

Speaker discusses photographs of molecular splitting at talk

By KAISER MEER
Staff writer

Mother nature still leads the way when it comes to energy, but one piece of the puzzle is beginning to take on new meaning.

Dr. Jose Cabrera showed much enthusiasm as he explained Molecular Flash Photography at the Brown Bag Science Seminar Friday. This technology utilizes a high power laser directed on a molecule, allowing scientist to see how it changes.

Room 2133 was approximately three-quarters full for the seminar. Many were taking notes while others were glued to overhead images of Cabrera's experiment.

In his seminar he showed the sequence of events - taking two chemicals' structures, such as bromine and argon, combining them - using a laser, shooting the molecules and checking the results. "The closer the two chemicals are," he stated, "in resonant frequency, the better chance a combination can be useful in testing".

Cabrera explained that the whole process helps people understand the rate of change molecules go through in this controlled environment.

The process is complex. Initially, a laser is directed on the molecule, exciting it, causing the molecule to begin to resonate and glow a certain color, the same color that molecule would appear in a rainbow. The second laser "zaps" the molecule, which causes glowing light to travel through a tube - similar looking to a small television tube - where special plates help convert the light to electrical energy, which can then be processed digitally via computer programs for an analysis. The molecular flash photographs show the molecular changes taking place at an extremely high speed not visible to the naked eye.

Finding out the point at which a molecule is converted from vapor form to liquid is yet to be discovered.

Cabrera teaches chemistry at Ohlone, and did his doctorate work in physical chemistry at UC Irvine.

While the high power lasers are more efficient than before, the lasers being used today have been in development since the '60s. Moreover, the technology dates back to the beginning of the 20th Century, before lasers and computers were available.

Chemistry Professor Emeritus Jim Klent will host the next Brown Bag, featuring a chemistry demonstration. It will be held from 1 to 2 p.m. in Room 2133.



Photo by Jack Husting

Dr. Jose Cabrera spoke on splitting molecules at the Brown Bag Friday.

College Council examines stabilizing budget

By VANESSA BAUMANN
Staff writer

The College Council discussed stabilizing Ohlone's budget at their monthly meeting last Monday.

The subject of their discussion was mainly Ohlone's fourth quarter budget, which ended with \$908,000 in salary savings, \$400,408 in ad-jump cost, \$200,074 in benefit savings and \$300,000 in utilities from their fourth quarter budget. Because this wasn't planned, a brief discussion took place about stabilizing this year's budget. The adjunct cost was far over the budget, and the faculty

cost considerably under.

The whole budgeting process is very dynamic, said Dean of Business Services, Joanne Schultz. The starting budget needs to be adjusted before every quarter, whether it needs to move up or down when the money comes along.

The water heating budget was Ohlone's biggest expense last year, and the biggest carry-over was the Gateway Computers.

The carried budget was over \$337,000, resulting in \$1.2 million left on the table.

The packets that Schultz passed out to every member contained a

quiz on the 50 percent law. The 50 percent law requires that 50 cents of every dollar spent is to be spent on classroom instruction. This quiz was assigned to test the knowledge of the members on how much they knew about the 50 percent law.

The quiz's questions were based on the numerator and denominator of the 50 percent law. Some of the things that belong in the numerator are the instructional supplies and software. Things that belong in the denominator are the equipment, utilities and training.

The meeting contained the discussion of the fact that they want

to try and stay at last year's level, which is just not spending to spend, because rollover budgets have no value. President Doug Treadway also stated the fact that the budget has some security money, like an insurance policy.

The second topic that was discussed during the meeting was about the board meeting topics. They talked a little bit about exploring the next steps to the presidential search.

Also, Treadway wanted to hear some feedback about the frontage property. Some brief news was reported that the new Newark

Ohlone campus has already posted up some listings for jobs in the biotech department, the lab, and security. More jobs will be posted up soon.

The council meeting's purpose is used to gather the representatives from each constituent groups to share about what's been going on in their programs. These specific meetings are held twice a month before every Board meeting.

The next council meeting will be held Oct. 18 in Room 4202. Anybody is allowed to attend the meetings, either to participate or listen.

Station to implement pager-like ratings tracker

By KYLE STEPHENS
Staff writer

Ohlone will play host to a new technology for monitoring radio listenership this winter. Taking the form of a small, pager-like box, the Personal People Meter, or PPM can tell what radio stations you are passing by (not necessarily actively listening to), for the purpose of marketing data for radio stations and their paying advertisers.

Listenership data has long held much sway over a radio station's decisions. "People have gotten and lost jobs over the numbers," said Director of Radio Operations Bob Dochterman. This data has long since been the only way radio station know who is listening.

While non-commercial radio

stations are not required to have their listenership ratings logged, the Ohlone radio broadcasting department was eager to get on board with the new technology, the veritable wave of the future.

The PPM is a product of Arbitron Inc., "an international media and marketing research firm serving the media—radio, television, cable, online radio and out-of-home" according to their website Arbitron.com. Radio stations have long used Arbitron ratings books as a show of who and how many people are listening to their programming, allowing them to tailor their advertising and content to their given listening market.

The PPM can sense what media wearers are in range of by means of a technique called psychoacoustic

masking. An inaudible signal is mixed in with the listenable audio of a given medium, and the PPM is able to discern and take note of this for its logging purposes.

Arbitron.com explains the PPM as "...a portable, cell-phone-sized device that electronically tracks exposure to radio, broadcast television and cable media as consumers

wear it throughout the day." At the end of the day, the PPM is placed in a recharging docking station, which also uploads the data it has been gathering throughout the day to Arbitron. Participants receive \$3 a day from Arbitron for their efforts.

Previously, this data has been gathered via pencil and paper dia-

ries; randomly recipients receive a request to participate in the sample survey, and all household members over 12 years of age receive a diary, or log book, of what radio stations they have been hearing in the week. This method has a slew of problems associated with mail-in surveys, something the PPM system hopes to overcome.

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