswide Senator Tobias Haglund and former Revelle College Council Chair James Lintern both graciously accepted their nominations for the job. Then each made his case to be voted on by the council.

Haglund cited his experience in helping to construct the by-laws within Pi Kappa Alpha and his involvement with Judicial Affairs on the InterFraternity Council. He explained that he would increase council efficiency

by cutting down on the side chatter in the A.S. Forum.

Lintern listed his own experiences — serving on Revelle College Council, serving on the Standing Rules committee and the Gaza Resolution Committee, and the two times he stepped in for an absent Taylor. Since he is not a member of the council, he would not have a vote if there were a tie.

"College chairs are very used to not choosing sides," Associate Vice President of Academic Affairs Lana Blank pointed out in the discussion that followed each nominee's presentation.

After the council's brief deliberation, Lintern re-entered the forum to the news and appropriate applause that he had been elected to the position.

During open forum Campuswide Senator Alex Vu encouraged everyone to prepare for the ninth week budget meeting and to stay informed via the e-mail listserv.



New Business
Connie Shieh
cshieh@ucsd.edu

Sun God Merch Sales to Serve as Test Run



ERIK JEPSEN/GUARDIAN

The A.S. Council hopes to gauge the potential success of an A.S. store based on the performance of the temporary Sun God store in Price Center Plaza.

► **STORE**, from page 1

"We want to see how successful this merchandising is for Sun God and build off that success," he said. "With an A.S. store, we could see what's working well and what's in our business interest for the future."

Benesch said he envisions keeping the enterprise student run, since paying for a professional managerial position would pose a huge financial

burden.

Gupta added that if students remain in charge of business operations, there will be financial incentives for student customers to support the shop.

"It's a student-run enterprise, meaning that any profits generated by the store would go back to the student body in some way or form," he said. "It's different from the

Bookstore because the profit generated there isn't seeing a return to the student body."

Benesch said the council's initial investment in shelving units, signage, merchandise and advertising for the store would cost roughly \$150,000.

Readers can contact Kelsey Wong at klw009@ucsd.edu.

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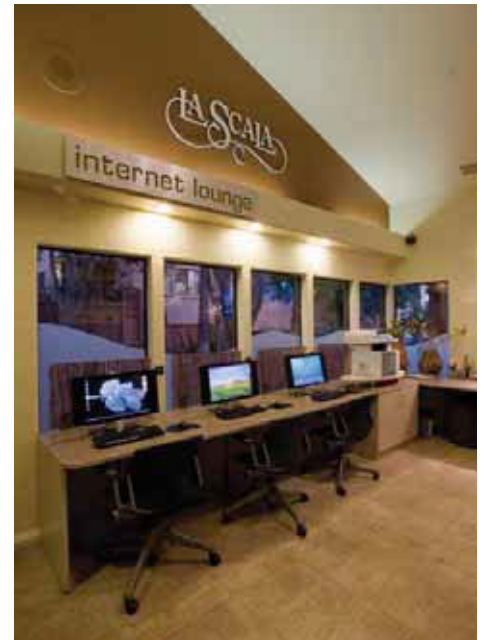
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Props to UCSD's baseball team for beating Sonoma State and earning the No. 1 seed in the NCAA West Regional Tournament that begins today.

Flops to the San Diego Convention and Visitors Bureau for its idiotic "Happy Happens" tourism campaign, irrevocably confirming our city's blandness.



EDITORIAL

All-Campus Dance Party. This Friday. Be There!

The Sun God Festival is tomorrow! This year's bash comes in the wake of a festival overhaul, the likes of which students were largely unhappy with. But the A.S. Concerts and Events Office has made some much-needed tweaks — like getting rid of that damned be-there-by-7-p.m. requirement and replacing it with all-day in-and-out privileges. And booking a lineup that takes a grand step toward the pages of Sun God lore, with an all-around increase in entertainment and, acts that students can get excited about. Not only did Concerts and Events prepare what will surely be the best dance party RIMAC Field has seen in far too long, the office lovingly — or perhaps just fearing riots — has transformed the weeks leading up to this Friday into a snowballing count-down party.

By calling upon the new A.S. Graphic Studio and social-networking Web site Twitter to bring momentum to the baby Sun God campaign, and planning a week of Price Center nooner shows, Concerts and Events has crafted an unprecedented pre-festival buzz. And its promise is one that the office looks to follow through on, collaborating with the Loft for fixtures like a cupcake tree, film tent and free photobooth, and with the Music Saves Lives group to set up a Motion City Soundtrack meet-and-greet in exchange for Wednesday's blood drive. Concerts and Events has also embraced the student-fostered tradition of wearing a costume to campus the day of Sun God; there will be a "secret spotter" scanning the crowd, and those with the best outfit will be invited to dance on stage with Girl Talk.

But the changes could also mean some kinks. Festival wristbands (which will be made of fabric and ooze with hipster slick-designed



BEN HOLM/GUARDIAN

hipness) will be passed out all day at the tennis courts on Ridge Walk. And while Associate Vice President of Concerts and Events Garrett Berg is confident that the 24-lane setup will be prepped to handle any line with robotic efficiency, students can believe it when they see it. With a capacity of about 20,000, the field admittedly isn't big enough for everyone and guest tickets sold out on Tuesday. So students who have their heart set on seeing N.E.R.D and Girl Talk should hit up the wristband station early, just in case.

The Coachella-esque Bring Your Own Bottle campaign could pose another problem for parched concertgoers. Berg's office is making a noble effort to go green and stay in line with the council's recent plastic-bottle-banning resolution, but this will demand that students do their part.

Plan ahead and bring your own bottle — an empty one, yeah security will be checking — for free fill-ups, or

be ready to pay \$2 for some bottled hydration. But don't worry; as a last resort the festival's medical tents will have plenty of free water to go around if you find yourself feeling faint and without a canteen.

While you're planning ahead, keep in mind that the smartest kind of debauchery is best. So stay hydrated, and if you're stopped by a cop be cooperative and calm — remember that once you've adequately identified yourself, you have the right to remain silent. When the clock strikes midnight and it comes time to relocate to the afterparty, shuttles will be running until 1 a.m. and A.S. Safe Ride is always an option.

Ultimately though, the Sun God Festival is about campus community and collegiate camaraderie, not what's planned for RIMAC Field. The Student Center will be just as bumping if not more so, with a block party centered around KSDT Radio's Shun God. I-House is just waiting to become a stretch of Euro-dance-

fueled mini parties. And the *Koala's* annual Sun God Lawn Slip-N-Slide (plus a soap-foamed Price Center fountain, if administrators don't put the kibosh on that tradition like they did last year) are reason enough to incorporate bathing gear into your dance costume.

Get ready — it's going to be epic.

THE GUARDIAN

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In Fight for Ad Revenue, Perez Hilton: 1 Times: 0

Last week, a newly minted U.S. Senate subcommittee convened to hear expert testimony regarding a worrisome matter. No, it wasn't about the economic crisis, swine flu or the war in Iraq, but on something in which many would argue our government should have no say: the future of journalism.



As the Page Loads

Sarah de Crescenzo
sdecresc@ucsd.edu

The fledgling Communications, Technology and the Internet subcommittee heard evidence from journalistic entities such as David Simon (former *Baltimore Sun* reporter and producer of "The Wire"), David Moroney (publisher and chief executive officer of the *Dallas Morning News*) and Arianna Huffington (co-founder and editor-in-chief of the *Huffington Post*) concerning the recent wholesale slaughter of newspaper staffers due to a dearth of advertising dollars, both online and in print.

At the moment, a central issue with journalism — which, by the way, arrived long before the global economy took a dive — is that newspapers, which once offered very lucrative advertising spaces, are now at the bottom of the list. As people turn to the Internet for information, the amount of available advertising money spreads more thinly by the day.

Unfortunately, now that the Internet provides ways for advertisers to push their product cheaply and effectively, there simply isn't enough money supporting large news sites.

This makes it difficult for previously profitable outlets to continue reporting at the level that was once possible. As reporters are handed pink slips and international bureaus fade silently away, we are in danger of existing without access to reliable information about the world around us.

I continue to read the reports of severe declines in advertising revenue in the *New York Times* itself — because I trust its ethics, the quality of the writing, and because a newspaper with such a stellar reputation should not have to bow down before the advertising gods as they sell their souls to snag an editorial mention.

While the *Times* continues to report that it is losing money, readers are waiting for the paper to realize that this isn't going to change. The rose-colored glasses need to come off — even when the economy turns around, advertisers still won't be flinging dollar bills their way just because of the popular name.

With sites about every topic on (and off) the planet, advertisers are no longer required to shell out the big bucks to put their name on a site — like the *Times* — simply because of its large readership. Instead of getting thousands of views because of an expensive front-page ad, a company who wants you to buy skateboards can instead pay a number of home-grown sites a pittance to display its ads.

The Internet doesn't devalue the traditional brands, it just — in true

See **LOADS**, page 5

LETTERS TO THE EDITOR

Campus Study-Abroad Center Should Stay Open

Dear Editor,

I am a junior at UCSD, currently studying abroad in Padova, Italy.

A decision was recently made to close the Education Abroad Program study center in Padova at the end of June. I, along with the other UC students studying in Padova and the ladies who work in the study center, are very upset about this decision, and I feel it is news that should be presented to the UCSD community.

For starters, despite numerous suggestions made by the study center's employees (including cutting their hours and two of the four staff members) the UC system has decided that the most "economically feasible" option is to close the center altogether.

This decision was announced only after students had made deposits and arrangements to come to Padova next fall. Next fall, only one employee will work in the study center, and she will be entirely responsible for the work that four employees took on this year.

The students going to Padova in the fall have been deceived. They will pay the same amount that I am paying right now, but will receive almost none of the support or benefits of having a fully operational study center.

The study center is an integral part of the study-abroad experience.

The ladies there help students with mundane tasks (such as telling us where we can find a hair straightener, or what a certain medicine might be called in Italian), to really important issues (psychological issues, transferring units and classes from the University of Padova to our home campuses and many more things).

One lady told us that a few years ago, a student was robbed on Christmas, and she drove an hour to pick her up and take her back to her house, give her some money and help her through that tough experience.

These ladies really care about us, and they make us feel more at home in a foreign country. It's a good feeling to know that even though you are on your own in a foreign country, there is still someone looking out for you.

It is impossible for one woman to do all of this (plus organize accommodations, help with class schedules, explain the Italian university system, etc.) for 30 students.

There is more than just finances going into this decision.

The office space that the Padova study center uses is rent-free, as the office is owned by the University of Padova. Therefore, the University of California is only paying for four salaries (three of which are part-time).

Padova must be one of the more economically viable EAP programs as there is clearly no lack of interest in the program. Many UC students

are coming to Padova in the fall, with Italian students going to UC campuses in their place.

If you have any questions, please don't hesitate to e-mail me, or check out the Save the EAP Padova Center Facebook group.

— Shelly Bencuya
Eleanor Roosevelt College
junior

Street Lights Needed at Grad Student Housing

Dear Editor,

Delivering pizzas to the One Miramar Street graduate student housing complex is always a frustrating experience. I have yet to find the desired address within one drive down the street. It often takes a back-and-forth flashing of the brights on a couple of startled grads to locate the four wooden numbers.

Dim yellow lights in cheap bulbous spheres leak a thin sheet of comfort on the apartments. The shrubs, grassy knolls, gravelly driveways and cracked concrete walkways weave in and out of the splotchy luminance.

Walking across the lawn, I realized two things. One: the grass had recently been watered (damn my hole-ridden work shoes). Two: this would be a good place to rape somebody.

Where there is darkness, there is a greater likelihood of illicit activity. The grad student housing is dark, dingy and damp. When a five-

minute pizza drop off gets me looking behind my back (no matter how neurotic I might be by nature), I take that as a sign there is a definite problem to be addressed.

Grad students aren't the only ones in danger, either.

A lot of undergraduate students walk from the east and Regents parking lots to their homes around University Town Center, and that entire edge of campus is a poorly lit catwalk of young collegians. Take your pick, creepy hat-wearing guy from the campus alert drawings, it's a smorgasbord of potential victims!

So now I'll put forth a solution: Install some fluorescent bulbs near that street and around the grad student housing!

To protect the safety and comfort of our own (namely the women who live here), I'm sure the university will agree that we can spare no expense.

— Lee Medvedoff
Thurgood Marshall College
junior

► The Guardian welcomes letters from its readers. All letters must be no longer than 500 words, typed, double-spaced and signed with a name and applicable title. Letters must also contain a phone number. We reserve the right to edit for length and clarity. Letters may be dropped off at the Guardian office on the second floor of the Student Center or e-mailed. Send all letters to:

The UCSD Guardian
Opinion Editor
9500 Gilman Dr. 0316
La Jolla, CA 92093-0316

e-mail:
letters@ucsdguardian.org

A DROP FROM THE INKWELL

By Priscilla Lázaro



Newspapers Must Embrace Blogger Nation for Fiscal Survival

► **LOADS**, from page 4

democratic fashion — lends credentials to every 14-year-old with dreams of designing her own boards by allowing her to set up a snazzy-looking site for consumers to stumble across.

The important aspect isn't that anybody and their pet cat can put up a Web site; the digital Holy Grail occurs when such a site develops a substantial, devoted following and is snapped up by a recognizable brand name because of its content and readers.

Take Jane Everywoman's expert blog on do-it-yourself home renovation, add it to a recognizable Web site run by an established brand such as Time Inc.'s Real Simple magazine, and you're on your way to attracting that specific customer for whom ad executives are searching.

But what does all this online marketing blather have to do with hard-hitting journalism? The answer lies in the hybrid model of news distribution that Huffington described during the Senate hearing. Sites like the *Huffington Post* make use of bloggers, celebrities and household names to increase site traffic.

But editors and reporters are absolutely essential to maintaining accurate journalism, and as fun as the *Huffington Post's* Hollywood updates may be, someone still needs to report the hard-hitting facts.

While *Times* journalist Nicholas D. Kristof is known best for his unique global columns, he also holds an annual contest through the *Times* Web site where he selects an applicant to travel with him as he investigates his next piece. People didn't apply for this contest because they think the *Times* corporation is the be-all and end-all of existence. They applied because they're gung-ho about learning from such a knowledgeable fel-

low.

While it will be tougher for news writers to develop the same kind of following because of the necessarily objective nature of their chosen format, you bet that a reporter blogging from Afghanistan is going to get a serious number of people interested in his perspective.

I'm not advocating the overthrow of the reporter by the masses of bloggers. Quite the opposite. As news organizations are finally forced — as I believe they should be — to loosen their grip on information gathering and distribution, they will have to recognize that alongside investigative journalists, other information can be distributed by talented writers through their sites without a compromise in quality.

Don't lose the journalists; just make sure to also take advantage of other talent out there and use it to enhance the experience of visiting a top-notch news site. Keep (or hire back) talented editors to ensure that content remains at the highest level while the online destination is customized to keep consumers both informed and interested.

As Huffington stated during the hearing, it's not about making newspapers work again. It's about maintaining journalistic standards of integrity and accuracy, while still accepting the fact that information, and the power that comes with it, is no longer held solely in the fist of the publishing pooh-bahs of yesteryear.

Unsurprisingly, the Senate meeting concluded without any firm decisions. Even so, the multitude of possible models left a feeling that while newspapers may be going, journalism — in all its iterations — is undoubtedly here to stay, even as it explores novel ways to connect with news consumers like you and me.

OPINION

WRITE WHERE IT MATTERS AND GET PAID

APPLICATIONS ONLINE AT WWW.UCSDGUARDIAN.ORG

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sun god

YOUR GUIDE TO THE BEST DAY OF THE YEAR



COURTESY OF SUB POP

N.E.R.D Iron & Wine

By Simone Wilson
SENIOR STAFF WRITER

N.E.R.D. was on everyone's Sun God radar through Fall and Winter Quarters — and this spring, for once, the rumors manned up and hit the lineup. That's right: This time tomorrow, we'll be frothing and mothing toward a proud RIMAC spotlight on the great Pharrell Williams, international guru of making cute things cuter by cartoonifying them (A.S.'s baby Sun Gods, pictured on the right, fall creepily in line) and original imagineer of making space for white-hot pace in the club beat.



JOSEPH HO/GUARDIAN

Less anticipated — to say the least — was this year's choice for principal non-hip-hop act. Samuel Beam, grandfatherly singer-songwriter behind stage-name Iron and Wine, has lingered in the lower, slower tips of the nation ever since his South Carolina childhood — and it shows.

He's like an escaped wisp of cirrus cloud, sort of curious to see about love but still bored, stopping for a second to look pee-colored in the California sunset but not really caring. In fact, it'd be a sturdy bet to wager he's never been excited enough to make his beard move (aside from an emotional tickle in that moment when those notorious freckles aligned).

See **HEADLINERS**, page 10

COURTESY OF VIRGIN RECORDS



ULTIMATE PREGAME PARTY MIX

1. "Sooner or Later" N.E.R.D
2. "Shut the Club Down" Girl Talk
3. "The Shit" DJ Nu-Mark
4. "Bottle It Up" Sara Bareilles
5. "Everything Is All Right" Motion City Soundtrack
6. "Cinders and Smoke" Iron & Wine
7. "What Up Man" The Cool Kids
8. "SNL Christmas Song" Horatio Sanz
9. "Yeah You" N.E.R.D
10. "Bullets" Augustana
11. "Look Out Young Son" Grand Ole Party
12. "Feels Like Rain" Motion City Soundtrack
13. "Ask About Me" Girl Talk

SG09

14. "Bassment Party" The Cool Kids
15. "History of Lovers" Iron & Wine feat. Caexico
16. "The Perfect Sound" Anavan
17. "Vegas" Sara Bareilles
18. "Bounce That" Girl Talk
19. "Under Control" Rootbeer
20. "Black Mags" The Cool Kids
21. "Lap Dance (Nine Inch Nails Remix)" N.E.R.D
22. "Boston" Augustana
23. "What's Golden" Jurassic 5
24. "Look Out Young Son" Grand Ole Party
25. "Everyone Nose" N.E.R.D

UNCAGE YOURSELF

By Edwin Gonzalez
ASSOCIATE HIATUS EDITOR

In case you can do without the swarms of punch-drunk classmates amassing at RIMAC Field, KSDT is offering a fiercely independent alternative.

"zOMG it's SHUN GOD" — the station's first annual Sun God Festival supplement — is being hosted by the scene-savvy folks at UCSD's own radio station from 11:45 a.m. until 6 p.m. Just south of the Sun God statue itself, the grassy knoll outside the KSDT studio (right next to Hi Thai) will be bustling with live bands, face-painting, skinny jeans, temporary tattoos and an all-day dance floor.

Think of it as Sun God's backyard block party. "We wanted to present students with an alternative to Sun God that's got different genres," KSDT Programming Director Anna Huang said. "And [gives] more exposure [to] independent artists."

While most were elated upon recognizing the big names peppering this year's official lineup, the organizers behind Shun God are ditching the hip-hop and mainstream rock monopoly for unsigned garage bands and local artists, each of whom will fill out a 30-minute set. As a result, the performers won't be seeing any paychecks from A.S. Concerts and Events. KSDT can rely on cost-free experimentals like Zsa Zsa Gabor and M&M Blues — and grad stu-

AT KSDT RADIO'S 1ST ANNUAL ZOMG IT'S SHUN GOD

dents like the simply named Dylan — to win them a musical diversity badge.

Caxton, the most Billboard-friendly of the nine-piece line up, is a Palm Springs quartet that throws quite the Rilo Kiley silhouette. The band, which performed for the station's last Fierce Friday Studio Session, will take the Shun God stage at 3:15 p.m. with a full, porcelain bawl more akin to Deborah Harry than Jenny Lewis.

If a one-girl, three-guy indie act is still too same-old, then ATOMS might ring your bell. Performing at 5:30 p.m., the group's got a Hot Snakes sound spliced with low-fi thrash and roots-rock beneath their lead's scruffy squawk.

Of course, if you want to take cover completely, the KSDT studio is doubling as a dance cabin. With deejays stacked for six one-hour shifts inside, Shun God's willing to vie with any white tent Girl Talk can throw at them. (Situating in the Student Center, the folks at KSDT are well aware of Porter's Pub's key alcohol-dispensing proximity. As a result, the staff on site will also be acting as security at the door.)

"With the old Student Center being so separated from Sun God and the whole RIMAC-ification of the party, we're just trying to bring some change," Huang said.

The Che Cafe will also be hosting an \$8 lineup of live bands after the Shun God event, at 7 p.m.

What's Sun God When We Can't Get Wet?

Things are getting awfully hip around here. The A.S. Sun God T-shirts are superimposed onto pantless American Apparel models (props for the pantlessness, flops for pulling a Clean Slate). Lady Dottie and the Diamonds just climbed from their Gaslamp dugout to come play Price Center. We, come Sun God, are going to be able to climb into art trees on RIMAC Field and attach munchie orders onto ziplines made to deliver our every craving to some philanthropic chef on the



Straighter Than Narrow

SIMONE ELECTRA WILSON

siwilson@ucsd.edu

other end, who's apparently taken up the cause of feeding fucked-up college kids.

Gary Ratcliff and Penny Rue have Facebook. But somehow, amid all this awesomeness, I have still found a reason to complain. Have you ever noticed how much things suck when they're dry? The only element of Sun God that the administration is really resisting this year is water — god forbid we, and their precious lawns, get too wet. Garrett Berg and the team have given us Girl Talk, but the rest is up to you. Break out the super soakers. Find a loose screw in the fire hydrant. And a way into that goddamn fountain.

Even though the RIMAC assholes don't want their muddy weed patch to get (gasp!) more muddy, and have not allowed for any sort of water sport in the main cage, there are hundreds of faucets on this campus. Just have faith, and follow the Sun God. I'll see you there.

TURN TO PAGE 8 FOR A FULL PREVIEW OF THE SUN GOD FESTIVAL

Girl Talk



By Reza Farazmand
SENIOR STAFF WRITER

Fragments of songs run rampant through a maze of looped guitar solos and displaced lyrics. Some are razor-thin, mutilated beyond recognition and gone before you know it. Others are long, drawn-out and slow — like fat drops of sweat creeping down a hyphy club rat's face, taking her makeup with it. A little Zeppelin here, a touch of Beyonce there, then "BOOTY, BOOTY, BOOTY" as Bubba Sparxxx kicks down the door and belts misogynistic come-ons to all the ladies in the house.

It's directionless. It's unexpected. It's a little bit wrong. But goddamn if it doesn't sound like pure magic. And that writhing orgy of provocative sound bytes, subtly mismatched bass lines and fleeting slivers of catchy-ass shit you swear you've heard before will envelop an isolated corner of campus this Friday when Girl Talk stages a manic coup d'état on the 2009 Sun God Festival.

When listening to Girl Talk (aka Greg Gillis, biomedical engineering student turned dancehall messiah), it's easy to forget that what you're hearing is a mash-up. His tracks are unbelievably fluid at times: Big-hair rock ballads frolic symbiotically with soulful, gospel-inspired caterwauling, and the Pixies' ethereal guitar riffs become a distorted car-stereo soundtrack for your midafternoon Compton drive-by. At other moments, it's like listening to a scratched Huey Lewis vinyl played way too loudly over a broken barroom jukebox that skips unpredictably every few seconds, jumping violently from blues to hip-hop to grunge.

His creations are chaotic and defiant of any form, yet inexplicably melodious. There's little time to stop and think about all the pieces — the subtle piano chords, the garbled moans, the rapid-fire succession of signature Michael Jackson shrieks. With Girl Talk, there is only the sum of the parts, derived from hours of careful sampling, splicing and mixing, backed by a dual appreciation for sickeningly overplayed pop and little-known indie fare.

DJ Funk's "Pump that Shit" melts seamlessly into the Cranberries' "Dreams." Elton John walks hand-in-hand with the Notorious B.I.G. to the tune of "Tiny Dancer." Then, without a trace of irony, Rick Springfield wails his love for "Jessie's Girl" as Three 6 Mafia discuss a partiality toward oral sex.

Girl Talk gives life to an army of fucked-up patchwork ragdolls, exposes them to a pile of radioactive bargain-bin cassette tapes and then turns them loose in a bizarre, brightly lit city populated by washed-up one-hit wonders and chart-topping glam-rap superstars. It's not quite rock, not quite rap and never quite coherent, but inarguably danceable as fuck. Just don't call him a deejay.

Rootbeer

By Sonia Minden
HIATUS EDITOR

Composed of pool-party crasher Pigeon John and his good pal Flynn, Rootbeer's unhinged goofiness is caught somewhere between old-school Black Eyed Peas and cheap-shot hooks (when Fergie climbed on board). The duo's 2009 *Pink Limousine EP* is 20 minutes of straight whiplash, and its title track is

predictably over the top with a repetitive chorus turned whoopfest — less funk and more frolic. Likewise, the beat tries for unfussy and ends up toddlers with silverware, albeit nice and '80s. "So Good" finds Pigeon doing what he does best — speak-rapping school-boy worship for a lady friend ("She's the sunshine/ I'm the moonlight/ We need each other like a blanket on a cold night"). But then, a strangling hook squelches all the groove in one deflating grip: "Feels so good/ Feels so great/ Feels so wonderful to be with you." Over and over again. Yeah — not feeling it.

DJ Nu-Mark

By Omar Khan
STAFF WRITER

part from his overtouted spot in the now defunct Jurassic 5, there isn't a lot of buzz on this bearded cat. Nu-Mark began spinning in L.A. as a teenager for small-time house parties, but it wasn't until he hit Boston venue the Good Life that he met the Rebels of Rhythm and Unity Committee, along with crowd-favorite Cut Chemist — thus birthing

the West Coast's beloved J5. Nu-Mark went on two solo forays in 2004: one collab with SoCal beatsmith Pomo, and one placid mix tape rife with smooth guitar, piano and Oriental woodwind — a tribute to the days of cozy vinyl that solidified him as the mild man's alternative to Cut Chemist's quirks. All we know since J5 went AWOL in 2007 is that Nu-Mark has a full-fledged solo in the works — with savvy guests and a booming commercial release — and that you'd be apt to brush up on your J5 trivia by Friday to impress that mellow hip-hop head nodding sleepily to Nu-Mark's set.

BAMBOO HUT	LITTLE CAESAR'S	CA QUIVERS	LEMONGRASS	WATER BOOTH	TARANTINO'S
BUCKBOARD CATERING	"B" FOOD INTERNATIONAL				MUSIC MERCH

HOPKINS RIMAC

DANCE TENT

- 200-foot-by-100-foot tent (same as Coachella's Mojave tent) features multiple half-circle side openings for entering and exiting.
- Giant projection of video on ceiling, as chosen by performers.
- "Secret spotter" will hand out 40 wristbands throughout the festival to students in costume, which will allow them to dance on stage during Girl Talk's performance.
- The DJ Vinylphiles Club will hold a deejay battle during their final time slot.

DVC	10:30 p.m. - 12 a.m.
Girl Talk	9:15 p.m. - 10:30 p.m.
Rootbeer	8 p.m. - 9 p.m.
DVC	7:15 p.m. - 8 p.m.
DJ Nu-Mark	5:30 p.m. - 7:15 p.m.
Yan Lhert	4:45 p.m. - 5:30 p.m.
Nosaj Thing	3:45 p.m. - 4:45 p.m.
DVC	3 p.m. - 3:45 p.m.
Anavan	2 p.m. - 3 p.m.
DVC	12 p.m. - 2 p.m.

JOUST ARENA

BLOW-UP OBSTACLE COURSE

ROCK CLIMBING WALL

INTER-COLLEGIATE ATHLETICS FIELD

(BLOCKED OFF BECAUSE ADMINISTRATORS THINK IT'S TOO NICE TO BE TRAMPLED)

LOFT TENT

- 50-foot-by-50-foot movie theater will show student films for entire duration of festival.
- 10-foot-by-10-foot FREE photo booth includes costumes and backdrops, closes at sunset.
- Central Park art installation by Annie Quick lets you climb inside music tree, cupcake tree and Honest Tea tree, then take food orders over a zipline.

Nosaj Thing

By Imran Manji
STAFF WRITER

Imagine a dreary sonic storm descending on RIMAC Field, a cascade of eerie, thumping beats drenched in static. Behold Nosaj Thing, a producer from L.A. specializing in experimental electronica supposedly fused with hip-hop — although the latter's influence is all but buried beneath the rough, untamed exterior of computer-generated chaos. "1685 Bach" cloaks the faint-

est vestige of a danceable tune with a digital avalanche of ideas. A veteran of L.A.'s underground deejay scene, Thing's MySpace resume is heavy on the accolades and short on substance: His only commercially distributed comp is a five-song EP more than two years old, titled Views/Octopus (the full-length version is slated for June). He's the polar flip of dance-tent headliner GirlTalk, forsaking any pretensions at pleasing the crowd in favor of showcasing mystical home cooking. Try to perk up for "Aquarium," which revels in a skillful — if unfriendly — sample of whispered mutterings.

Anavan

By David Harvey
SENIOR STAFF WRITER

Anavan's noise, like their name, falls just short of sounding the same forward and backward. In fact, it's even better in reverse, jumbling all those painfully obnoxious love-note lyrics written specially for the band by a tortured fifth grader or brooding middle-school dropout.

Despite the scratchy, desperate screeches of lead vocalist and drummer Aaron Buckley (which his bandmates mimic on their instruments), Anavan does have one trick: keyboardist Molly Williams. When she takes the mic, they're transformed from spazzcore leftovers to hard-candy pop — an unlikely relief. "The Perfect Sound," though far from perfect, is Anavan at their apex, so ingeniously built for doing the robot that any other form of dance doesn't even have room to occur. Anavan should normally be avoided, but this is Sun God, so join me under the bottle and next to the stage, dancing the meanest robot ever.

Motion City Soundtrack

By Sonia Minden
HIATUS EDITOR

If you think about it, Motion City Soundtrack and UCSD are a lot alike. There's a sense that Soundtrack could someday see the fame of playground pop-punkers Blink-182 or Fall Out Boy, if only they stretched a little bit further and

wrote that perfect song with the just the right balance of moog and cool to burn up the Billboard. Instead — like UCSD, in a third-place jog behind the beefier northern UCs — the quintet remains just out of MTV's monolithic reach, despite a handful of near hits and an impressive Japanese fan base.

OK, that's not exactly true. Piggybacking a team of notable production gurus — Eli Janney of Girls Against Boys, Adam Schlesinger of Fountains of Wayne and geek god Ric Ocasek of the Cars — 2007's *Even If It*

See **SOUNDTRACK**, page 11

Sara Bareilles

By Allie Cuerdo
ASSOCIATE HIATUS EDITOR

Midterms got you down? Sneezing up a storm in Geisel? It's

time to scan iTunes and choose the best possible cure. Yeah — let's talk chick-rock. When all you need is a heavy dose of sunny sarcasm, fiery feminism, wedding-cake wishes and a taste of teen angst, look no further than Sara Bareilles — a sweet little brunette with an optimistic case of the love bug.

Born in Eureka, Calif. (just two hairs down from Oregon), the 29-year-old UCLA grad got her start in a capella groups and open mics. Soon, the coffeehouses got bigger and she was opening for Aqualung, Mika and her besties Maroon 5. Bareilles then signed with Epic for *Little Voice*, a solid 12

pack with five even-better live tracks. With diamonds like "Many the Miles" — a folksy soul treasure that hits notes like liquid sunshine — and the vintage AA confessional "Love On the Rocks," it's easy to see what the label saw.

Launching from a long tradition of independent women (Michelle Branch, Vanessa Carlton, Alanis Morissette, Fiona Apple, Ingrid Michaelson and, um, Beyonce), Bareilles' "Love Song" quickly spiked No. 1 on the U.S. Pop 100 and stole two Grammy nods. Now, like a swine-flu antidote, she's spreading to San Diego. Watch out — happy happens.

TARANTINO'S SAUSAGES RED EAST AFRICAN FOOD ARSLAN'S DELI EMT
ENCHANTMENT ZAPPY'S PIZZA

ATMS SUN GOD MERCH
MUSIC SAVES LIVES (MEET MOTION CITY SOUNDTRACK!)

DRIVE

FIELD

- 10:15 p.m. - 11:30 p.m. **N.E.R.D**
- 8:15 p.m. - 9:45 p.m. **Motion City Soundtrack**
- 6:55 p.m. - 7:55 p.m. **Sara Bareilles**
- 5:45 p.m. - 6:35 p.m. **Grand Ole Party**
- 4:15 p.m. - 5:30 p.m. **Iron & Wine**
- 3 p.m. - 4 p.m. **Augustana**
- 1:45 p.m. - 2:45 p.m. **The Cool Kids**
- 12:55 p.m. - 1:30 p.m. **The Theory of Funkativity**

MAIN STAGE

• Instead of two smaller screens like last year, the main stage will feature one large jumbotron screen on its right-hand side that will be visible from across RIMAC Field.



MIDWAY TENT

• Circular tent has a diameter of 100 feet, surrounding a center stage with four stage "arms" onto which performers can stray.



Cirque Berzerk

Acrobats, aerialists, burlesquers, stilt walkers and clowns join a team of fire breathers and dancers to put on 5-minute spectacles throughout the day.

Comedians

Chilean-American expert impersonator Horatio Sanz leads a lineup of three 45-minute comedian sets at 12:50 p.m., 2:15 p.m. and 4:05 p.m.

Student-Org Performances

An overflowing schedule of student acts includes hip-hop dance groups 220 Second to None, the Heist and Vice Number 8.



ENTRANCE TUNNEL



STUDENT-ORG BOOTHS

- College Republicans info booth
- Triton Archery info booth
- The Entrepreneurs (T-shirts & energy drinks)
- LPE (something on the grill)
- GZA (tacos, drinks and salsa)
- Hawaii Club BBQ
- Cakes of Love (BBQ chicken, rice cakes on a stick)
- General Store Co-Op (clothes, sunglasses, snacks, school supplies)
- DVC info booth & listening station
- Darkstar (game)
- Dancesport (game)
- Society of Hispanic Professional Engineers (hot dogs, soda, water, possibly glowsticks)

The Cool Kids

By Omar Khan
STAFF WRITER

The Midwest has been doing us right. From the classic Common to superegoed Kanye to geeky Lupe, the red states

have grown some of the freshest developments in contemporary hip-hop.

After quickly catching fire from the Chicago celebration candles, the Cool Kids have mainstream heads doing a double take. Born from an online MySpace marriage inspired by golden-age hip-hop, ruler-sharp Mikey Rocks of Chicago and super-funky Chuck English of Detroit have been pumping out swag since 2005. They've written a small but solid catalogue based entirely on the sorely missed hip-hop blueprint of yore — their debut EP, *Totally Flossed Out*, makes no attempt to hide it. Slyly

See **COOL KIDS**, page 10

Theory of Funkativity

By Matthew Pecot
STAFF WRITER

The weather is perfect, concession attendants are setting out the kettle corn and Kuncocshun staffers are yelling into their walkie-talkies as the Theory of Funkativity drives across the field. Two beat-up compact and an SUV roll

right over the power cords before coming to a stop, and Theory's four members step out to face a beefy, belligerent and bald technician with a rock star's nonchalance.

Student vocalist Pat Cleary, guitarist Michael Perl, bassist Kyle Burkle and drummer Sean Brust aim beyond stardom: They sat down and told me they want everyone to "start listening to good music again." No more machine, they said, cranking out hits you'll forget a month later.

Apparently, Theory's up-tempo funk-rock is the good music that's going

See **FUNKATIVITY**, page 11

Grand Ole Party

By Allie Cuerdo
ASSOCIATE HIATUS EDITOR

All hail GOP! No, not the Republicans — experimental punk trio Grand Ole Party is way too hip for starched shirts and elephant ties. Instead, expect a liberal riot of urban plaid and anarchist activism. (Like we didn't see that coming.) Stereotypes abound on the college circuit, especially when everything indie looks and sounds eerily alike. Take this strange fruit: A little-known GOP scored a spot on the current Yeah Yeah Yeahs tour. Awesome, except — one girl with pale skin, red lips, bowl-cut black hair and a Karen O wail, two backing male mates on guitar and bass — notice a pattern? They're an exact copy of YYY, only less endowed with, you know, fans.

GOP's only hope lies in Kirstin Gundred. The mini-Karen's simultaneous singing/drumming is a show stealer for sore eyes: Timekeepers everywhere will be high-fiving percussion's return to center stage. Though she can't swing the mic like it's an acrobatic lover or dive into a sweaty pit on the guitar solo, Gundred's ceaseless shout thrashes with the best of them. "Love, lust, nasty/ Habits make us who we are/ Love, lust nasty/ Habits take us very far/ Underground" trembles like a silkier, insane Gwen Stefani — circa No Doubt, of course.

Augustana

By Hannah Kang
STAFF WRITER

Long before the whimsical chords of "Boston" came to score YouTube how-to videos everywhere, Augustana debuted *Midwest Skies and Sleepless Mondays*.

Haven't heard of it? No pressure: It plunked into obscurity without so much as a shaky wail from Dan Layus's overplayed voice.

So how did they end up wooing Epic? By moving to San Diego, of course, to soak up chillaxed rock like starved Midwestern loafahs and turn out *All the Stars and Boulevards*.

Augustana doesn't look like a SoCal band: Their black pea coats over oxford button-ups reflect an autumn that San Diego never feels, let alone understands. Moreover, the band tie-dyes their tunes with Americana appropriate to their sprung-from-Springfield history: When Layus isn't crying "You don't know me, you don't even care" in a boozy Orpheus voice, he's mimicking Bob Dylan's creepy old-man twang.

But googly eyed and love-riddled California tunes roll back in as conspicuously as tidal waves, and Augustana don't hesitate to shake their new beach hair to the tick of the metronome. Don't expect mosh pits to break out on the muddy RIMAC Field during Augustana's warbly "Sweet and Low." Instead, lay your dizzy head down and let their consuming piano-rock lull you to sleep. You're probably going to need the nap for N.E.R.D, and who knows? Augustana (with the help of some obligatory additives) just might make for some unbeatable dreams.

ILLUSTRATIONS BY CHRISTINA AUSHANA/GUARDIAN

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ENTRANCE

BUY SUN GOD TICKETS HERE BEGINNING 9 A.M.

RIDGE WALK

RIDING BY THE OLD-SCHOOL RULEBOOK

► **COOL KIDS**, from page 9
 sampling the masterpieces of legendary duo Eric B. and Rakim, "Pump Up the Volume" cleverly cuts the latter's famed lyric on "I Know You Got Soul," and "What It Iz" injects a vibrant drum measure with an eight-count beat from Eric B.'s "I Ain't No Joke."
 Sure, they're up to their necks in fixies and sunglasses and everything hip, but they've got the swag to back it up: Beats as impeccably sparse as the Neptunes', and with better raps to boot. Plus, the duo just released mix tape *Gone Fishing* (a collab with superproducer Don Cannon) as a free-and-easy download on their Web site, putting a modern spin on those block-party handouts back in the good old days. Best don your Tribe Called Quest tee, neon fitted cap and spit-shined dunks — then bump that dome to the best-baked rhythms on the block.



Wine's a Downer, but Anything's Better Than Last Year

► **HEADLINERS**, from page 7
 Wait — I think there's a name for this strange kind of human. Oh, right. A fucking downer.
 And a thousands-strong herd of horny nerds who've been cooped up in a dark room with lab chemicals and laptops since September (FML) aren't exactly equipped with the patience it takes to tolerate a downer. Each of the three whopping studio albums and two rarity/B-side/live snores that Beam's got under his country buckle is piss full of happy-sad baby birdies too busy contemplating the sky to fly away.
 "She says if I leave before you darling/ Don't you waste me in the ground/ I lay smiling like our sleeping children/ One of us will die inside these arms," he schmoozes on "Naked as We Came," whose

title seems Sun God-worthy enough until you realize it's about tender, missionary love-making (need I quote 50 Cent here?).
 We know the "real world" will suck, OK? Please, now, before my boner puddles into my party boots.
 Indeed, all will be forgotten by nightfall. It's actually creepy how cut out Williams and N.E.R.D.-mates Chad Hugo and Shay Haley are for this job. Their clean chords and boy-next-door doodles aren't much on paper, but helium into an exercise in energy when put to the amp. All that, and with a Neanderthalic minimalism that scratches all our evolutionary hard-to-reach spots.
 Williams is a serial lady killer, one side of a hipster grin raised under elevator eyes, somehow never making the girls feel violated even

when comparing their asses to rideable spaceships — come on, he's just here to please. Case in point, "Tape You," from their dynamite debut: "I just want to see you come," "Nah, baby, don't worry about your make-up," "Now go kiss her boobs, and you kiss her boobs too." Well put.
 Hilarious fact: Turns out the N.E.R.D baby-face is more than a year older than grandfather willow in the 3 p.m. slot. Hmm ... must be something in the cartoon ice cream.
 In any case, they've both got more grunt than Sean Kingston, who was somehow expected to bring 20,000 best-day-of-the-year hopefuls to climax on one (pretty hot) single alone. And, like T.I. the year before him (with "What You Know") he didn't even bother to finish singing the only song we knew.

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MOTION CITY BASSIST ON THE CREATIVE PROCESS, BLINK-182

► **SOUNDTRACK**, from page 9
Kills Me landed the critics, finally garnering Soundtrack some much-needed props. Singles like the bass-powered "This Is for Real" blew the same wind-in-hair bliss you get from driving your first car down the highway; "Fell in Love Without You" mimics the pert spirit of 2003's "The Future Freaks Me Out" but thankfully steers from the former's high-pitched bent while keeping squeaky-clean synth choruses intact. Though drawing from a history of worry-free bounce, the album reflected a more nuanced, versatile group — debted both to their newly grown-up sensibilities and a crowded guest list.

I asked bassist Matthew Taylor if there were any brawls in the Kills Me studio.

"Adam's more of a pop guy, and Eli's into the whole D.C. punk scene ... so there was definitely an interesting mix of ideas," Taylor said carefully. "But Ric didn't want to do anything to [our sound]. 'Even If It Kills Me' used to be a 15-second little ditty, and Ric extended it, put in a bridge and made it into a full-length track. So, yeah, it was a good experience all around."

Now that they've re-tailored their skinny jeans to account for the years, the Minnesota natives are recruiting Blink-182's Mark Hoppus for the studio, looking for a fresh release to propel them — once and for all — into the bedrooms of squealing preteens across the globe.

"It's cool to work with a producer who's been in your shoes," Taylor said.

"He's like a big brother who has really good advice ... He keeps it light in the studio. Sometimes you can take yourself too seriously."

But it's hard to imagine that Soundtrack ever take anything too seriously — even tongue-in-cheek lyrics on self-medication and pill popping are delivered with giddy enthusiasm on "Everything Is Alright." Taylor insists that the dark irony is intentional.

"We're just happy dudes ... with some not-so-happy moments," he said.

Slowly but surely, the boys are breaking from short-lived commercial cameos and finding their place in the limelight. Nonetheless — like any one of us, procrastinating between seventh-week breakdowns — they know how to have a good fucking time doing it.

BATTLE OF THE BANDS WINNERS SERVE THE PEPPERS HOT

► **FUNKATIVITY**, from page 9
to save the world. As technicians sound-check with No Doubt's "Hella Good," a funk revolution sounds pretty good.

Confidence isn't an issue for Theory — equipment is. When they arrived to Koncocshun, they were told there were no drum mics, no extension cords and that they would need to move their equipment off the stage afterward so the student orgs could dance.

With his right hand hidden from the bearer of bad news, drummer Sean Brust pulls the wanker.

They've got good reason to be confident: Their self-titled release is a bona fide groove, with choruses aspiring to the freshness of idols the Red Hot Chili Peppers. Hip-swinging joints "Something to Say" and "Clean Cut" have plenty of attitude, and could easily be local-radio staples. Pulling out blistering solos whenever the rest of the band unchains him, Perl makes good on the band's promise to follow in the footsteps of Jimi Hendrix.

Live, though, that confidence is



JOHN HENRY/GUARDIAN

Student band the Theory of Funkativity won their 1 p.m. spot on the Sun God Festival's main stage at a battle of the bands competition last month at the Loft. They also played at Sixth College's Koncocshun last week.

a vice. Perl thrashes and tweaks like Scooby-Doo on meth instead of snacks, unloading so much energy through the speakers that the groove is easily lost. For his part, Cleary refuses to leave the spotlight, and spends the solos leaning on Perl's shoulder like Axl and Slash.

But they have their moments: At Koncocshun, their cover of the Peppers' "Give It Away" drew everyone on the field, and when Cleary held the mic out to the crowd for the chorus, they yelled just as loud as if for the Peppers themselves.

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TRITONS HONORED FOR ACADEMIC AND ATHLETIC EXCELLENCE

By Joe Tevelowitz
SENIOR STAFF WRITER

On Tuesday afternoon, 12 Tritons were honored in an on-campus ceremony as part of National Student-Athlete Day. Two athletes were selected from each of the six colleges to receive recognition for their academic accomplishments while taking part in the often rigorous schedule demanded by UCSD athletics.

"I'm always trying to figure out how they can do all these things in a 24-hour period," said Director of Athletics Earl Edwards, who delivered the keynote comments at the event. "You look at practice sched-

ules, you look at studying, you look at community service and many of them have jobs as well. They're not only doing it, but they're doing it extremely well. That's the most impressive thing; that they're successful at such a high level, managing a lot of different things."

The honorees were accompanied by coaches and faculty members who made an impact on their respective careers. Each student athlete received a plaque for their accomplishments.

"I was very honored," Eleanor Roosevelt College junior Anne Schneckner said. Schneckner, a member of the fencing team, maintained a 3.9 GPA while also helping the women's

fencing team to a conference championship in 2009.

"It wasn't an award I was trying to win or anything, but I always try hard at anything I undertake," Schneckner said. "It meant a lot to me to get recognized."

Sixth College junior Linda Rainwater, the current UCSD record-holder and California Collegiate Athletic Association champion in the heptathlon and high jump, was also honored.

"It's hard to balance having long practices during the day, and then you're tired when you get home, but you still have to do homework," Rainwater said. "It's nice to get rec-

ognized for your efforts, especially at UCSD where we have so many good student athletes."

In addition to Rainwater and Schneckner, honorees included Earl Warren College senior Kelvin Kim (men's basketball); Warren College sophomore Jessica Ferguson (women's swimming and diving); Thurgood Marshall College senior Leah Murphy (women's track and field); Marshall College junior Vincent Nguyen (men's tennis); John Muir College junior Nicole Saari (softball); Muir College junior Karam Badran (men's crew); Revelle College senior Jessica McGovern (women's soccer); Revelle College junior Tony Choi (men's soc-

cer); Eleanor Roosevelt College junior Ian Bausback (men's water polo) and Sixth College senior Bryan Dieffenbach (men's track and field).

"What I'd like all the students, faculty and staff to recognize is the commitment that the student athletes make," Edwards said. "It's a commitment to the university and it's a commitment to themselves, being the best that they can be. Those are the types of individuals that we all want to go on and contribute to society as a whole."

Readers can contact Joe Tevelowitz at jtevelow@ucsd.edu.

Diverse Collection of Triathletes Find Their Place on Team

► **TRIATHLON**, from page 16

also convenes for an unofficial team bike ride — a 40-mile cycle through Encinitas and Rancho Santa Fe.

With three sports to master, the focus of practices varies from one exercise to working on a combination of the three. Team members can often be seen swimming laps at Canyonview Pool or doing a track workout.

During races, however, there is no time for rest between sports. First-time triathletes are often shocked at how hard it is to transition from biking to running, or how weak their muscles feel as they begin to run. The team prepares for this with "bricks," a workout where athletes use stationary bikes and alternate between biking and running.

"Our success really comes from the passion behind it," Kotturi said. "That passion leads to dedication and hard work, and that's really key for us."

Several of the members, including Uyeda, emphasized that the team is not just for elite athletes. The triathlon club is open to all UCSD students

and does not make any cuts.

"The nice thing about being a club is that people can come in and put in as much time and effort as they want to," he said. "If someone is just starting out, we can't kill them with several workouts a week. They need to build a good base first."

Brown echoed the sentiment that the sport is open to anyone who is willing to work for it.

"The team welcomes every student with open arms, regardless of athletic ability," Brown said. "We encourage everyone to come out, and the only thing we expect is to show up on time and give 100 percent."

Many athletes compete in their first triathlon while on the team, including some top finishers. Most triathletes have a more extensive background in one of the sports; during that section of the race, they make up for time lost in other sections.

Sophomore Reina Kawazoe, a first-year team member, joined the team looking for a new challenge

after swimming competitively for 10 years.

"I was so burnt from swimming, I needed something new and fresh," she said. "Tri gave me a chance to explore how far my body was willing to go."

Some of the team members competed in other sports on the collegiate level. Unlike NCAA sports, there is no limit on years of eligibility and, as a result, the team has several athletes that previously competed for the Tritons in swimming and track. The triathlon club provides a way for them to keep competing for UCSD while continuing their education.

While the team holds back-to-back national champion titles on the women's side, its members represent a vast range of skill and experience levels. Receiving little, if any, recognition, the triathlon club is quietly progressing as one of UCSD's most prominent teams.

Readers can contact Liam Rose at lfrose@ucsd.edu.

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The senior qualified for the NCAA Championships in the high jump and heptathlon, looking to defend her national title next week in San Angelo, Texas.



NO REST FOR THE IRONMAN

BY LIAM ROSE ▶ STAFF WRITER

Self-funded with little recognition, the triathlon team has found success on the national stage.



PHOTOS COURTESY OF CHRIS BURNHAM
Top: Triathletes get ready to begin the race at nationals.
Middle: Graduate student Darlene Hunt bikes in this year's national championships, where she placed fourth with a time of 02:20:49.00. **Above:** The triathlon club team competed in eight races this season, including the UCSD Tritonman in Mission Bay.

Many UCSD students played a sport in high school, often trying a hand at two or three. Now imagine competing in three sports at one time, each with its own nuances and techniques. Scattered among us are several UCSD triathletes who are not only capable of swimming, biking and running long distances without taking any rest in between — but who are also among the top collegiate triathletes in the country.

The origins of the sport lie only a few miles south of campus: Mission Bay. With calm water, 14 miles of running paths and San Diego's ever-sunny weather, it's a favorite destination for endurance athletes nationwide. The pristine location gave these athletes a new trial ground. On Sept. 25, 1974, 46 participants competed in a 600-yard swim, five-mile run and five-mile bike in an event organized by the San Diego Track Club.

Several students interested in bringing the sport to the university founded the triathlon club team in 1998. Born from San Diego's cycling, swimming and running communities, the sport has found a home at UCSD.

"People are learning we have a team on campus, and we welcome anyone to the team," sophomore captain Sante Kotturi said. "We all really love tri and we want as many people as possible to share in that."

The sport has expanded tremendously since its start, debuting in the 2000 Olympic Games. UCSD's team benefited from this exposure; it now has over 60 members, almost doubling in size over the last two years.

UCSD competes in the West Coast Collegiate Triathlon Conference, which operates under USA Triathlon, the sport's national governing body. Despite its popularity, triathlon is not a NCAA-sanctioned sport, and very few colleges around the country fund their teams. Nevertheless, about 100 universities compete nationwide; many teams support themselves by organizing their own triathlon annually. UCSD holds an event called the Tritonman, which takes place at the same location of the historic first triathlon in Mission Bay.

"We get much, much less funding than NCAA teams do," vice president of the triathlon club Frank Uyeda said. "Typically, people put on triathlons both as a fundraiser and also as a competition."

Head coach Mac Brown emphasized the importance of student leadership on the team.

"I give the student athletes their workouts and basically act as a mentor," he said. "I'm

always available to help the athletes with their training, but most of the administrative stuff and organizing for races is done by the students."

The collegiate triathlon season culminates in the USA Triathlon Collegiate National Championships, which were held in Lubbock, Texas, this year. The race is a standard Olympic distance triathlon, consisting of a 1.5 kilometer swim, 40 kilometer bike and 10 kilometer run.

At this year's event on April 18, the UCSD women placed four athletes in the top 25 to win a second consecutive national championship. The Tritons were led by graduate student Darlene Hunt, who placed fourth with a time of 02:20:49.00, and senior Lauren Chiodini, who had the fastest split on the race's bike section. The men's team placed seventh overall, led by graduate student Tim Ray's 22nd place finish.

At nationals, UCSD scored 191 points, finishing fifth in the country out of 95 teams that competed.

"We all really love tri and we want as many people as possible to share in that."

— Sante Kotturi, sophomore captain

During the Tritons' short history, they have raised the competition, battling with the nation's best squads every year. UCSD athletes have also accomplished great feats individually, with top charges qualifying for the prestigious Ironman World Championship in Hawaii. The Ironman is the triathlon to the extreme — athletes complete a 2.4 mile swim, 112 mile bike and run a marathon. The race can take up to 24 hours.

Of course, results never come without hard work and practice, and triathletes do plenty of both. Despite being a club sport, the team trains and competes as much as any of UCSD's sports teams.

"The top tier of athletes who compete for us are working out at least once a day, sometimes twice a day," Uyeda said.

Brown, a local pro triathlete, was the sixth-fastest American at Ironman Hawaii in 2007. This is his first year as head coach of the team; assistant coach Marcus Catano leads strength training for the athletes.

"Our coach does everything he can to train us for our individual goals," Kotturi said. "He reminds us to train smarter, not harder, in that more workouts are not always the best thing."

The team meets for official practice Sunday through Thursday; the location varies according to the activity. On Saturdays, the squad

PLAYOFF PREVIEW

WOMEN'S CREW

By Brianna Lee
STAFF WRITER

It's a now or never race. For the final regatta before the NCAA Division-II National Championships, the Tritons will head to Sacramento for the Pacific Coast Rowing Championships with their season on the line.

"It's our last chance to prove to the committee that we deserve to go [to nationals] for the fifth year in a row," senior co-captain Kelly Hansen said. "There is no more important of a race than this one. There are a lot of teams gunning for us since we've dominated in the past, but the end of the season is when we shine. That being said, the amount of pressure is definitely up there. But during a race, you can't analyze your placement or look into the future. While we know we must perform well, stressing about it is only going to hinder our performance. We just have to go out there and row hard without thinking."

Coming off a slightly disappointing third-place finish at the Western Intercollegiate Rowing Association Championship, women's crew remains dedicated to its task at hand, approaching the regatta with confidence.

"WIRA didn't go as we had hoped, but the past is the past," senior co-captain Alissa Kispersky said. "We have since evaluated and changed our race strategy. Our team has to race a significantly faster time than we have done in the past... I know our team is entirely capable of racing at this level. We have done so in practice all year. All we have to do is apply that to a race scenario."

The conference finals will take place at Lake Natoma at 8 a.m., and the Tritons are eagerly awaiting the occasion.

"I think each and every one of us has our own particular strength that we bring to the boat, and it's definitely going to come out this weekend," Hansen said. "The seniors especially will be bringing our determination, which includes our refusal to give up what we've built over the last four years. It's going to be a regatta in which we truly see everyone's heart and strength that this whole year has given us. I can't wait."

Readers can contact Brianna Lee at bmlee@ucsd.edu.

BASEBALL

By Janani Sridharan
SPORTS EDITOR

Following a walk-off victory over Sonoma State University in the conference championships last week, the Tritons look to carry momentum into the NCAA West Regional this weekend.

After claiming its second California Collegiate Athletic Association Tournament title, UCSD rose to No. 2 in the Division II national rankings and earned the No. 1 seed for regionals. Today, the Tritons (36-12) will go up against fourth-seeded Cal State Dominguez Hills (34-21) in Keizer, Ore.

"We can expect [Cal State Dominguez Hills] to come out ready to play," junior short-stop Vance Albitz said. "They've seen us, and we've seen them. It's going to be a great battle."

The Tritons and Toros have become familiar foes after facing off several times in the past month, most recently in the CCAA Tournament. In mid-April, the teams split a four-game set before the first round of postseason play. UCSD held CSUDH to a single run, winning 2-1 to start the Tritons' championship drive.

UCSD is looking to end the offensive struggles suffered during its past few Thursday games.

"Offensively, we're going to focus on our approach and stick with it," Albitz said. "If we can do that, we'll be successful this weekend."

This year's West Regional consists of CCAA rivals Sonoma State (32-14) and CSUDH, as well as Western Oregon University (33-12).

UCSD faced Sonoma State twice last weekend, crushing the Seawolves 16-1 in the first game and coming back to win an 8-7 thriller in the championship. The two teams split six matchups this season, but UCSD won the last three.

The Tritons played Western Oregon in February, dropping three out of four games.

Readers can contact Janani Sridharan at jsridhar@ucsd.edu.