

# Station to distribute electronic rating units

By **MAX STEPHENS**  
Staff writer

After several months of testing a new electronic ratings technology, Ohlone's radio station, KOHL, is poised to be the first station in the Bay Area to gather ratings information through the technology.

"Bottom line: the test period is over—it's showtime starting next month," said Director of Radio Operations Bob Dochterman.

Over the last few months, KOHL has been testing the technology—known as the Portable People Meters (PPMs)—to help with more accurate ratings of the radio station. These pager-like devices, distributed by radio rating company Arbitron, are worn by a select group of participants and listen for radios being played. Then the device listens for a psychoacoustic sound that only the PPMs can hear. When the PPM registers a station, it takes note of the time and tracks how long the station remains on.

The signal is used to help gather a more accurate rating of the station; how much it is listened to and by what demographic.

KOHL has been broadcasting its own unique encoded signal since last fall.

In the past, the radio industry has gathered all its ratings through paper journals, which are sent out with instructions to write down whatever was heard—not necessarily listened to.

Unfortunately, the accuracy of the journals could never be verified because of the participants' loyalties to certain stations, and the fact that many participants would forget about them after the day they came out, said Dochterman.

The journals would run Thursday through Wednesday, but the new PPMs will just need to be worn each day and recharged each night, according to Dochterman. At the same time, the data recorded during the day will upload for more accurate results than the old system.

This system was designed to mimic the Nielsen television rating system. The television rating system is set up by officials; it records each station watched and each ad seen and uploads the information immediately for fast results.

These ratings are very important to stations, and people have even been fired over changes in them, said Dochterman. This new system is a great improvement over the old system and is very valuable to radio stations.

Stations are always looking to attract more listeners and with the data collected by these devices, they can more accurately advertise, cater to old and reach out to new listeners. Dochterman said that radio stations are always looking for "more different, new people to listen to the station."

After 10 years of testing by Arbitron, KOHL was one of the first stations to pick up the new system, in part because Dochterman was interested in the new technology.

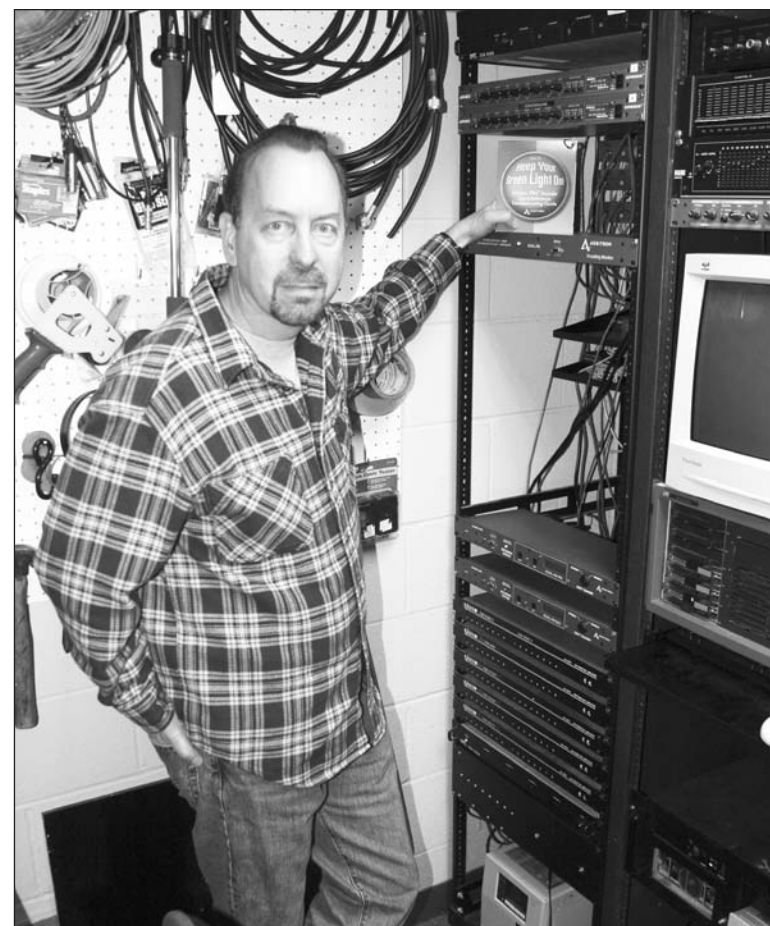


Photo by Max Stephens

**Bob Dochterman of KOHL points out the station's receiving equipment for the station's new electronic ratings equipment.**

# Parking fines to increase from \$28 to \$35 in April

By **JOE NICHOLS**  
Staff writer

Ohlone will see some changes in parking regulations beginning April 1.

On that day, parking violation fees will increase from \$28 to \$35 to reflect last semester's permit price increases. Police Chief Steve Osawa said the change should have been made last semester, but was postponed

due to an administrative oversight.

Also starting April 1, Osawa said that Lot N parking spaces will be converted into carpool parking, with the exception of designated ASOC and handicapped parking spaces.

The carpool program is being started as part of the administration's new sustainability program, which is required to maintain the college's LEED (Leaders of Energy and Environmental Design) Certification. Students

interested in participating in the carpool program may fill out an application at the campus police office. They must show proof of a valid semester parking permit.

Osawa clarified that daily permits bought at either the Fremont and Newark campus are valid at both locations. In addition, Osawa stressed the fact that there is no free parking on campus, and that it is a violation of the Student Honor Code and a crime to

give one's daily permit to another student. First-time offenders will be recommended for administrative discipline.

Osawa also announced that there is only a one-week grace period at the beginning of each semester in which campus police officers will not issue tickets to those who fail to display a parking permit. After that, the officers issue citations for students who do not display a valid daily or semester permit.

# Foundation releases scholarship information

By **KYLE STEPHENS**  
Staff writer

The Ohlone College Foundation has more than \$20,000 worth of scholarships this semester. Last semester, \$11,180 was awarded, according to the Foundation website.

Scholarships are awarded based on a combination of merit, background and involvement with Ohlone (this can mean simply having a minimum unit load).

Several scholarships have no

pronounced background-specific criteria, such as the Abe & Hannah Hochler Memorial Scholarship, Ohlone College Foundation Scholarship, the Philip L. Miller Scholarship (2nd year student) and the Ward Blanchard Memorial Scholarship. These and most other scholarships are all worth \$500.

Funding for scholarships comes from various sources. Retiring Ohlone employees may be honored by co-workers who start a scholarship in their name, like the Dr. Nina Genera Scholarship. Genera

retired last year, though remains active in the Hispanic community, getting many donations for the scholarship.

Funds may be started in memoriam for important Ohlone faculty and community members. People, associated with Ohlone or otherwise, may leave money to the foundation in their wills, as well. If there is over \$15,000 put in the foundation's name, they can start an endowment fund. Endowments are investments made with donated funds, with stipulations

that the initial value of the funds be the minimum in the account. The long-term effect is a greater wealth of funds, as gained from the investments, for recipients of the scholarship.

The foundation has several base criteria for applying for scholarships, with possible additional requirements depending on the scholarship.

These include filling out an Ohlone College Foundation Scholarship Application (available, with additional information, on

the Ohlone scholarship website, [www.ohlone.edu/org/scholarships](http://www.ohlone.edu/org/scholarships)), meeting deadlines for the scholarships and writing a personal statement (some scholarships do not require this).

Applicants must be enrolled in at least six units at Ohlone or another institution—possibly more, depending on the scholarship. Some scholarships may also require letters of recommendation.

Scholarships are not granted until the recipient writes a thank-you letter to the donor.

## Argus editor to film documentary

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speaks Czech. Her family fled communism to come to America.

Dennis fell in love with Prague because of its beauty.

At age 38, Dennis has high qualifications to work on this documentary. Part of his interest comes from living in Ireland from the ages of 6 to 24.

Dennis plans to go back to Ireland and visit before he begins work on the documentary.

Dennis said he has enjoyed his job at the *Argus* immensely but is excited to be working on this documentary.

He has several ideas for other documentaries, such as something about Little Kabul in Fremont.

Although he "enjoys the job still" he believes that this is the right time to move on.

He added that the move is "kind of terrifying" because he hasn't had to apply for a job since he started working at the *Argus*.

# College review mostly positive

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The third standard that necessitated the majority of recommendations concerned Ohlone's Board of Trustees. The recommendations to the Board suggested that they need to direct district operations to a different department, clearly decide leadership positions, along with who should fill them and create an open environment for discussion and decisions.

Overall, the accreditation went very well. "One of the things that we are pleased about... is that they [the accreditation team] had no recommendations for us [for the second standard]," said Wright. "That is very good news—fairly uncommon."

Both the Newark and Fremont campuses were thoroughly examined during the accreditation process, said Wright. During the Accreditation Report Meeting the team held at Ohlone on March 6, Team Chairman John Nixon said, "We began, as a team, with your self-study. And, of course, today, instead of walking into a team room at a college with boxes of written documents, today we have online evidence and support and clearly Ohlone has done an excellent job in providing us with and maintaining for its own uses the documentation and evidence that is cited in the self-study and that we would require to do our work."

Nixon also complimented Ohlone on their organization

and diligent upkeep of the school's standards,

"But to comment on those themes from our perspective and the notion of institutional commitment, we are very impressed with the level of commitment, cohesiveness, and the focus on learning."

Student Justin Chu said, "We should minimize the [importance] of accreditation. We shouldn't be penalized for something we didn't do. It's the fault of the Board and/or the college."

When asked how she felt, Kaitlyn Flower, an anthropology major with a specialization in behavioral science mused, "I'm not well informed enough [to talk about this]. I'm here everyday, work here [and] go to school full-time." Cases like these highlight the discrepancy between students who invest the majority of their efforts into Ohlone but remain unaware of the significance of the Board. Nevertheless, the Board's decisions affect every one of Ohlone's students.

The Board of Trustees at Ohlone is primarily responsible for running the school by making major decisions, usually from a financial standpoint. Associated Students of Ohlone College (ASOC) Treasurer Kevin Feliciano said, "they need to get their act together." ASOC Vice President Jackie McCulley added, "I just hope they're professional about the recommendations."