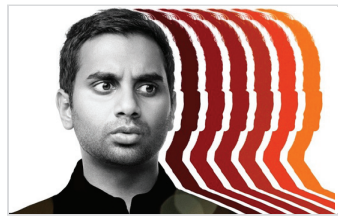




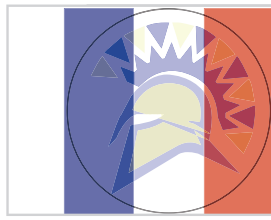
SPARTAN DAILY

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FIGHT FOR FIVE

CFA bargaining reaches impasse

By Raphael Stroud
@randomlyralph

The California State University Board of Trustees convened at CSU Long Beach yesterday to address systemic issues, including the ongoing bargaining process with the California Faculty Association, which rallied outside the Office of the Chancellor throughout the day.

The beginning of the conference reflected on the life of slain CSU Long Beach senior Nohemi Gonzalez, who was killed during the Nov. 13 attacks in Paris. CSU Chancellor Timothy P. White attended memorial services held on the Long Beach campus.

“It was healing and powerful to see a community struck by such unbelievable

grief,” White said after a moment of silence, “to come together in a way to celebrate what she brought in her short life.”

Afterward, the committee of collective bargaining came to order for several speakers to air their grievances to the Board of Trustees, including the continuing salary dispute.

Prior to Tuesday’s meeting, the CFA bargaining process had reached an impasse, and no resolution had been found. A fact-finding process began afterward, with the first hearing approaching on Nov. 23.

CFA President Jennifer Eagan criticized White’s handling of the situation, expressing concern that faculty issues weren’t being taken seriously by the

see **CFA** on page 3 >>>



Karen Sawyer | Daily 49er

California Faculty Association members hold signs and blow whistles at the “Fight for Five” protest outside of a Board of Trustees meeting in the California State University Office of the Chancellor yesterday. The CSU has offered a 2 percent salary increase, but the faculty said it is not enough.

OPINION: EXPANDING OPPORTUNITIES

Altruism from the elite is a necessity

By Matthew Dziak
@bigmattitude

It’s that time of year where the ringing of bells can be heard from the Salvation Army volunteers outside of local stores.

The season of giving is a reminder of the fortunes we have compared to those less fortunate.

Although our donated pennies add up, for some elite billionaires, altruism has become a focal point and a necessity at that.

It is difficult to comprehend just how much \$1 billion is, let alone multi billions. Once that level of wealth is accumulated, there is only so much a person can buy.

According to Forbes, there are 536 billionaires in the U.S. Compare that to the entire continent of Europe which has 514.

Mark Zuckerberg, the founder of Facebook, has a net worth estimated at \$45.2 billion according to Bloomberg.

Zuckerberg is using his fortune for the betterment of the Palo Alto community.

He and his wife Priscilla Chan, who is a pediatrician, plan on opening The Primary School in August 2016. The K12 school

is designed for low income students and will offer healthcare coverage to the underprivileged students as well.

This is not the only instance Zuckerberg and his wife have engaged in assisting education. In 2014, they donated \$120 million to San Francisco public schools to be spread out over the next five years.

Zuckerberg’s donation was not the most substantial in 2014 though.

The largest donation in 2014 came from Warren Buffett, the second richest man in the world according to Forbes, who donated \$2.1 billion to the Bill and Melinda Gates Foundation to support education, health and fight global poverty.

Poverty is a global epidemic that also resonates here in the U.S.

According to Feeding America, a non-profit organization, 46.7 million people in the U.S. are in poverty with more than 15 million being children.

Feeding America relies on food banks and donations to generate enough food to assist those in dire situations.

see **ALTRUISM** on page 7 >>>

GLASS, CRACKLE, POP



Katie Rike | Spartan Daily

Spatial arts BFA Natalie Piazza catches popcorn kernels popped in a hand-made glass bowl fresh out of a 2,300 degrees Fahrenheit kiln in the Industrial Studies Building yesterday.

see more on page 5 >>>

FINAL COUNTDOWN

Workshop preps students for finals

By Andrew Cypert
@audaciousgreen

Peer Connections and Associated Students came together for the first time to put on the “How To Get Away With Finals” workshop yesterday in the Martin Luther King, Jr. Library.

The workshop aimed to teach students how to approach studying for final exams and what to do in order to

organize for upcoming semesters.

Pauline Le, assistant director of the peer mentor program, said she wanted to make an engaging workshop that taught students about studying and kept them interested.

“It’s really hard to make studying fun, but we thought this would be the cool way to do that,” Le said.

see **FINALS** on page 2 >>>

SWITCHING SEATS

Los Altos politician runs for CA senator

By Hailee Miguel
@Hailee_Miguel

For the first time in more than a decade, a new senator will take the seat for the state of California.

Democrat Barbara Boxer has decided to vacate her seat next year, and this upcoming election could bring about a lot of change for the state.

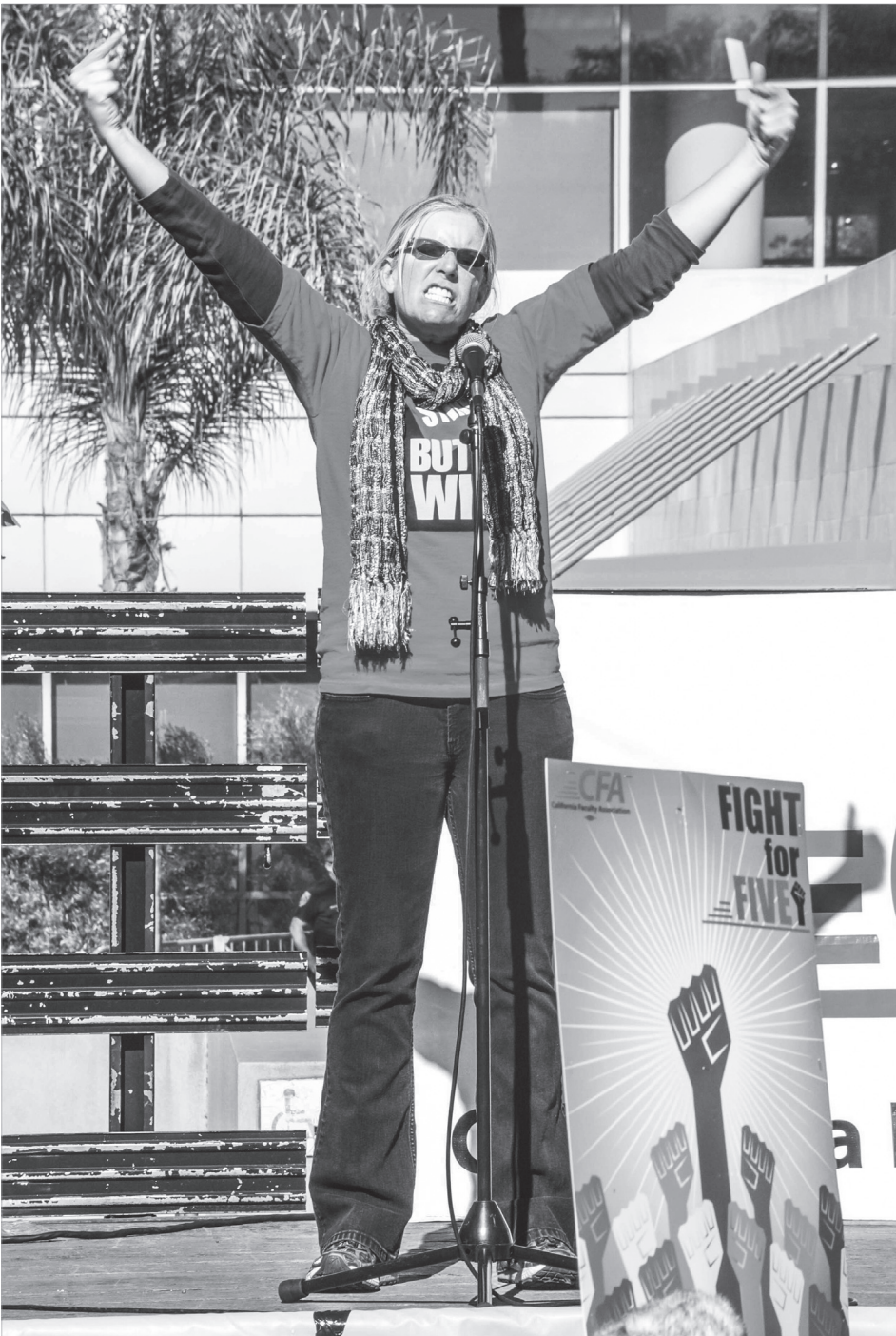
One candidate is Republican Duf Sundheim who is a local of the Silicon Valley area, residing in the Los Altos Hills. He has a background in the le-

gal system working as a mediator in the court system.

Sundheim is running for senate for the first time in his career. He served four years as chairman for the California Republican Party and led in the recall of Governor Gray Davis.

Overall, the Senate approves or rejects treaties, writes laws and has the sole power to try all impeachments according to senate.gov. In order to be a member of the U.S. Senate, candidates must

see **SUNDHEIM** on page 3 >>>



Karen Sawyer | Daily 49er

Jennifer Eagan, California Faculty Association president, leads a chant at the CFA "Fight for Five" protest outside of a Board of Trustees meeting in the California State University Office of the Chancellor yesterday.

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CFA

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Board of Trustees.

"Deciding what you think fair compensation for your employees is before the bargaining process begins is not bargaining in good faith," Eagan said during the session.

Eagan also told White that avoiding meetings with CFA leaders and misleading media on faculty salaries was not acting in good faith.

"We're your faculty, we're not going away, and we're not getting less angry as time passes," Eagan said.

Other speakers during the open session were students and faculty from different CSU campuses such as Dominguez Hills and East Bay. Most students spoke in support of the CFA's 5 percent salary increase proposal, but Matt Saxton from the California Maritime Academy argued that the current 2 percent plan was the fiscally responsible path to follow.

Expressing frustration that his education was being used as "leverage," Saxton said raising the salary increase would hamper student enrollment and faculty recruitment, thereby negatively impacting students.

"With this, I find it necessary to announce a new phrase fitting our situation: two will do," Saxton said.

During an update of the salary negotiations, Lori Lamb, CSU Vice Chancellor of Human Resources, said the 2 percent increase carries a \$33 million cost and the

5 percent increase a \$102 million, but the "me too" clauses would cause a strain on the CSU budget.

Lamb stressed that the budget, designed with the impact of the recession in mind, was not simple and was not "done overnight" and that the challenges that would be faced were taken into consideration and still are.

"The reality is we must live within our means," Lamb said.

While the session was going on throughout the day, faculty and CFA supporters marched and rallied outside the Office. SJSU CFA President Preston Rudy said an estimated 1500 attended the rally, including a little more than 30 from the campus.

"We were making enough noise outside that it was eminently clear that there was a big protest going on outside," Rudy said.

Rudy said they were able to make people inside pay attention to faculty gathered, emphasizing the resolve of the CFA.

"There is broad support for the students and faculty (in the CSU) and there's not a lot of support for the Chancellor's effort to try to limit the amount of money he's paying for the faculty," Rudy said.

Rudy said that while White's career began as a faculty member, the chancellor does not understand the struggles of faculty today, and that the money is being spent on administrators and presidents and "not in the classroom" on students and faculty.

Raphael Stroud is the Spartan Daily executive editor.

Finals Study Tips

Time Management

- build a positive daily habit
- use planners/schedules for studying

Environment

- pick the right time to study (day/night)
- location and surroundings (don't get distracted)
- be comfortable, but not too comfortable

Attitude

- create positive and encouraging goals
- have a mindset that you will do well

Celebrate small wins

- reward your work with play
- build your confidence and move to bigger goals

Infographic by Andrew Cypert

FINALS

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The event included free food, prizes and giveaways in hopes to make learning about studying more fun.

Students filled the seats of room 255 and started getting to know each other with ice-breaker games and activities, learning how to be productive and efficient while studying.

"I just want to get good habits drilled in for the coming four years," said biology freshman Joel Karintholil. "This workshop was pretty cool. I really liked this one because we got to talk to other people and I really like doing that myself so this was nice."

The workshop discussed the idea of SMART (specific, measurable, attainable, realistic and timely) goals that can help students take baby steps toward a bigger-picture goal.

Papers were passed around and people shared their SMART goals for the end of the semester.

"I would say for students who want to get their head space ready for finals, I think just take care of yourself," Le said. "Definitely step up your study game, reach out to your professors, form study groups. Cramming doesn't work so we talk about (how to) study smarter."

These goals, such as reaching out to professors and friends, are what the workshop tried to promote in terms of SMART goals.

A concept called the "Rewards Cup" was also introduced.

Peer Connections gave each student a cup with five popsicle sticks in it. Students

were told to write some form of reward like "get a snack" or "play video games for 30 minutes."

The idea is that after studying for a decent amount of time or getting a certain amount of work done, a reward is picked at random and then work starts again when the reward is finished.

Actual studying tips were also included. Students were encouraged to get a planner or some sort of task management app to keep track of what needs to be done.

Peer Connections stressed the importance of having a peaceful and comfortable environment, emphasizing that students should study when and where they feel most productive.

Peer mentor and microbiology senior Judy Kikhia, who was a presenter, was influenced by the workshop as well.

"It's like a reminder to myself," Kikhia said. "Initially it's very easy to just talk about something consistently and not actually do it yourself, but once you view this over and over again it starts to stick."

People walked away from the library happy, full and educated.

Another workshop is planned for Dec. 4, focused on test-taking skills.

Andrew Cypert is a Spartan Daily staff writer.

Couple hopes to help homeless

By Dakotah Zabroski
@DakotahZabroski

As winter approaches and temperatures drop, San Jose's homeless population will be vulnerable to harsh conditions.

Staying warm during this time of the year is crucial as it can be the difference between life and death.

Currently an estimated 4,000 people are considered homeless in the city of San Jose alone.

Thirty-three percent of this total number have no shelter and 19 percent live in encampments, according to the official San Jose website.

The National Coalition for the Homeless estimated that 700 homeless die in the US each year due to exposure.

"Many homeless don't have the luxury of keeping much of what they carry and sometimes they have to give up some of their clothes to move places," said senior civil engineering major Michael Robles. "A large number of homeless are already suffering from different health problems and if we can prevent any health issues due to this serious cold would definitely be a plus."

Robles and his girlfriend, SJSU alumna Vanessa Aspera, are actively trying to solve that problem.

The two are not affiliated with any organization and said they do their charity work for no other reason than out of the kindness of their hearts.

There are organizations such as Sacred Heart who also donate clothes to the homeless but Robles and Aspera felt they needed to go the extra mile.

Seeing what the homeless population has to deal with on a daily basis inspired them to be proactive about the situation.

"Many people do not know what it is like to be homeless and the struggle they go through everyday, especially with having enough clothes," Robles said. "The living conditions for homeless people are definitely not great so providing a hand with this definitely helps them in various ways," Robles said.

The couple collects donations from people who have spare clothes and redistribute them to the homeless throughout the year.

Getting the resources they need to help the homeless has been a challenging task but it has not stopped them from pursu-

ing their goal of keeping the homeless warm.

"This is something we definitely want to start doing more often but it has been difficult to collect clothes," Robles said.

Students in the community recognize the importance of the couple's charity work.

"It's a way of paying it forward by helping someone in need. We often go through life taking things for granted and hold onto things such as clothes that we don't even wear anymore when someone could actually use it themselves. Giving back to the community is some of the greatest actions of patriotism around," said athletic training junior Marquise Church.

The issue especially hits home to students who may have a hard life growing up.

"Growing up I saw a lot of hardships and know how it feels like to be without essentials," said civil engineering sophomore Sam Ramirez. "A simple gesture does not mean much to us as we go about our day but to the homeless it can make an impression that there is human compassion out there in the world."

The duo has noticed that the stark reality is the homeless population gets little to no attention from the community.

"The most rewarding part of doing this is knowing that they feel like other people care. After chatting with a number of them, they believe the number of people that care about homeless is small. Supporting homeless people with a minor action can impact their lives in various positive ways," Robles said.

Robles and Aspera said they are always looking for new clothes and want to reach out to the SJSU community for help.

"If you know anyone or yourself that might have some spare clothes, we would be more than glad to collect it. Female products are also needed. We were asked a lot about female products. We would personally pick up the clothes," Robles said.

Anyone interested in donating clothes may contact Robles by email at robles05@yahoo.com.

Dakotah Zabroski is a Spartan Daily staff writer.

SUNDHEIM

» from page 1

be 30 years old and be a U.S. citizen for nine years. Each state elects two senators, each serving six years in congress per term.

Boxer represented the state for many years (1993-present), but Sundheim said he seeks to make more of a difference if he is elected.

"She has been a very forceful advocate for her positions," Sundheim said. "What I would like to do is be effective to pass legislation that makes a difference."

The state of California is known for being more liberal, which has been evident in the ballot box.

According to the Los Angeles Times article, "Duf Sundheim enters race for Barbara Boxer's seat," California has not elected a Republican to the Senate in over a quarter century. No Republican has won a statewide general election since 2006, and the Democratic Party holds a 15 percent advantage over the GOP when it comes to voter registration.

"Because of the combination of anxiety and anger there is in the population, I think they're (voters) willing to look beyond party labels," Sundheim said.

He doesn't view this election as Republicans versus Democrats. He attributes this mentality to his law and mediation background as that experience has helped his viewpoint.

Sundheim explained working as a mediator involves listening and learning while seeing the other side of things.

As a local, Sundheim has seen influential aspects he wishes to take to a national level.

"What is happening in the creativity of Silicon Valley is incredible and it is so essential that we have something that drives the economic engine," Sundheim said.

"But we need to bring that economic op-

portunity to other parts of the state."

The country is facing several issues but one of the biggest, according to Sundheim, is the education system and the cost of higher education.

"I think college affordability is critical and it's not affordable right now," Sundheim said. "Too many students are not able to get the education they need within the period they need to get it."

Not only does he advocate for affordable education, but also insuring students are trained and prepared for the job market after college.

Sundheim stated that 9 million Californians live in poverty and with the job market slim, it is important for college students to graduate with the essential skills needed to maintain a job in their desired field.

"My aspiration has always been to help others achieve their aspiration," Sundheim said.

He told a story of his wife who went back to school and excelled in sports while playing tennis at an older age. Sundheim put an emphasis on this idea of achieving goals and dreams while shifting the power from Washington to communities on a community-wide basis.

According to the San Francisco Chronicle article, "Duf Sundheim, former state GOP chair, jumps into 2016 Senate race," Sundheim's biggest opponent is California Attorney General Kamala Harris, who has \$3 million toward campaign efforts.

Other candidates running for Senate in 2016 are: Loretta Sanchez, Akinyemi Agbede, John Estrada, Rocky Chavez, Mark Hardie, Tom Del Beccaro, and Tom Palzer.

Hailee Miguel is a Spartan Daily staff writer.



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San Jose Convention Center

November 25 & 27
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City National Civic

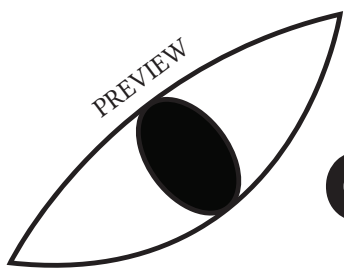
November 27
Tree Lighting Ceremony
Christmas in the Park

November 27-29
2015 San Jose Harvest Festival
McEnery Convention Center

December 2
Triple Ho Show 6.0
SAP Center

December 6
The Weeknd
SAP Center





Immersive performance circles university theater

By Kavin Mistry
@kavinm95

The San Jose State University theater will open its doors this weekend and give its audience a unique opportunity to become part of the show in its latest production.

"The Circle" is an adaptation of the novel written by Dave Eggers, which the students transformed into a two-hour play.

"We have kind of been developing it since September. The development has taken a long time because it is a very conceptual play," said Amy Roberts; television, radio, film senior. "We have a portion of the cast sitting around, talking about how space is going to be used."

The play will take place throughout the theater building, where the audience will walk around and interact with the actors in different classrooms.

Depending on how the audience interacts with the cast, members will react accordingly in character. The show is

based mostly off of improvisation.

"It has been a really interesting experience for us because not a lot of us have done immersive theater before," said Andy Sandoval, who is the dad in the play. "By immersive, we mean direct interaction between the actors and the audience."

Students said it will bring a new experience to those who have been coming to previous productions put on by the theater department and will hopefully get more enjoyment from being involved.

"We want the audience to feel what the characters in the novel are feeling," Roberts said. "Sort of like trapping them in this world that they can't get out of."

Sandoval said one of the hardest parts for the cast is making sure they stay in character throughout the show.

"You can talk to them, tell them what to do, which makes it really interesting," Sandoval said.

English senior Matt Regan said he has done immersive theater productions before, but never to this scale and

never this interactive with the audience.

"Throughout the first floor of this building there is going to be something going on in every room, all at the same time," Regan said. "There will be, like, 10 scenes going on at once and the audience will be following actors around."

Another special element about "The Circle" is the entire production will be run through an app created by theater students.

When audience members check in at the front desk, the actors will have each person download the app to help guide them through the show and follow the actors.

"The actors in this play will have no down time," Roberts said. "They are always going to be followed by the audience so they have to be prepared to be acting throughout the entire show."

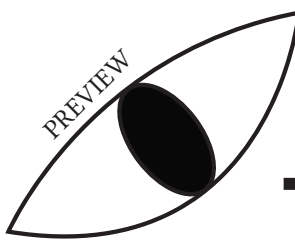
"The Circle" opens Thursday, Nov. 19 and will run through Nov. 21 at 7 p.m. in the Hal Todd Theatre.

Kavin Mistry is a Spartan Daily staff writer.

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Beers around the world will fill the air at beer trade show

By Hailee Miguel
@Hailee_Miguel

Students from the department of hospitality management at San Jose State University are hosting a Beers Around the World Trade Show this Thursday, Nov. 19 from 6-9 p.m. The event will be held at The GlassHouse in downtown San Jose.

The Meeting, Convention and Event Industry class and the Beer Appreciation class worked together to create this event.

According to Jazmin Chavez, the media contact for the showcase, this event sets out to be an interactive beer tradeshow with various tastings, while showcasing and educating students and attendees on what goes into tasting, crafting and pairing beers.

A wide variety of national and international beers from several different countries and regions around the world will be available for tasting. This includes beers from England, Ireland, California, Scotland, Oregon, Mexico, Japan, Belgium and Germany, as well as many others.

Not only are students invited to attend, but faculty, staff and parents of those involved and others around the community.

This event will also include a tasting competition in which beers and pairing will be judged and prizes will be awarded for the best and most creative booths.

Attendees will not only be able to taste and sample different beers from around the world, but also learn the history of beer.

Students who are enrolled in Beer Appreciation have formed groups for the event, and each group has the responsibility of creating an appealing booth to accompany the beer they will display.

"Our team divided up the tasks among each member," said advertising senior Vu Tran. "I'm in charge of buying the snacks that people can enjoy with our beers. Other members in my group are taking care of things such as booth decorations and researching about our region."

The students participating in the event were also given a certain region or country to choose beers from to display as well as the history behind the brew.

"We were given Ireland, so we chose two beers that are well known in Ireland that we think others will enjoy," said business management senior Nicolette Jimenez.

The show will be a very interactive event, teaching about the craft of beer while also having competitions and prizes on hand for attendees.

"I'm looking forward to seeing all the other booths and seeing how creative the other groups got," Jimenez said.

This event will also have other beverages on hand for those who don't drink alcohol as well as food and entertainment provided with admission.

There are a few fees associated with this event. General admission is \$5 and attendees can get six beer tastings and admission for \$10, or \$20 for 15 beer tastings as well as admission. This will be a cash only event.

Hailee Miguel is a Spartan Daily staff writer.

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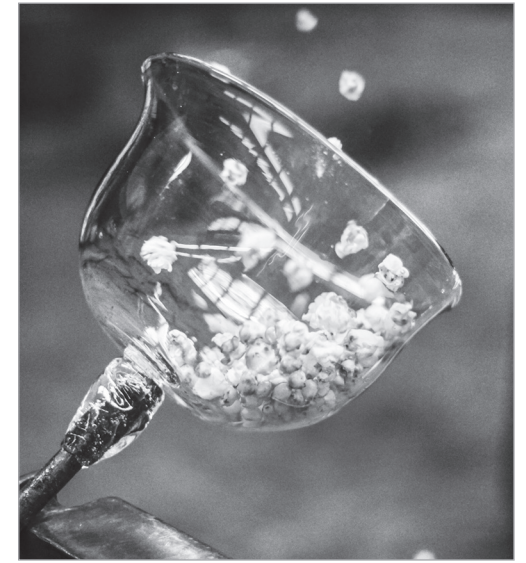
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Now we're cookin' (with glass)



Photos by Katie Rike | Spartan Daily

Art 140 Topics in Glass held a public event to cook various meals and snacks using hot glass in the Industrial Studies Building Tuesday evening. The kiln used reaches temperatures up to 2,300 degrees. Among the food cooked, student Joey Agcopra (top right) made a grilled cheese sandwich, teaching assistant Rich Small (middle) baked cinnamon apples with caramel, class instructor Cassandra Straubing (far right) cooked up some Mexican food, and popcorn was prepared on the spot. Scalding hot melted glass was placed under pans to heat them for cooking. Hot glass bowls were also made during the event for their culinary purposes. While the attendees seemed to be enjoying the event, Straubing's son Wyatt (bottom left) was overwhelmed by the noise and chaos that ensued.

REVIEW "Master of None" masters it all

By Vasuki Rao
@VasukiRao94

Most TV shows have a "foreplay" phase that viewers need to pass through before something interesting happens. Netflix's latest sitcom "Master of None," however, doesn't hold back.

Its pilot opens with a broken condom, an awkward Uber ride, Plan B pills and Martinelli's apple juice.

Actor, stand up comedian and auteur Aziz Ansari created "Master of None" with Alan Young, and all 10 episodes of the first season were released on Netflix on Nov. 6.

Each 30 minute episode (or as I like to call them, meal-length episodes) has its own theme and conflict within the same episode, which makes for easy watching.

You don't feel the need to binge watch to find out what happens next. This can be both a bad and a good thing.

The comedy centers around 30-year-old Dev Shah (Ansari)—an aspiring actor whose career highlight is a Go-Gurt commercial—as he tries to combat modern day adult life by having to filter through an abundance of choice, or "first-world problems," and figure out how the world and the people in it work.

That in a nutshell doesn't sound very original. You could argue that it's been done through six adults with "Friends" more than 10 years ago.

But "Master of None" isn't your average comic relief because the lead actor is, quite obviously, not white.

In an era of TV shows where more diverse actors are being cast for lead roles, the casting of "Master of None" is not just for diversity's sake. The show's content reflects the time we are living in and tackles the issue of race in a con-

structive way.

Take the main cast choice for example. Dev's close group of friends consists of Brian (Kelvin Yu), a Taiwanese Chinese-American who complains about his cultural difference between him and his first-generation dad; Denise (Lena Waithe), a black lesbian who gives snarky comments to Dev for his poor dating choices and Arnold (Eric Wareheim), a white, quirky, male giant who is arguably socially awkward and contributes to most of Dev's poor choices.

"Master of None" is refreshing not because it addresses the issue of race but because of how the issue is handled.

The second episode, "Parents," introduces both Dev and Brian's parents as first-generation immigrants whose lives were very different before moving to America.

Dev's parents Ramesh and Nisha are played by Ansari's actual parents, Shoukath and Fatima. Ramesh's character works as the Indian father who makes jokes no one gets, but they emphasize Fatima's poor and painfully awkward acting and offbeat line delivery in contrast.

Ramesh's flashbacks are set in India and incredibly accurate. For one of the first times in the history of American TV, viewers are exposed to the underrepresented Indian language Tamil as opposed to Hindi.

Equally well executed is Brian's father's flashback set in China that shows his comically tragic childhood of having to kill his pet chicken for his parents to make dinner.

The portrayal of cultural differences between first-generation immigrants and their unrelatable American-raised children is lighthearted, yet it holds gravitas. One example is the exchange between Ramesh and Dev.

"Fun is a luxury only your generation had," Ramesh said.

My favorite episode is the third one, which exhibits the struggles of modern-day dating.

The show's recurring theme, the abundance of choice, is introduced and emphasized in this episode with Dev's struggle to find a date for a secret concert for which he has tickets.

By mass texting different girls and treating them as if they are just "bubbles on a phone," Dev ultimately arrives at the issue of not being able to choose from two girls who reply to him.

More emphasis on the abundance of choices happens in episode 10 when Dev and Arnold spend hours looking for the perfect taco truck. After exhausting Yelp, analyzing comments and weighing out the different factors, they settle on a taco truck that eventually disappoints them.

On top of being funny, "Master Of None" brings to surface issues of sex, race and racism into mainstream comedy with smart and insightful script writing.

The biggest appeal is that it is done without making the conversations on these issues too tragic or controversial which fits the personality of the show.

This showbiz satire wraps familial obligation, the anxiety and indecisiveness of settling down and the unpredictable nature of a career in the concrete jungle of New York.

As Brian said in the third episode, "This is the golden age of television," and "Master of None" is easily the best straight, out of the gate comedy TV show this year.

Vasuki Rao is the Spartan Daily arts & entertainment editor.



Identifying strategies for gaining exposure

By Keenan Fry
@Keenan_J_Fry

As a writer I want to be able to make a living off of my written craft, just as any painter or composer would of their body of work.

The reality is bitterly sobering. To successfully sell art you need a buyer. To have a buyer you need an audience. To gain audience, you need exposure. The artist's goal is to transmute their art into a livable wage. If monetary value of art is derived from its societal value, then how does an artist inflate the value of their art? By increasing their level of exposure through "breakthrough exposure" and sustaining it through "saturating exposure," an artist can increase their social impact and therefore their monetary value.

Artist development was a critical aspect of record labels before the industry crash in 2000.

Labels used to dedicate entire departments of artists and repertoire and public relations agents working on artist development. The sole goal of these departments was to build up the value of roster artists through corporate fueled exposure—advertising campaigns. These campaigns served as a vehicle of social impacting advertising campaigns.

Sacramento's Deftones were one of the last bands to have access to this level of support.

The Deftones are a Grammy award-winning and multi-platinum metal band. The band signed in the 1990s, stepping through just before the door shut on the golden age of the music industry, artist and repertoire reps and artist development.

Deftones followed a corporate designed vertical strategy to gaining exposure, lead singer Chino Moreno said in an insightful interview on "Rover's Morning Glory," a Cleveland radio talk show.

Moreno retold how the band got signed to Maverick Records, Madonna's record label. Look up the link for the full details. For the sake of time and space what Moreno describes is the flash bang of winning the lotto.

This era of extreme corporate financing is over, arguably for the better. Though a band such as Deftones would be extremely unlikely to sign to a major label, they would find success on an independent label.

In this era of social media, indie labels expect band members to be their own artists and repertoire and public relations agents. This is because social media has democratized the process of gaining exposure.

Deftones landed on Madonna's label. Even though those guys put a lot of hard work across two decades, just by landing on her label the band had a platform for exposure. The template to cultivating the "rock star" persona can be traced back before David Bowie to Robert Johnson. The legendary blues guitarist cultivated his persona by

spreading the legend he went to the crossroads at Clarksdale, Mississippi at midnight. There he met the devil disguised as a large black man in a tuxedo who tuned his guitar and played a few songs before returning the guitar to Johnson—in exchange for Johnson's immortal soul.

Johnson's story Americanized Faust while also immortalizing himself as one of the greatest blues guitarists ever.

Madonna's music video for "Like a Prayer" similarly exploits religious themes. She has a tryst with a 'black Jesus,' a figure who has traditionally been portrayed as white and celibate while a cross burns in the background.

Lady Gaga reused this theme in her video for "Judas," trying to reignite the controversy by fueling the "Mexican Jesus" theme with greater production pyrotechnics. In her video Jesus and his disciples are essentially a motorcycle gang.

The advent of the cultural phenomenon known as "the Twitter beef" is another example. High-profile personalities enact a conflict in the public forum of social media, thus maintaining their level of "saturating exposure."

The average artist seeking exposure doesn't have a Twitter following on par with Meek Mill or Drake. Collectively they have 32 million Twitter followers. The exposure strategy they are following relies on saturating the alternative press with a flood of beef.

During the Drake and Meek Mill beef these 32 million consumers were exposed to a carefully scripted conflict. It is conceivable the beef was born out of a real conflict, but the marketing geniuses behind these artists seized the opportunity to turn this into a platform of exposure.

The beef spawned two Drake singles, "Charged Up" and "Back to Back." The latter is a legitimate club hit on regular rotation. Prolific rapper Lil Wayne is planning on dropping a remix of "Back to Back."

Drake and Meek Mill already have built their critical mass beyond the need for break-through exposure. They are known and established artists, their strategy is to saturate the media with their content in order to maintain their status.

To the average artist trying to build their first platform of exposure and garner break-through exposure these tactics may seem—impractical.

What needs to be recognized is these techniques of saturating exposure are really difficult to master. They require an extremely finessed touch to handle and glassy-eyed clarity to see and seize.

You know that stupid dance Drake does in "Hotline Bling?" Drake and his team created that dance on purpose. It was specifically designed to create a flood of viral memes.

The YouTube video was released Oct. 26 and as of 8:29 p.m. on Nov. 16 it has 88,546,399 views. The "Saturday Night Live" parody, which features a really funny Donald Trump cameo, has over 3 million views.

This does not happen by accident.

Their content has a cultural impact on this magnitude because the content creators know how to close the gap between art and advertisement. There is a unique and tangible skill set to creating media dripping with the same saturation exposure as "Hotline Bling."

While practicing skills that directly connect with breakthrough exposure one should hone their ability to cultivate saturating exposure.

Clearly the exposure Drake gained from "Hotline Bling" has proven its quality.

The quality of media designed to be saturating is determined by the duration of time it sustains linear growth. Inevitably all media becomes "old hat" and the level of viewership declines. The struggle of sustaining a fixed level of exposure is creating new saturating media.

There are no reversals to this statement. There are no secondary opinions, what follows this is fact, all successful media respond to mainstream media with hostility or solidarity.

When the New York Times published on Jan. 8, 1992 that Nirvana dethroned Michael Jackson's "Dangerous" this was a hostile act of breakthrough exposure against the mainstream.

The struggle of creating breakthrough exposure is becoming synced into the pulse of media closer to the mainstream.

An aggressive breakthrough has to be inventive enough to overcome the current of the mainstream. Joining the mainstream is a breakthrough in solidarity.

Both types of exposure require a comprehensive understanding of the mainstream. Art is communication, without an understanding of what the artist is basing their communication on—the mainstream—the artist fails to communicate.

One cannot rebel against what they do not understand, they can only fear and hate it. Nor can one join what they do not understand, for they cannot lead it.

If one wishes to break through, a thorough understanding of the generational zeitgeist will enable one's success.

Objectively I cannot evaluate whether a certain media or art is good. As I said last time, this concept is too subjective. But comparatively, some media is more successful than other. The successfulness of a media is determined by how well it responds, in aggression or in solidarity, to the mainstream.

Now that I have recognized some successful strategies behind saturated and breakthrough exposure we need to address the quantifiable value of successful media. Next time I will talk about the breakthrough exposure and how to protect your media, art and brand.

Keenan Fry is a contributing writer. His column liner notes runs every Wednesday.

Classifieds

Sudoku Puzzle

5		9		2				6
	2			5		3		
	8			7	1			
			2					
3	4		8		5	2		
				4				
			8	4			7	
	1		3				6	
9			1		4		5	

DIFFICULTY RATING: ★★☆☆☆

Complete the grid so that every row, column and 3x3 box contains every digit from 1 to 9 inclusively.

Previous solutions

6	7	1	8	9	4	2	3	5
9	8	3	5	2	6	4	7	1
2	4	5	3	7	1	9	8	6
1	6	2	7	8	9	5	4	3
8	9	4	1	5	3	6	2	7
5	3	7	4	6	2	1	9	8
4	1	6	2	3	7	8	5	9
7	2	8	9	1	5	3	6	4
3	5	9	6	4	8	7	1	2

Nov 17th

1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26
27	28	29	30	31	32	33	34	35	36	37	38	39
40	41	42	43	44	45	46	47	48	49	50	51	52
53	54	55	56	57	58	59	60	61	62	63	64	65
66	67	68	69	70	71	72	73	74	75	76	77	78
79	80	81	82	83	84	85	86	87	88	89	90	91
92	93	94	95	96	97	98	99	100	101	102	103	104

Crossword Puzzle

1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26
27	28	29	30	31	32	33	34	35	36	37	38	39
40	41	42	43	44	45	46	47	48	49	50	51	52
53	54	55	56	57	58	59	60	61	62	63	64	65
66	67	68	69	70	71	72	73	74	75	76	77	78
79	80	81	82	83	84	85	86	87	88	89	90	91
92	93	94	95	96	97	98	99	100	101	102	103	104

- 1 "Safe!" or "Out!"
- 5 Diplomatic accomplishment
- 9 Carefree walk
- 14 Eclectic collection
- 15 It's good for the skin
- 16 Like a roasted marshmallow
- 17 Crash-test road?
- 20 Place for old toys
- 21 Block, as a bill
- 22 Get smart with
- 23 Giggle sound
- 25 " a Beautiful Morning"
- 27 Chronic ailment
- 30 Entwine flowers around
- 34 Cookbook phrase
- 35 Epiphany threesome
- 38 Ohio's rubber hub
- 39 "This costs too much," for one
- 43 Front-running
- 44 "Huh-uh"
- 45 Rejection word, sometimes
- 46 1941-45, for the U.S.
- 48 Fine table linen
- 51 Santa ____ Calif.
- 52 "Beats me"
- 54 Food fish known for its roe
- 57 Cause of a game delay
- 59 Roman port of yore
- 63 Sportscast feature
- 66 About to explode
- 67 A stone's throw away
- 68 Great Lakes city
- 69 Comb the wrong way
- 70 Atlantic bird
- 71 Supreme Diana
- DOWN
- 1 Cola opener?
- 2 Much more
- 3 Merry-go-round music, e.g.
- 4 Scandalous Nabokov novel
- 5 Father figures
- 6 Filled with animation
- 7 An Aussie call
- 8 Abraham's home
- 9 It might be long
- 10 Dish made with eggplant
- 11 When doubled, a Society Island
- 12 Discounted by
- 13 "Windows of the soul"
- 18 Ensured, as victory
- 19 Coconut-husk fiber
- 24 Song of praise
- 26 Bluish duck
- 27 Amazon parrot
- 28 "Hello" or "goodbye"
- 29 Limping more
- 30 Hardly a he-man
- 31 Group of three
- 32 Cover with laurels
- 33 Spread-sheet item
- 36 Teen affliction
- 37 Baby word
- 40 Bull opponents
- 41 Scandinavian war god
- 42 Brown alternative
- 47 Artist
- 49 "Writer unknown"
- 50 Teen's wall hanging
- 52 Nickel-and-____ (cheap-skate)
- 53 Deprive, in a way
- 54 "Go away!"
- 55 Sharpen, as skills
- 56 Pond annoyance
- 58 First-class
- 60 Poi source
- 61 Camera shutter
- 62 Naval affirmatives
- 64 Some loaves
- 65 "... I saw Elba"

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SPORTS

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NEWS A&E

VIDEOS

OPINION

ALTRUISM

➤ from page 1

In order to overcome hardships people endure, it is becoming a necessity for billionaires with substantial amounts of expendable income most will never earn in a lifetime, to continue to donate their fortunes.

Bill Gates is notorious for his philanthropy and his foundation has been active for more than 18 years.

For Gates however, there was one moment that sparked his desire to give back.

In a trip to Africa in 1997, Gates embarked on a mission to bring computers and the internet to poverty stricken parts of Africa.

However, Gates' mindset shifted after visiting a hospital that was full of patients stricken by tuberculosis

according to an interview with Charlie Rose in January.

"If you go and meet a mother whose child is dying and see that a vaccine could have saved their life, you cannot see that and not get involved in this cause," said Gates in the same interview.

From that moment on, Gates made it a priority to fight against poverty and donate to hospitals in needs.

Giving to those in need is not the only way to donate one's fortunes.

Manoj Bhargava, creator of 5-hour ENERGY drinks, has a net worth estimated at \$4 billion and he has pledged to give away 99 percent of his wealth.

Bhargava reached beyond raising awareness or providing funding by

creating Stage 2 Innovation labs. The labs are working on creating practical technology to produce highly efficient energy without harming the environment as well as finding ways to solve water shortages in poor countries.

Our society is evolving into this self-centered, "look at me" debacle and social media outlets such as Facebook don't help prevent the cause.

So while some may use Facebook for unnecessary posts and like-accumulating selfies, at least the billionaire originator of the outlet is doing something to impact our society for the better.

Matthew Dziak is a Spartan Daily staff writer.



Concealed carry has the power to protect students

By Dakotah Zabroski
@DakotahZabroski

The University of California, Merced saw another example of school violence when an assailant stabbed five people Nov. 4.

The attacker wasn't apprehended by police, but by a normal citizen with a gun. Upon hearing that, I had to rethink my stance on gun control.

In September, a man in Oklahoma beheaded a co-worker and was an immediate threat to those around him. An armed off-duty sheriff shot the man and stopped him in his tracks before he could claim another victim.

Both incidents involved knives, but there have been other examples of bad guys with guns being stopped by good guys.

After just one minute of research I was able to find several examples of gunmen who were halted by good samaritans.

According to a listicle in the Washington Post, Marine Sean Barner stopped two gunmen who broke into an apartment in Atlanta in 2009 during a party and forced everyone to the floor. The gunmen separated everyone while talking about raping the women and killing everyone.

Barner, who was attending Georgia State as part of the Marine Enlisted Commissioning Education Program, managed to get to the bag he brought to the party and remove his gun before shooting and scaring away one gunman.

This incident involves a member of the military, not a civilian, so some may discount it on those grounds, but Barner acted as a civilian and was carrying a gun as a civilian with a concealed carry license, according to the article.

I've previously stated that guns on school campuses would be ridiculous and outright dangerous, but after hearing this story it admittedly skewed my view a bit.

I also stated that guns should be harder to get a hold of and I stand by my statement; however, that does not mean people should not have guns.

The truth is, gun control has been a fiercely debated topic between Democrats and Republicans and the issue most likely won't be settled anytime soon.

What the country needs is a compromise aimed to ensure that people who get guns are good guys, and to fiercely weed out those who should not have guns by getting rid of loopholes and making background checks more thorough.

According to a 2013 Gallup Poll, 60 percent of Americans who own guns have them as a means of protection.

That is one of the arguments I constantly hear from gun advocates.

That's fine and I wholeheartedly agree. A fair compromise would be to arm authority figures, such as teachers, rather than let everyone openly carry guns.

Can you imagine if teachers were armed during the Columbine High School or Roseburg, Oregon shootings? I'm confident casualties would

have been way down, or the attack may not have happened at all if the students knew they would be stopped in their tracks.

The fear of a campus shooting is far too real among other chaos in the world.

The San Jose State University Police Department recently held classes to inform teachers what to do in an armed-shooter situation.

The fact that SJSU feels the need to host active-shooter classes should be reason itself to arm teachers.

I know that when I go to school in downtown San Jose I want to feel safe in my classrooms. I don't want to hold a gun, and I'm sure many students feel the same way.

I think now more than ever that at least some professors should be armed. They are leaders in the classroom and have love for their students so I'm fairly confident that some teachers would take the extra responsibility as protectors.

Just because someone is a teacher doesn't mean they should automatically have the right to carry a concealed weapon. They would need to go through strict testing and training to carry a firearm.

I am a little nervous around guns to be honest, but after so many school shootings and terrorist attacks around the globe, something needs to be done to protect the innocent. It is an uncomfortable reality that needs to be dealt with properly and not half-assed.

Dakotah Zabroski is a Spartan Daily staff writer.



FACEBOOK FLAG FILTERS

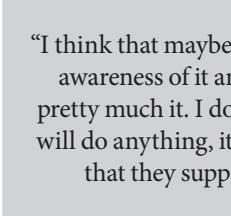


Is changing your profile picture an effective method of support?



"I don't think it is very supportive. There are so many other things going on in the world and the media just makes it a big thing, so people just jumped on the bandwagon."

Jennifer Tapia
Accounting junior



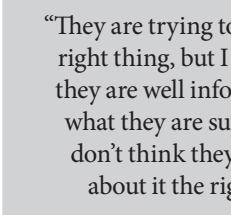
"I think that maybe it is raising awareness of it and that is pretty much it. I don't think it will do anything, it just shows that they support it."

Alyssa Avila
Psychology freshman



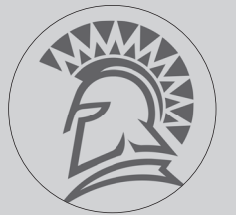
"They are just doing it to get attention. It does (help) a little bit, but not much."

Alex Liera
Art freshman



"They are trying to support the right thing, but I don't think they are well informed about what they are supporting. I don't think they are going about it the right way."

Francisco Figueroa
Business management senior



Compiled by Kevin Mistry, Spartan Daily staff writer

Coming soon: Opinions on "pinspiration," stereotypes, drug use's effect on creativity and more!
Be sure to pick up your copy of the Spartan Daily SPECIAL ISSUE tomorrow!



SEND A LETTER TO THE EDITOR
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Letters to the Editor may be placed in the letters to the editor box in the Spartan Daily office in Dwight Bentel Hall, Room 209, sent by fax to (408) 924-3282, emailed to spartandaily@gmail.com or written to the Spartan Daily Opinion Editor, 1 Washington Square, San Jose, Ca, 95192-0149.

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SPARTUNES
Spartan Daily staff picks:
Best workout tracks

Deanna: "I Just Wanna F"	David Guetta feat. Afrojack
Raechel: "Yoga"	Janelle Monáe
Jeremy: "FreeBase"	2 Chainz
Rain: "I Run This"	Birdman feat. Lil Wayne
Vasuki: "All I Do Is Win"	DJ Khaled
Darby: "Tour Stories"	Souls of Mischief
Kavin: "Dirt Off Your Shoulder"	Jay Z
Taylor: "Sleepless - Loadstar remix"	Excision feat. Savvy
Rosa: "Yeah!"	Usher
Katie: "****Flawless"	Beyoncé
Raymond: "Stronger"	Kanye West

Infographic and song list compiled by Raechel Price



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Spartans trump Grizzlies with rebounds, defense

By **Kavin Mistry**
@kavinm95

The San Jose State men's basketball team picked up their first Division I win in two years Monday night with a 64-61 win over the Montana Grizzlies.

"We won that game. It was a hard-fought battle and our guys went out there and they took the game ... I am a little bit beside myself," said head coach Dave Wojcik. "I'm really happy for the guys and this program and happy for my staff ... it takes time to turn it."

Both teams battled the entire game, but the Spartans were able to make just

enough shots to hold off a Montana comeback.

"What a feeling man, our first D-1 win in what, two years? It has been some time," said senior guard Princeton Onwas. "One of the best feelings that anyone could ask for, especially when coach Wojcik came into the locker room it was just 'Hey!' and everybody was jumping up and down."

Wojcik said a point of emphasis in the game was keeping the Grizzlies off the three-point line. The Spartans held the Grizzlies to 1-8, shooting from three-point line in the first half and 3-16 for the game.

"We did not want them

to shoot the three," Wojcik said. "We wanted to take them off the three and we felt like if we did that, they could not beat us with two's ... they really rely on the three ball and our guys did a heck of a job."

The game-sealing play was an inbounds pass from freshman Ryan Welage to Onwas.

Welage split two defenders and dunked with 12 seconds remaining, extending the Spartans' lead to three points.

"You know we practiced that play a lot. Just fake in and just fly out," Onwas said. "If it's not there it's ok because we still got guards

there for free throws, but it was wide open and Welage made a great pass and good finish."

Senior forward Frank Rogers led the way for the Spartans, posting a double-double with 14 points and 10 rebounds.

"I was just trying to run hard, post up hard and my teammates were finding me inside so I was able to make a move," Rogers said. "Just trying to work hard and play hard, work yourself so you can get to the line."

Despite the loss, the Grizzlies won the paint battle 32-20 and committed eight fewer turnovers than the Spartans.

"They definitely have some good players. Their bigs are really good players," Rogers said. "We just tried to stay out of foul trouble and wall up."

Another key tactic for the Spartans was getting the Grizzlies in early foul trouble. SJSU was able to get to the line frequently, which proved big in the final outcome.

"Miss or make we are running the floor," Onwas said. "Attack and be aggressive, make sure we keep them on their heels."

The Spartans out-rebounded the Grizzlies 46-29, including 11-6 on the offensive glass, which led to 15 second-chance points.

"We really wanted this win. We practiced really



Kavin Mistry | Spartan Daily

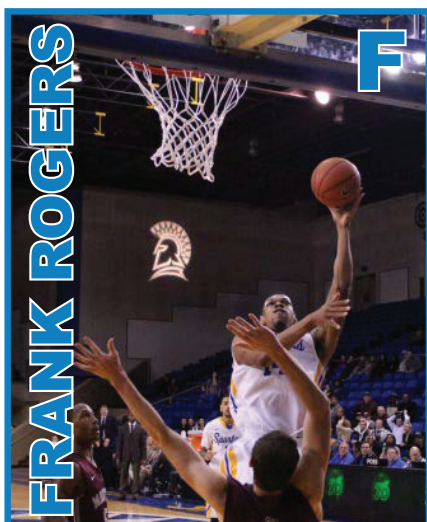
Senior guard Princeton Onwas celebrates with freshman Brandon Clarke after the Spartans' 64-61 victory over the Montana Grizzlies at the Event Center on Monday.

hard for it," Onwas said. "Against Idaho we came out really sluggish and that wasn't us so we owed it to ourselves."

The Spartans' next game is Nov. 20 at Montana.

Tipoff will be at 8:05 p.m. and SJSU's next home game is Dec. 2 against Antelope Valley at 7 p.m.

Kavin Mistry is a Spartan Daily staff writer.



Senior 6'9 Forward
Salinas, CA
Monday vs. UM

16 points 16 rebounds 2 assists



Senior 6'7 Guard
Houston, TX
Monday vs. UM

11 points 6 rebounds 2 assists

Infographics and photos by Kavin Mistry

CORRECTION

There was an incorrect photo attribution on page five of yesterday's issue. The photo of Spartans quarterback Kenny Potter was actually taken by Nathan Brown Silva of the Nevada Sagebrush. The Spartan Daily regrets this error.

Recover *family.*

When you suffer from an eating disorder, the people you care about suffer, too. Eating disorders can have a profound impact on your quality of life. They damage your physical well-being, self-image, and relationships. If you think you or someone you love may have an eating disorder, get help at Eating Recovery Center of California. And take back your life. #RecoverLife



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