FOR THE WEEK OF OCTOBER 31—NOVEMBER 7, 2006

In Progress
Kristen Habbestad is finalizing advertising placements in the Norwalk’s *Southeast Perspective*, a community-wide map that will be published by the City of Lakewood in January 2007, and an ad in the 2007 Latina Leadership Network’s annual conference brochure that will be given to attendees in March 2007. Ms. Habbestad is also working to update outdoor and theater slide advertising artwork.

Coverage
*Lynwood Press*—September 21, 2006—Article about the campus’ Psi Beta Psychology Club winning the “Chapter of the Year” award at 2006 American Psychological Conference in August (from press release).

*Lynwood Press*—September 21, 2006—Article about former Cerritos College coach pleading guilty to falsifying government documents.

*Lynwood Press*—September 21, 2006—Article about recent donations to the college’s auto technology program (from press release).

*Long Beach Press Telegram*—September 23, 2006—Brief about Cerritos College’s soccer team victory.

*The Press, Lynwood Press and Herald American*—October 5, 2006—Article about Cerritos College’s presence in upcoming Orange County Auto Show (from press release).

*Long Beach Press Telegram*—October 5, 2006—Brief about women’s volleyball and water polo teams’ victories.

*The Press*—October 12, 2006—Blurb about upcoming ESL open house (from press release).

Related News
*Los Angeles Times*—November 3, 2006—Article about UCLA students’ protest over gender and race policies.

*Long Beach Press Telegram*—November 3, 2006—Article about agreement reached between LBCC and classified union.

*Long Beach Press Telegram*—November 4, 2006—Article about how local California High School Exit Exam scores are not improving.

*Los Angeles Times*—November 7, 2006—Article about this high costs of college textbooks.

*Los Angeles Times*—November 7, 2006—Article about PCC’s increased exposure due to John Kerry comment
Cerritos College to Host Dr. Judea Pearl on Nov. 28

Dr. Pearl, UCLA Researcher, is Father of Slain Journalist Daniel Pearl

For Immediate Release: November 1, 2006
Event Contact: John Haas, Humanities and Social Sciences Division at (562) 860-2451, ext. 2726
Media Contact: Kristen Habbestad, Public Affairs; (562) 860-2451, ext. 2287

WHAT: Cerritos College’s Humanities and Social Sciences Division along with the Global Consortium will host Dr. Judea Pearl, UCLA researcher and father of slain journalist Daniel Pearl, for a discussion on Tuesday, November 28 at 7 p.m. The program will be broadcast live through the California Community College Satellite Television (CCCSAT), online at www.cccsat.org and to the local community through cable television.

Dr. Pearl is the father of Daniel Pearl, a Wall Street Journal reporter who in 2002 was killed in Pakistan. This prompted Dr. Pearl and other family and friends to create the Daniel Pearl Foundation. Dr. Pearl holds a bachelor’s degree in electrical engineering from the Technion, Israel, a master’s degree in physics from Rutgers University, and a doctorate degree in electrical engineering from the Polytechnic Institute of Brooklyn. He worked at RCA Research Laboratories on superconductive parametric and storage devices and at Electronic Memories, Inc., on advanced memory systems. He joined UCLA in 1970, where he currently serves as a computer science faculty member.

WHEN: Tuesday, November 28, 7–9 p.m.

WHERE: Cerritos College’s Wilford Michael Library and Learning Resource Center
Room 155 (Teleconference Center)
11110 Alondra Blvd
Norwalk, CA 90650

A map of the campus is available at www.cerritos.edu/guide

CONTACT: For more information, please contact Dr. John Haas of the Humanities and Social Sciences Division at jhaas@cerritos.edu or at (562) 860-2451, ext. 2726.

COST: Admission to the event is free; on-campus parking is $1 per day.

Cerritos College serves as a comprehensive community college for southeastern Los Angeles County. Communities within the college’s district include Artesia, Bellflower, Cerritos, Downey, Hawaiian Gardens, La Mirada, Norwalk, and portions of Bell Gardens, Lakewood, Long Beach, Santa Fe Springs and South Gate. Cerritos College offers degrees and certificates in more than 180 areas of study in nine divisions. Annually, more than 1,200 students successfully complete their course of studies, and enrollment currently surpasses 20,000 students. Visit Cerritos College online at www.cerritos.edu.

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Cerritos College to Host 9th Annual “Turkey Trot” Nov. 21

Health Education and Staff Development Departments Promote Exercise While Raising Canned Goods for Norwalk Community

For Immediate Release: November 2, 2006
Event Contact: Dr. Ni Bueno, Cerritos College Health Education; (562) 860-2451 ext. 2874, nbueno@cerritos.edu

WHAT: Combining a friendly spirit of competition with community goodwill, Cerritos College’s Health, Physical Education and Athletics (HPEA) Division and Staff Development Department will host the 9th annual Turkey Trot Tuesday, November 21. To enter the 1.5-mile walk/run, participants must donate one canned food item, which is then provided to the Norwalk Community Council’s Holiday Food Basket Program for needy families in the Norwalk area.

Each year, the event raises nearly 1,000 cans of food from its 200-plus participants. Many who participate choose to exceed the one-can requirement, while others choose not to walk or run but donate to the event.

The first 100 finishers will receive a commemorative Turkey Trot t-shirt.

WHEN: Tuesday, November 21, 2006
Registration: 9:30 – 10:55 a.m.
Race Time: 11:05 a.m. sharp

WHERE: Cerritos College Falcon Square
11110 Alondra Blvd, Norwalk, CA 90650

CONTACT: For more information, please contact Ni Bueno in Health Education at (562) 860-2451, ext.2874.

COST: At least one canned food item.

Cerritos College serves as a comprehensive community college for southeastern Los Angeles County. Communities within the college’s district include Artesia, Bellflower, Cerritos, Downey, Hawaiian Gardens, La Mirada, Norwalk, and portions of Bell Gardens, Lakewood, Long Beach, Santa Fe Springs and South Gate. Cerritos College offers degrees and certificates in more than 180 areas of study in nine divisions. Annually, more than 1,200 students successfully complete their course of studies, and enrollment currently surpasses 20,000 students. Visit Cerritos College online at www.cerritos.edu.

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College gets technology program grants

NORWALK — Cerritos College has received a $25,000 donation from the Nissan Foundation, increasing the total money raised in support of the college’s technology and manufacturing programs to more than $1 million.

Funds from such donations and state and federal grants will go toward the Southland Cerritos Center for Transportation Technologies, a state-of-the-art center offering study and training in alternative fuel technologies; and a design lab for manufacturing technology that will enable local manufacturers to have access to the latest software and techniques.

“What’s so exciting about receiving these funds is that they connect directly to either placing students into jobs, or they provide and enable existing manufacturers to cultivate their business,” said Randy Peebles, dean of the college’s Business and Technology Division.

The Nissan Foundation award enables a connection between the college and local high schools for training in import automotive technology, said Kristen Habbestad, the college’s media relations coordinator.

Cerritos College has forged connections among the Specialty Equipment Market Association, the Southland Motor Car Dealers Association and Northwood University to help further promote and provide college programs and services to students, within the community and among industry stakeholders, she added.

The Northwood agreement allows students interested in a bachelor’s degree in business and a new automotive marketing management program to attend all classes locally on Cerritos College’s campus, taking higher-level courses from Northwood University instructors after meeting general degree requirements through Cerritos College courses.

The course offerings comprise the bachelor’s degree program, Habbestad said.
College psychology group cited

- NORWALK — The Cerritos College Chapter of Psi Beta, a National Honor Society in psychology for two-year colleges, has been recognized as the National Outstanding Chapter of the Year.

The award was presented Aug. 13 during the 2006 American Psychological Conference in New Orleans.

Psi Beta Student President Mario San Juan of Downey, and Student Vice Presidents Jessica Torres and Cynthia Gomez, both also of Downey, joined faculty advisors Kimberley Duff and Todd Gaffaney in representing Cerritos College at the conference.

They received a plaque and a check for $300 from Wadsworth Publishing in honor of the chapter’s recognition as the Outstanding Chapter of the Year, said Kristen Habbestad, the college’s media relations coordinator.

The outstanding chapter honor is awarded annually at the conference to one of the 127 Psi Beta chapters nationwide. Cerritos College Psi Beta members had to submit an application detailing their scholarship, research activities and community service.

“It was a very enriching experience,” San Juan said.

Aside from the honor, the conference was particularly important this year for the Cerritos College chapter as it was held in New Orleans. One of the chapter’s community service activities on campus last year was to raise money for victims of Hurricane Katrina.

The students were able to witness firsthand the continued devastation of Katrina and to give back to the city through tourism and donations from the convention, Habbestad said.

“The annual conference attracts psychologists from all different areas of psychology, such as clinical, experimental, developmental and bio-psychological, who present cutting-edge research and community service,” Duff said.

Members of the Cerritos College Psi Beta Chapter, honored in New Orleans last month, are, from left, Todd Gaffaney, Cynthia Gomez, student vice president; Mario San Juan, student president; and Jessica Torres, student vice president; and Kimberley Duff, faculty advisor; and National Psi Beta Director Carol Tracy. They were the National Outstanding Chapter of the Year.
Former Cerritos coach pleads guilty

From City News Service

BELLFLOWER — A former Cerritos College assistant football coach, who was accused last year of securing more than $150,000 for players ineligible for federal aid, pleaded guilty Tuesday to falsifying government documents.

Patrick Callahan, 58, is facing 90 days in county jail and five years probation, along with a suspended two-year state prison term that he will not have to serve if he complies with the terms of his probation, Deputy District Attorney Leonard Torrealba said.

Callahan also is expected to be ordered to repay $70,758 to the U.S. Department of Education and $20,799 to Cerritos College, and to resign from the college, according to the prosecutor.

He is due back before Bellflower Superior Court Judge Leland Tipton for sentencing Oct. 27.

When Callahan was charged last year, prosecutors alleged that he fraudulently obtained federal grant money for 13 football players to play at the community college in Norwalk.

Callahan was accused of submitting fraudulent statements from players that they were living independently from their parents so they could qualify for financial aid in some cases, and recruiting out-of-state players whose enrollment applications were modified to indicate that they were California residents.

“He took what should have been a positive situation for students, and taught them how to cheat and break the law,” Torrealba said in a statement released by the district attorney’s office.

“Not only was he teaching students how to cheat, he was saying it was OK. It became a pattern of rationalization that they needed to do this to compete and win. It was a suspension of morality.”

Callahan — who was arrested at his Artesia home Aug. 1, 2005, and released from jail a day later — had been working in the college’s Office of Student Affairs following his arrest, according to the district attorney’s office.

College officials and Callahan’s attorney could not be reached for immediate comment.

Callahan, an assistant coach at Cerritos College for 16 years, was initially charged last year with 13 counts each of conspiracy and grand theft. Those charges are expected to be dismissed in exchange for his guilty plea to the felony charge.

The case against Callahan was investigated by the U.S. Department of Education’s Office of Inspector General.
Alvarez leads way as Cerritos rallies to win

From staff reports

The Cerritos College women’s soccer team scored three goals in four minutes early in the second half and went on to beat Antelope Valley, 4-1, in a nonconference game Friday at Cerritos.

Sophomore forward Laura Alvarez had a hand in all three goals in the quick uprising, scoring two of them and assisting on the other by Karina Rivera. The Falcons (7-1) trailed the Maurauders (1-7-2) 1-0 at the half.

Diana Limon added the final goal for Cerritos.
NORWALK — Instructors and students from the Cerritos College Automotive Technology Department will join automakers, industry specialists and car enthusiasts this week at the 2006 Orange County Auto Show, through Sunday at the Anaheim Convention Center.

Cerritos College’s display, located in the show’s Automotive Underground, will include a Dodge Viper, information on automotive classes and certification programs, and instructors with tips on career and learning opportunities, said Kristen Habbestad, the college’s media relations coordinator.

“Every year, the show provides a great place for us to let potential students know about career opportunities available to them in the auto industry,” said automotive instructor Kevin Taylor. Right now, the auto industry is seeking to hire trained technicians into high-growth, high-wage positions, and our programs get students to the place they need to be to land these jobs.”

Also featured at the show is information about the bachelor’s degree program in automotive marketing offered through an agreement between Northwood University and Cerritos College.

Students in the program attend all classes on Cerritos College’s campus and take higher-level courses from Northwood University instructors after meeting general degree requirements through Cerritos College courses, Habbestad said.

“We want to be there to meet the thousands of automotive enthusiasts, some of whom might be thinking about a career in the industry,” Northwood University Program Manager Javier Garza said.

Cerritos College’s Auto Technology Program provides students with hands-on, nationally authorized training for GM, Ford, DaimlerChrysler and import vehicles, and operates a California Advanced Transportation Technology Center to encourage development of alternative fuel sources.
Falcons burst out of slump with sweep

From staff reports

The Cerritos College women's volleyball team broke out of its slump with a three-game sweep over East Los Angeles on Wednesday, as the Falcons posted a 30-10, 30-25, 30-13 South Coast Conference victory.

The Falcons (2-6, 1-1) accumulated their points in bunches. Cerritos had 19 aces, with sophomores Chritstal Lara and Jennifer Espinoza with six aces each.

Espinoza had 10 kills to lead the Falcons and also had nine digs, while sophomore Terri De La Conte from Lakewood High finished with eight kills, six digs, two aces and three blocking assists.

Sophomore Le'Sauna Johnson from Poly High added five kills.

LBCC 3, L.A. City 0

Sophomore middle blocker Meaghan Henry led the way with 15 kills and eight digs as the Vikings (6-2, 2-0) won the SCC match, 30-14, 30-24, 30-22.

Men's water polo

LBCC 16, El Camino 0

Sophomore driver Malcolm Reid from Millikan High and freshman driver Jarrett Powers from Downey each scored three goals to lead the Vikings (14-2, 3-0) in their SCC game.

Women's water polo

LBCC 18, El Camino 3

Sophomore driver Sarah Duncan scored a game-high five goals and added an assist to lead LBCC (14-2, 3-0) to the SCC win.

Cerritos 17, Pasadena 1

Vivian Aguirre had three goals and three assists, and Britney Hernandez and Gloria Quintana each added three goals for Cerritos (14-2, 3-1) in the SCC game.

Fullerton, 14, Cypress 4

Freshman Kalli Manderino was one of four Lady Chargers to score for Cypress (6-7, 2-2) in the Orange Empire Conference loss.
ESL program sets open house

NORWALK — The Cerritos College English as a Second Language program will host an open house from 9:30 a.m. to 1:30 p.m. Saturday in the Liberal Arts Building on campus, 11110 Alondra Blvd.

The event will feature a tour of the technology-equipped classrooms, an introduction to courses covering speaking, pronunciation, writing and grammar, and information on financial aid available to students, said Kristen Habbestad, the college’s media relations coordinator.

Free books, refreshments and prizes will be provided, she said.

Information: (562) 860-2451, ext. 2898.
UCLA students protest race and gender policies

Activists call on voters to overturn 1996 initiative that they say has limited diversity on campus.

By REBECCA TRUONG
Times Staff Writer

Marking the approaching 10-year anniversary of Proposition 209, UCLA students Thursday rallied in California voters to overturn the initiative, which barred public universities and other institutions from considering race or gender in admissions and hiring.

Small groups of UCLA law students and undergraduates briefly disrupted classes at the law school Thursday morning, then rallied in a nearby plaza for speeches and a mock funeral to mourn what they called the “death of diversity” at UCLA and other public campuses since the measure passed on Nov. 5, 1996.

"Today, we are taking an affirmative step toward retaking our campus," said Doug Johnson, an African American studies major who is chairman of UCLA’s African Student Union. He urged the 150 or so students at the rally, many dressed in black, to speak out against what he called its harmful effects.

Students also marked the anniversary with rallies at other UC campuses Thursday, including UC Berkeley. Students gathered in Sproul Plaza, but organizers said persistent rain reduced the turnout.

At UCLA, Johnson and other speakers noted that African American, Latino and Native American students continue to be underrepresented at UCLA and other UC campuses, with their numbers at the schools well below their proportions in the state’s population. The numbers plummeted the year after the ban took effect and although they have recovered since then, for the UC system as a whole, they have remained low at its most competitive campuses, including UCLA and UC Berkeley.

The speakers expressed particular concern about the dwindling numbers of African American freshmen at UCLA in recent years. For the current school year, only about 100 black freshmen enrolled in a class of nearly 5,000 — a figure that was the lowest at the campus in more than three decades.

That statistic, released in June, shocked many on campus and in the broader community, and spurred UCLA leaders to action. In September, the campus announced it would shift immediately to a more “holistic” form of admissions, in which students’ achievements are viewed in the context of their personal experiences. UCLA officials have emphasized, however, that the campus will continue to abide by the restrictions imposed by Proposition 209.

Some speakers vowed to keep the pressure on UCLA — and UC as a whole — to make further changes in admissions. They pointed out that UC’s governing Board of Regents is due to meet at the Westwood campus Nov. 15 and 16, and said community groups and students are planning a rally.

Earlier, groups of students held “walk-in” demonstrations at the law school, briefly disrupting about half a dozen classes to protest the relatively low numbers of black and Latino students at the school. In each classroom, the protesters, who included black, Latino, Asian and white students, read a short statement, explaining the symbolic action, then stood quietly against the walls or sat in the aisles until the end of class.

"The idea was to show everyone what a diverse class would actually look like," said Tristan Brown, a second-year law student who was among the protesters.

In a statement, Law Dean Michael Schill said he shared the protesters’ concerns about the importance of diversity at the school, but said he did not support their disruption of classes.
LBCC, union forge a deal

Labor: Support staff to get 8.5% pay hike in tentative accord.

By Kevin Butler
Staff writer

LONG BEACH — Long Beach City College has reached a tentative labor agreement that would provide a pay increase to custodians, admissions workers, secretaries and other support staff.

The 425-member Long Beach Council of Classified Employees and the college signed a tentative deal Tuesday evening calling for an 8.5 percent salary hike retroactive to July 1 of this year.

The agreement, if ratified by union membership and the LBCC Board of Trustees, would end a period of rocky negotiations that led to the union’s declaring an impasse this summer.

The union aims to have members ratify the deal Nov. 9. The board of trustees would act on it at a December meeting.

Last month, union members — also called “classified employees” — voted to authorize a strike should talks not result in what they could consider a fair settlement.

The two sides at that time could not agree on the issue of a cap on benefits and the size of a salary hike.

Union President Alta Costa said the tentative agreement on a new 3-year labor contract is long overdue.

“We’re glad it’s hopefully over ... but it seems a shame that it had to go on this long,” she said.

In addition to the 8.5 percent raise, the deal provides a one-time payment of $500 to full-time workers and a prorated amount for those working fewer hours.

The deal increases the cap on total benefits costs from $13,260 to $13,900 per employee annually, effective July 1, 2007. If the costs — including those for health, dental, vision and life insurance and mental health coverage combined — exceed the cap, the college can require classified employees to make up the difference.

The deal would peg the cap to the highest-cost HMO health plan.

The agreement also will provide the college savings on employee health costs, said Eloy Oakley, LBCC executive vice president of administrative services.

“It improves the cost containment for health benefit plans and gives classified employees a well-deserved salary increase,” he said.

Deductibles for one of the current plans would increase from $100 to $200 for singles and from $300 to $600 for family coverage.

That same plan — a Blue Cross PPO — would also introduce $10 co-payments for office visits, as well as other co-payments for prescription drugs.

The deal would cost the college about $1.6 million for fiscal year 2006-07 and will save LBCC about $400,000 annually going forward, Oakley said.

The union is affiliated with the American Federation of Teachers.

Kevin Butler can be reached at kevin.butler@presstelegram.com or (562) 499-1308.
Exit exam scores not improving

By Kevin Butler
Staff writer

Today’s California high school juniors and seniors have fared no better on the high school exit exam than did the Class of 2006 at this point in their high school career, according to a study released Friday.

The Human Resources Research Organization—a consultant hired by the state to evaluate the exam—studied the impacts of the test.

Students get up to six chances to pass the test, beginning in their sophomore year. The Class of 2006 was the first required to pass the test in order to graduate.

The consultant found that pass rates for this year’s juniors and seniors were no better than those for students in the Class of 2006 at the same stage of their high school career.

By the end of 11th grade, 78.7 percent of students in the Class of 2007 had passed the test. That was only a slight improvement from students in the Class of 2006, 78.4 percent of which had passed by the end of their junior year.

Sixty-five percent of students in the Class of 2008 passed the test by the end of their sophomore year, the same percentage as the Class of 2006 at the end of 10th grade.

By the end of their senior year, 8.6 percent of students in the Class of 2006 had not passed the test. Ten percent of that same class in the Long Beach Unified School District did not pass during their high school career.

Those students can enroll in adult school and make further attempts.

The organization also studied the changes in drop-out rates since the adoption of the exam in 1999.

The state is unable to exactly determine drop-out rates because it has no system for tracking individual students. To get a picture of the drop-out rate, the consultant measured annual enrollment declines between 9th and 12th grades.

The report found that since the Class of 2000 the drop in enrollment between 10th and 11th grades has shrunk—including the Class of 2006.

The drop-off between 11th and 12th grades also shrunk during the same period—except for the Class of 2006. The enrollment decline was 7.8 percent for the Class of 2006, compared with 7.2 percent for the Class of 2005.

The report, while not making a specific link to the test, said that that uptick in the enrollment decline, while small, “may be significant” because the Class of 2006 was the first to face consequences for failing the exam.

Kevin Butler can be reached at kevin.butler@presstelegram.com or (562) 499-1308.
When you can't afford to go buy the book
By Stuart Silverstein
Times Staff Writer

November 7, 2006

College student Rob Christensen has tried nearly every trick in the book to save money on the books.

Last year, Christensen said, he borrowed a psychology text from his university library and kept it all semester. It dawned on him that the fines (which turned out to be $8) would be less than the price (around $40).

Christensen also has borrowed volumes from friends, split book costs with classmates and occasionally skipped buying expensive texts, hoping to get by without doing all the reading. He often shops for discounts online, sometimes snaring older editions or versions that aren't packaged with software or study guides that raise the cost.

Christensen attends school at a time when "Sociology: Your Compass for a New World" lists for $108.95, "Principles of Economics" for $150.95 and "Marketing Management" for $153.35.

"It's a tough fight to get textbooks for an affordable price," said Christensen, a Humboldt State University senior who hopes to become a high school history teacher.

The era of heading to the college bookstore and compliantly buying everything that a professor deems required reading — to the extent that those days ever really existed — is receding into the pages of history. The escalating costs of higher education and the ease of online shopping have spurred students to seek money-saving alternatives.

Three years ago, 43% of the students surveyed by the National Assn. of College Stores indicated that they "always purchase required textbooks." Last fall the figure sank to 35%.

Even though not buying a book might hurt their grades, "some just roll the dice and hope," said Albert N. Greco, a Fordham University business professor who studies the college textbook business.

UCLA economics professor Lee Ohanian recalls that when he started teaching in 1992, "there was never any question" about purchasing texts. "Now, I receive literally dozens of questions about whether the book is 'really needed.' "

Still, a College Board report released last month estimated that students at public four-year colleges are spending $942 on books and supplies this school year. Another analysis found that hardcover college textbooks are selling, new, for an average of about $120.

Finding ways to cope is particularly crucial at California's community colleges. About half of the state's full-time community college attendees pay no attendance fees through a program intended to help low-income students, "but they still have to come up with the money for textbooks," said Bruce D. Hamlett, chief consultant to the California Assembly's Higher Education Committee.

Some of those disadvantaged students sign up for Extended Opportunity Program and Services, a counseling and tutoring initiative that also provides money for textbooks.

Sandra Escobedo, 19, who studies nursing at Pierce College in Woodland Hills, receives $250 a semester for books under the program. But she also uses other tactics to save money.

This semester Escobedo dropped a psychology course because she already had too many expensive textbooks to buy and couldn't afford another $100 tome. For a political science class last spring, she bought just one of the five books assigned.

Even that text, she said, was a waste of money. "I never opened the book, and I passed that class," said Escobedo, who relied on the notes she took in lectures.

Some students fire up the photocopy machine. Last fall's survey by the college store association found that 14% of students polled admitted that they sometimes photocopy a book or other copyrighted materials.

Another technique: Order from overseas websites to buy cheaper foreign editions.
The trends frustrate college bookstore operators vying for the estimated $7 billion a year that students spend on new and used texts.

Jennifer Libertowski, a spokeswoman for the college store association, noted that students increasingly balk at buying textbooks even as they gobble up iPods and cellphones.

"There's definitely a value shift," she said.

Textbook prices have troubled state and federal lawmakers as well as student activists. The U.S. Government Accountability Office reported last year that college textbook prices have climbed at twice the rate of inflation over the last two decades. Members of the House Education and Workforce Committee in June called for a one-year study that, among other things, is to recommend ways to ease the burden of paying for texts.

A handful of states have passed related legislation. California's law, signed two years ago, was an advisory measure calling on publishers and college governing boards and faculty to pursue ways to help students save money on books.

Amid that pressure, textbook publishers offer such reduced-price options as black-and-white texts and electronic books that can be read online.

With e-books, students lose their access to the material at the end of the term but typically plunk down 50% less than for hardcover.

The Assn. of American Publishers, which represents the nation's college textbook industry, says prices have held steady in recent years and disputes the notion that book costs are too high. It points to research showing that typical students at four-year colleges paid $644 for textbooks last year, far less than the College Board estimates and only about one-third of what students spent on entertainment.

"The real outrage should be directed at the suggestion that textbooks are a legitimate place to scrimp," Patricia Schroeder, a former Colorado congresswoman who is the association's president, wrote in a recent newspaper commentary.

In addition, the association says publishers revise texts about every four years and often include CDs and workbooks to update content and take advantage of new educational technologies, not to boost profits.

But Humboldt State's Christensen, a 24-year-old from Lake Forest in Orange County, doesn't buy those arguments. Christensen, who relies on a scholarship, grants, loans and a 20-hour-a-week job to pay for his education, has honed his skills at saving. This term he bought a used book from another student for $5 instead of getting it new for $22.

Sometimes Christensen will buy books at the university bookstore only to return them if he spots cheaper copies online.

One possible side effect of high textbook costs is that students eagerly sell their books, even at cut-rate prices, rather than build a personal library. "You just want to get rid of it," said Juan Pablo Moncayo, the student government president at Cal State Fresno.

"I see my parents and their culture of keeping books and appreciating a book for the value of having a library and whatnot. With my generation, that's completely gone."

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(INFOBOX)

65% of college students didn't buy all required textbooks.
45% bought at least one textbook online (main reason: price).
14% photocopied books or other materials sold by publishers.
13% resold a textbook online.
6%-7% bought all of their textbooks online.

Source: National Assn. of College Stores, fall 2005 survey of more than 16,000 U.S. college students
Pasadena campus savors role in Kerry flap

Students at City College, where the senator told his controversial joke, have attracted attention.

"This is great publicity," said Courtney, 21. "Maybe it will even help our enrollment. I'd like us to be known as a place for more politicians to visit." College officials also seemed pleased by the attention. "For a community college to get this kind of exposure is a public relations dream," said Juan Gutierrez, a school spokesman.

The last time the college generated half as much attention, students said, was when "Desperate Housewives" star Eva Longoria bruised her ribs while leaving her trailer during a shoot on campus. A week later, as pundits continued to talk about Kerry's remarks, the student body was nearly empty, with the exception of a few glass-eyed students sprawled on the sofas reading textbooks.

A week later, the college was offering educational opportunities, adding that the campus was "headquartered as a swipe at the traditional mindset."
College savors role in Kerry storm

[College, from Page B1]

ate Students a week before the event and said that they would like to reach out to students on campus.

Courtney said organizers agreed, hoping that the forum would provide an opportunity for students to ask questions about the candidate’s views on college tuition.

“That never happened,” she said. “It was just a photo op.”

Some students said they were told to cheer on cue for the cameras and to remind their peers on stage with Angelides to keep smiling.

“The whole thing was ridiculous,” said Kosal Taing, 19. “The students were just props.”

Angelides spokesman Nick Papas said there was not enough time for questions and answers after the speeches.

Taing's friend, Bobby Chan, was pleased that the politicians visited his school.

“Most people don’t know who we are,” said Chan, 19.

Now they do.

About 330 people attended the event and many were turned away and asked to listen to the speeches in another room with a video feed.

Though Kerry's words set off a rush of criticism from Republicans, students in the lounge Monday who heard the speech said they believed that the remark was an oratorical mistake. If anything, they were shocked by how much Kerry was scolded and how long the remarks have dominated discussion among news pundits.

“It was a sham,” Courtney said. “But I’m still proud they were here. I feel bad for Kerry.”

Courtney said she also invited Gov. Arnold Schwarzenegger to speak to students on campus, but his aides declined the offer.

Courtney said the campus learned a lesson last week. “I think for the students who were there, it showed how much b.s. there is in politics,” Courtney said. “It showed how a small statement could turn into a catastrophe and create so much hysteria.”

Chris Renzullo, a 21-year-old engineering student, said he wanted to do an art project using the podium Kerry had stood behind. He said he would paste news and opinion articles from both sides of the issue on the lectern to show how a gaffe such as Kerry's could be politically exploited. He said he would name the artwork “Catharsis.”

Renzullo wasn't sorry, though, about the controversy that enveloped his campus.

“It makes me feel a little better about being here,” he said. “It feels like any community college is going to be considered less significant. But the fact PCC is in the news may elevate our cultural significance. Maybe we can even get more people to vote.”

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