Final Four, he adds. “Sponsorship is always billed as ‘win-win’ – the sponsor gets associated with a team or event, and the team or event gets wads of cash. But there are costs on either side,” he says. “It’s not money for nothing, and the checks aren’t for free.” Batty started his research during his previous position at the University of Otago in New Zealand when he assisted with the FIFA Under-19 World Soccer Championships. He was amazed at the demands the sponsors placed on the event, ranging from freebies to only having their brand names shown at the venue to changing the schedule of activities to fit their wishes.

With sponsorship, there is an expectation of giving up control, Batty says. It’s not a simple one-time economic relationship. It has to build over time. And there’s another cost, Batty says, a cost that’s hidden – the erosion of goodwill.

“The sponsor doesn’t bear the costs, Batty says. “There are many other costs. So the organization will pay that while still paying the sponsorship. It’s a much bigger cost.”
The CSUS Bulletin welcomes submissions to the Professional Activities Section from faculty, administration and staff. Items are run on a space available basis. They should be no longer than 75 words and may be submitted to bulletin@csu.ca or faxed to 278-5290.

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### Honor societies offer fun, networking

Many departments at CSUS offer opportunities for both faculty and students to participate in honor societies. They can be a lot of work but are rewarding for those involved and can be a chance to recognize participation. Mark Weiner, president of Beta Alpha Psi, the accounting honor society, says the benefit of having an honor society is getting involved. He spent his first semester as a member not really participating. He didn’t until the next semester when he started getting involved that he felt more comfortable.

Beta Alpha Psi has several events during the semester, including social gatherings and technical meetings. The society is for students who want to get together and do something fun while getting to know one another. At the technical meetings members discuss topics of interest that are not usually covered in class.

"This is a great opportunity for students to get to know one another and networking professionals," Weiner says.

Phi Beta Delta is one of the campus honor societies that offers membership opportunities for students, faculty and staff. It was founded in 1985 in California and now has more than 130 chapters worldwide. Last year the chapter was recognized as the outstanding western region and international chapter.

Hortence Simmons, a professor in the English department, is currently the president of the local chapter and has been involved with the society since 1995. She says one of the goals of the organization is to be most active in the overseas education and providing housing for professors who are visiting the United States to do research. There is a reception every year to welcome them.

“We work hard to support international education,” Simmons says. Members work closely with the global education office to help students find places for study abroad. Phi Beta Delta raises money for scholarships to help these students by holding a sale of souvenirs that people gathered while traveling.

Epsilon Phi is the CSUS chapter of Lambda Pi Eta, the national communication honors society. Marlene von Friederichs-Fitzwater, professor in communication studies, has been the faculty advisor for the campus chapter since it began in 1994. Von Friederichs-Fitzwater says membership has fluctuated throughout its existence, but this year 57 new members were inducted. “This is the largest group of new members we’ve ever inducted,” she says. “And most of them aren’t graduating until fall of 2002 or spring of 2003.”

Epsilon Phi runs several programs including a mentorship program for communication studies majors. Members can volunteer to be matched up with a mentee for a semester and mentors who help their charges successfully pass their classes receive special recognition.

One thing von Friederichs-Fitzwater would like to see for the society to be able to raise enough money to send a student representative to the national Lambda Pi Eta convention and to publish a newsletter each year. The newsletter would be a tool to let people know what Epsilon Phi students are doing.

-- Gabe Griffith

### Campus smoking survey reveals trends, worries

Results of a recently released survey of CSUS students reveal concerns about social cigarette use and outdoor second-hand smoke.

STAND (Students Taking Action Against Nicotine Dependence), a student organization designed to reduce tobacco use on campus, surveyed more than 600 students about their behaviors, attitudes and perception about tobacco on campus. Though the vast majority of respondents (72 percent) are non-smokers, 13 percent rated their cigarette use as “social.”

Almost as many (12 percent) say they use tobacco daily.

Second-hand smoke was an issue for about 60 percent of those surveyed who said that walking through tobacco smoke on their way to and from class is a concern. More than 75 percent also want a stricter campus policy than the current one – which prohibits smoking within 15 feet of doorways – with 30 percent preferring a smoke-free campus.

Other findings:

- 8 percent of respondents had successfully quit smoking.
- 32 percent had smoked a cigarette within the past 30 days.
- 26 percent reported having an allergy or sensitivity that is triggered by exposure to tobacco smoke, even outdoors.
- 15 percent would like designated outdoor smoking areas away from buildings.
- 74 percent want the campus’ current smoking policy to be better enforced.

The survey was administered last May by a research methods class in the sociology department.

STAND began last year as a joint effort of the American Lung Association of Sacramento-Emigrant Trails and the Student Health Center.

It is funded by Sacramento County Tobacco Litigation Funds.

The student group plans to use the survey results as part of their ongoing attempt to design a tobacco reduction program that resonates with the campus audience. Efforts include educational presentations to campus groups, smoking cessation programs and policy discussions with student government and University leaders.

### CATASTROPHIC LEAVE

Catastrophic leave has been approved for Thomas Bartley, facilities management.

CSUS employees can donate up to 16 hours of vacation or sick credits per fiscal year to employees who have been approved for the current leave donation program. CSEA employees may donate up to 12 hours of sick or vacation credits.

If employees are interested in donating time, forms are available in the benefits office in Sacramento Hall 213.

Details: 278-6213.

### CHINESE NEW YEAR AT CSUS

CSUS will usher in the Year of the Horse at the 5th annual Chinese New Year Celebration. The daylong celebration is from 11 a.m. to 10 p.m., Saturday, Feb. 16, in the University Union.

The celebration will include a vast array of games and activities for both children and adults. Some of the activities include traditional lion dances, martial arts demonstrations, photo exhibitions, karaoke contests, and painting and calligraphy demonstrations.

The event is being co-sponsored by the CSUS Multi-Cultural Center, the CSUS College of Social Sciences and Interdisciplinary Studies as well as many local businesses.

Tickets are $10 general admission and $5 for students. Tickets are available at the event. For more information about the celebration call (916) 278-4101.

### DISCOVER CUBAN CULTURE

Californians have an opportunity to visit Cuba this summer through two travel study tours led by Professor Jorge Santana of the CSUS foreign language department. The two tours (June 7-15 and June 17-25) offer a rare glimpse of the culture and people of Cuba.

While in Cuba, travelers will interact with Cuban professionals including teachers, doctors and professors. They will also experience Cuban music, literature and art.

Travelers will spend four nights in Havana and three nights in the beach resort region of Varadero. They will visit the Viñales area for a firsthand look at the tobacco industry, an elementary school, a local library, landmarks such as the capital, and possibly a visit to the Bay of Pigs.

The Cuba tours are sponsored through CSUS and Global Education Facilitation. The $2,125 tour fee includes one unit of interdisciplinary credit, roundtrip airfare from San Francisco, 10 nights in Havana via Mexico City, all bus transfers, hotel stays in Havana, some meals, medical insurance while in Cuba, and a visa for entry into Cuba. A $300 deposit is due before March 5.

For more information and an application, contact Jorge Santana at (916) 278-6408 or santana@csuc.edu or Paul Bardwell at (916) 386-1937 or pbardw3@csulab.com.

### STILL BEWITCHED’ AT CSUS

The partnership of Richard Rodgers and Lorenz Hart created more than 300 of their popular songs which are some of their more popular hits being paired with CSUS professors and alumni for an event to raise scholarships funds.

“Still Bewitched,” a tribute to the music of Rodgers and Hart, plays at 8 p.m., Saturday, Feb. 16 and 2 p.m., Sunday, Feb. 17 at the University Theatre in Shasta Hall.

The revue includes such celebrated melodies as “Blue Moon,” “The Lady is a Tramp” and “My Funny Valentine.”

A $10 donation is suggested, with proceeds benefiting the Gerald A. Larson Scholarship Fund for CSUS students focusing on acting and theatre arts.

For more information call (916) 278-3310.

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### JOB OPPORTUNITIES FOR STUDENTS

More than 100 employers will open their door to students on Tuesday, Feb. 19 from 10 a.m. to 2 p.m. at the campus Career Fair 2002. Recruiters will offer part-time, part-time and seasonal jobs; including summer internships. The event takes place in University Union Ballroom.

A list of companies attending the CSUS Job Fair 2002 is available at csus.edu/careercenter. It includes Internet links to each employer.

For more information call 278-6231.

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### SPORTS

Continued from page 1

Though sponsorship issues occur in other areas of society, sports is the obvious extreme, since 80 percent of sponsorship is associated with sports. “The sports field is a contested territory, a battle in and around the field as well as between the teams that are competing,” Batty says.

-- Laurie Hall
**CHECKING INTO REALITY**

"Thresholds," an exhibit of paintings and sculptures by local artist Frank Brooks at the University Union Gallery, explores one man’s moments in time. “My art is a physical manifestation of my convulsions and illusions in time and space,” Brooks says. "Thresholds" is a series of large canvases with a mix of bath metal and wood sculpture. The pieces are a continuation of work Brooks started in the late 1990s while working at the Banff Centre for the Arts in Alberta, Canada. Brooks’ work has been featured in area galleries and included in a variety of group shows throughout California and Canada. His work also is part of various public art projects, including installations at several Sacramento elementary schools.

"Thresholds" is on display from 10:30 a.m. - 3:30 p.m. Monday - Friday and 5 - 6 p.m. Wednesdays and Thursdays through Feb. 22. For more information call 278-6997.

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**CSUS events**

All events are free unless otherwise noted. For a complete events calendar click on www.csus.edu/events.

**ongoing**


“Thresholds,” a mixed media exhibit by Sacramento artist Frank Brooks, University Union Gallery, 10:30 a.m. - 3:30 p.m. Monday - Friday and 5 - 6 p.m., Wednesdays and Thursdays. Continues to Feb. 22. (916) 278-6997.

**monday, feb. 11**

Student Award Show, noon - 4:30 p.m., Monday - Friday, Else Gallery. (916) 278-6166. Continues to March 5.

**tuesday, feb. 12**

Exhibit, master of art student Janet Kale, noon - 4:30 p.m., Monday - Friday, Witt Gallery. (916) 278-6166. Continues to Feb. 22.

**wednesday, feb. 13**

“Soul Reverb,” Sacramento Black Art of Dance, Black History Month, 8 p.m., Solano Hall 1010. Tickets $12 general/$10 students/8 children under 12. Tickets at CSUS Ticket Office at (916) 278-4323 or at Tickets.com at (916) 766-2277. Continues to Feb. 23.

**thursday, feb. 14**

Eyes on the Prize: Fighting Back: 1957-1962, film, Black History Month, noon - 1:30 p.m. and 5 - 6 p.m., CSUS closed circuit TV and Library 1522. (916) 278-5363.

Eyes on the Prize: The Color Line Revisited: Is it Real?, film, Black History Month, noon - 1:30 p.m. and 5 - 6 p.m., CSUS closed circuit TV and Library 1522. (916) 278-5363.

**friday, feb. 15**


Eyes on the Prize: Bridge to Freedom: 1965, film, Black History Month, noon - 1:30 p.m. and 5 - 6 p.m., CSUS closed circuit TV and Library 1522. (916) 278-5363.

**sunday, feb. 17**

CSUS Piano Series Recital, 8 p.m., Music Recital Hall in Capistrano Hall. (916) 278-3956.

**tuesday, feb. 19**

“Sept. 11: Terrorism and Civil Liberties,” campus forum moderated by CSUS professor William Dorman, noon, University Union Hinde Auditorium. (916) 278-6997.

Blood Drive, 9 a.m. - 4 p.m., University Union Redwood Room. (916) 278-4241.

**wednesday, feb. 20**

Eyes on the Prize: Power: 1967-1968, film, Black History Month, noon - 1:30 p.m. and 5 - 6 p.m., CSUS closed circuit TV and Library 1522. (916) 278-5363.

“Journeys to Ghana,” presentations by area educators who participated in the Fulbright-Hays program sponsored by CSUS Center for African Peace and Conflict Resolution, Black History Month, noon, University Union California Suite. (916) 278-6828.

Spring Job Fair, 10 a.m. - 2 p.m., University Union Ballroom. (916) 278-6231.

**thursday, feb. 21**