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Northridge Study Says Valley is State Entertainment Leader

Annual Report by Center in Business College Paints Economic, Demographic Picture of Region

After tripling its employment base in the sector during the past decade, the San Fernando Valley now has the largest concentration of entertainment industry production and distribution jobs in California, according to a new study by Cal State Northridge researchers.

Highlighting the importance of the entertainment industry to the region, the San Fernando Valley during 2000 was home to 58 percent of all entertainment industry production and distribution jobs in Los Angeles County and to 44 percent of all those jobs in California. Most of those entertainment jobs in the Valley are related to the motion picture industry.

"Clearly, the Valley is an attractive location for the entertainment industry, and its attractiveness has increased during the past decade," said economics professor Daniel Blake, director of Northridge's San Fernando Valley Economic Research Center. The findings are contained in the center's annual report on the state of the San Fernando Valley economy.

The Valley's employment base in the sector tripled from 35,400 jobs in 1992 to 105,383 jobs in 2000, driving most of the entertainment industry employment growth at both the county and state levels during those years. The Valley's 105,383 jobs in 2000 were among 180,900 countywide (58 percent) and 238,400 statewide (44 percent).

Although the center's study generally predicts a weakening economy overall and slowing or no job growth for the San
Fernando Valley during the coming year, Blake said it is possible local entertainment production might be helped some by the reluctance of celebrities and others to use air travel for distant on-location filming in the wake of the September terrorism attacks.

As in past years, the entertainment industry by far remained the largest single private-sector employer in the Valley during 2000. The production and distribution component's 105,383 Valley jobs accounted for 16 percent of total Valley private sector employment. The sector's $6.1 billion annual Valley payroll represented 23 percent of the area's total private payroll.

CSUN researchers said the real impact is even greater. After adding other entertainment job sectors, total entertainment employment in the Valley grew to 119,500 jobs (18.2 percent of all Valley private jobs) and $6.5 billion in payroll (25 percent of all Valley private payroll). And that still does not include the industry's many supporting businesses such as catering and legal.

The 90-page report by the university's research center is its fourth annual "Report of Findings on the San Fernando Valley Economy." The center, part of the College of Business and Economics, looks each year at trends in the economy, employment, real estate, demographics and population of the Valley.

Professor Blake issued the report during the opening session of the Valley Industry and Commerce Association's (VICA) 13th annual Business Forecast Conference, held at the Warner Center Marriott Hotel on Friday, Oct. 26. The daylong conference included Los Angeles Mayor James Hahn's inaugural "State of the Valley" address to local government and business leaders.

"Given the concerns about the national economy and how it, in turn, affects the Valley, the report should be an even more valuable tool for local businesses, community leaders and residents as they make their daily business decisions," said Northridge President Jolene Koester. Koester also called the report's findings "a testament to the hard work and dedication of our citizens."

Overall, Blake said clear signs of a slowing national economy combined with the impacts of the September terrorist attacks have created "a lot of uncertainty." He said economists generally believe the third quarter of 2001 will be ultimately judged as the start of a national recession that could last several quarters through mid-2002.

Although total Valley private sector employment grew 0.2 percent to nearly 657,000 jobs during 2000, compared to 3.5 percent growth during 1999, Blake said various indicators, including rising local unemployment claims, suggest the coming year will be tougher. "It looks like a weak economy in the San Fernando Valley," he said.

Another major area addressed in the report is the Valley's tight real estate market. During 2001, rising Valley home prices continued to reach new highs in the third quarter, when the median resale home price hit $272,500, according to information provided by Dataquick. Median home prices by mid-2000 had eclipsed the prior high of $235,100 set in the third quarter of 1989.

The inventory of available Valley homes for sale, as measured by the listings-to-sales ratio, also continued its decade-long decline through the second quarter of 2001. By that point, the ratio averaged just 2.8 listings for every sale, its lowest quarterly rate in the past decade. By comparison, the ratio in the Valley had been above 20 at times during 1992 and 1993.

In the Los Angeles city areas of the Valley's rental market, meanwhile, the vacancy rate continued to plummet to just 2.6 percent by the second quarter of 2001, compared to above 10 percent in early 1996. The Valley's rental vacancy rate has fallen faster and farther than the citywide rate, which tallied at 3.6 percent by the second quarter of 2001.

Despite those record high home sale prices and low rental vacancy rates, residential building permit activity in the Valley has dropped steeply in recent months. "This lowered level of future housing construction is not going to spell relief for the current housing crunch," Blake said.
Population: The San Fernando Valley had a population of 1,698,135, according to U.S. Census data for 2000. That included 1,357,374 people in Los Angeles City areas north of Mulholland Drive, 194,973 in Glendale, 100,316 in Burbank, 23,564 in San Fernando, 20,033 in Calabasas and 1,875 in Hidden Hills. The Valley's population grew 10.7 percent between 1990 and 2000, more than the countywide increase of 7.4 percent. The Valley now contains 17.8 percent of the population in the county. Similarly, the Los Angeles City portion of the Valley now accounts for 47 percent of the land and 37 percent of the population in the entire city.

Employment: The Valley had total private-sector payroll during 2000 of $26.33 billion, up 4.7 percent for the year, spread among nearly 657,000 jobs. Total Valley job growth for the year was slightly above 1,000 jobs for a 0.2 percent growth rate. The average private sector job in the Valley paid $40,136 in annual salary.

The Valley under-performed the broader Los Angeles County area during the past year. Los Angeles County private sector employment during 2000 rose 1.1 percent while payroll rose 6.2 percent. Still, the Valley accounted for more than 20 percent of total county employment in these sectors: agriculture; construction; finance, real estate and insurance; and services.

Biotechnology: The Valley's biotechnology sector is a small but growing area. Its 17,742 employees accounted for 2.7 percent of the Valley's private sector employment, while its $911 million annual payroll accounted for 3.5 percent of the Valley's total. Since 1997, the local biotech industry has added nearly 3,000 jobs. It now accounts for 19 percent of county biotech employment.

Ethnicity: During the past decade, the Hispanic population in the Valley grew by 43 percent, the Asian-Pacific population by 26 percent and the black population by 17 percent, while the white population declined by 5 percent. The Valley's ethnic breakdown, among major groups, now is 46.7 percent white, 39.1 percent Hispanic, 9.6 percent Asian-Pacific and 3.9 percent black.

Airports: Burbank Airport served 4.75 million revenue-paying passengers during 2000, continuing the small but steady growth seen since 1997. Flight operations at Van Nuys Airport, meanwhile, fell from 528,000 in 1999 to 483,000 during 2000.

School Enrollments: During the past seven years since 1993, public school enrollments in the Valley grew by 13.5 percent, including 14 percent for Los Angeles Unified, 24.1 percent for Burbank, 5.5 percent for Glendale, and 13.4 percent in the Las Virgenes district.

Crime: The Valley's crime rates, after declining for most of the decade, have leveled out. The pattern is the same for the Los Angeles, Burbank and Glendale police departments: steady decreases in crimes per 1,000 residents until about 1998, then level crime rates in 1999 and 2000. Both reported hate crimes and gang-related crimes fell in LAPD Valley areas during 2000.

Commercial Buildings: The vacancy rate for office buildings in the Valley, excluding Glendale, was 10 percent for the first half of 2001, then spiked to 11.9 percent in the third quarter. That is up from levels under 10 percent during 1999, but had been below the national rate of 11.4 percent for the second quarter of 2001.


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Public Relations | University Advancement
New University Logo Will Help Strengthen Campus Identity

As part of a move to strengthen the university's local and national image, Cal State Northridge has adopted a bold, new logo starting this fall that uses school colors black and red to visually highlight the university's Northridge identity and school name.

The new logo has been approved by Northridge President Jolene Koester and the president's cabinet, following several months of previews and consultation with a wide range of campus constituency groups. Those included the Faculty Senate, Associated Students and the university's Community Advisory Board.

"Cal State Northridge is indispensable to the region we serve," said President Koester. "This new university logo should help strengthen the university's identity both here and across the country, and help us carry our message that Northridge is the cultural, educational and economic engine for our region."

The new logo from this point forward becomes the university's standard identifier in all visual communications, including print, broadcast and on the web. The new logo replaces the symbolic graphic image of the Oviatt Library's columns that the university has used as its mark in recent years.

Judy C. Knudson, Northridge's vice president of University Advancement, said the new logo, known as a word mark, represents a much bolder, clearer identification of the campus. "To help increase support for the university, we need to expand awareness of the university, its mission and its identity. We need to be crystal clear," Knudson said.

New design templates for university stationary, envelopes, business cards and mail labels—all of which incorporate the new university logo—have been prepared by the Public Relations and Communications Department. The new university logo will be the only logo allowed on those university business collateral materials.

Campus users who have remaining supplies of university printed materials with the former logo should continue to use those until they are depleted. By Thanksgiving, campus users should be able to place new office supply orders incorporating the new logo with Reprographics/QuickCopies.

Also by Thanksgiving, the Public Relations Department's web site (www.csun.edu/~pubrels) should have downloadable image files of the new logo and initial style guidelines for its use. The downloadable image files will enable the new logo to be deployed in the wide range of desktop and web publishing that occurs on campus.

The new logo incorporates the full name of the institution—"California State University, Northridge." Visually, the "California State University" text is displayed in smaller black letters directly above "Northridge" in larger type using...
Matador red. In single color uses, all of the text typically would be shown as solid black.

Within several months, Public Relations expects to produce a formal style guide for using the new logo that will be available in print and online. For example, to increase the focus on the new logo, secondary logos belonging to campus units will only be allowed from now on with direct permission from the President's Office.
National Athletics Experts to Advise on Future of Football

President Koester Seeks Broad Input Prior to Decision on Discontinuing Program

Two national collegiate athletics experts with decades of experience will be among those offering advice to President Jolene Koester on the proposal by the Athletics Department that Cal State Northridge discontinue its football program after the end of the current season.

Joseph Crowley, former president of the University of Nevada, Reno and of the National Collegiate Athletic Association (NCAA), and Bob Goin, the athletics director at the University of Cincinnati and a member of the NCAA Division I Championships/Competition Cabinet, visited CSUN last week at the president's request.

The veteran athletics figures met with key participants in the campus' football discussion and are expected to offer their advice to the president this week. President Koester has indicated she intends to decide as promised before Thanksgiving on the Athletics Department's recommendation to discontinue football.

In the near future, the president also is expecting to receive a response from Associated Students, the university's student government entity. AS President Tari Hunter organized a student task force on the athletics' proposal, and students have been considering alternatives to that recommendation.

Elsewhere, both the President's Advisory Board of Intercollegiate Athletics and the Faculty Senate already have voted to endorse Northridge Athletic Director Dick Dull's recommendation that athletics can no longer afford to operate a football program that is its costliest sport, yet generates little support or revenue.

The Athletics Department report to the president cited a series of factors for its recommendation. Chief among them are athletics budget shortfalls projected at $725,000 this year and expected to reach nearly $1 million-a-year by 2004-05, combined with a football program that costs more than $1 million-a-year, but has trouble drawing more than a couple thousand fans to home games.

Other factors cited in the report are the university lacking appropriate football facilities and having little prospect of generating the private funds to build them; Northridge last year joining the Big West Conference, which no longer hosts football as a conference sport; and football hampering Northridge's efforts to improve its gender equity in athletics.

If the department's recommendation is accepted, Dull said the university would try to cushion the loss of its football team. Football players with athletics scholarships at Northridge could have those continued for the remainder of their eligibility or transfer elsewhere, while the coaching staff could remain employed through June.

Even without football, Northridge would continue to offer one of the broadest intercollegiate sports programs among comparable institutions, fielding 20 sports, 10 for men and 10 for women. The department had a $7.8 million budget last year and involves more than 500 student-athletes.
Because of football's high costs and impact on gender equity, at least eight California universities have dropped the sport in the past decade, and more in prior years. Among those, NCAA Division I schools that ceased football in the 1990s included University of the Pacific (1996), Cal State Fullerton (1993) and Long Beach State (1992).
FYI

For Your Information publishes announcements of public meetings, notices, events, classes and courses of interest to the university community. The deadline for submitting items generally is noon on Monday, one week before the issue appears. The deadline for the November 5 issue is Monday, October 29.

We strive to include all items submitted by deadline occurring during the two-week period until the next issue. Items further in advance will be run on a space-available basis. Submit future items by e-mailing them to pubinfo@exec.csun.edu, sending them to mail drop 8242 or faxing them to (818) 677-4909. E-mail is the preferred method of submitting.

Note: fmi—means for more information.

Public Meetings

Educational Policies Committee

Meets 2-4 p.m. Wed., Oct. 24 in University Hall 211.

A.S. Senate

Meets 2 p.m. Tuesdays in the USU Grand Salon.

Notices

Parking Lot Restriping

The project to restripe Parking Lot B5 (formerly Lot M) across from the education and business buildings will start Mon., Oct. 22. The first phase of the project will involve the north section of Lot B5, which will be closed from Oct. 22 through Nov. 8. Faculty/staff must use the first entrance (southwest) to Lot B5 from Darby Avenue to enter the lot, and the southeast exit to leave Lot B5 to Etiwanda Avenue.

The project's second phase will involve the south section of Lot B5, which will be closed from Nov. 9 through Nov. 28. Faculty/staff must use the second entrance (northwest) to Lot B5 from Darby Avenue or Plummer Street to enter the lot and the northeast exit to depart to Etiwanda. Drivers also may exit to Plummer Street.
Parking Services also is asking faculty/staff members to please properly display their university parking permits to avoid citations. Some permits are upside down on dashboards or hidden under sun reflectors. Your assistance is greatly appreciated. fmi-James Parlor, x7599.

**Distinguished Alumni Awards**

The Alumni Association invites faculty and staff to nominate alumni for the fourth annual Distinguished Alumni Awards. The awards will be presented Sat., April 20, 2002, at the Sheraton Universal Hotel.

Nomination criteria and forms are available in the Office of Alumni Relations, third floor southwest of University Hall, or by e-mail from gray.mounger@csun.edu. Nominations must be received by the Office of Alumni Relations, mail drop 8385, by Homecoming Day, Sat., Nov. 3.

**Pediatric AIDS Charity**

The CSUN chapter of the Golden Key International Honour Society, which recognizes academic excellence among juniors and seniors, is sponsoring a teddy bears and children's books donation drive to benefit a Los Angeles-area pediatric AIDS charity, Tuesday's Child. Prizes will be awarded for the campus department or student club-organization that donates the most. Donations will be accepted in the A.S. office, University Student Union room 100, from 10 a.m. to 4 p.m. on Tue., Oct. 30, and 10 a.m. to 6 p.m. on Wed., Oct. 31. To register, contact leanne.vincent@csun.edu.

**Events**

**Faculty CELT Program**

The Center for Excellence in Learning and Teaching is offering the following programs to faculty members:

- **Assignment Design and Beyond:**
  12:30-2 p.m. Tue., Oct 23,
  Sierra Hall, 4th floor, room 439.
- **Beck Teaching Forum:**
  Noon-2 p.m. Fri., Nov. 2, University Library presentation room.
- **Teaching as Performance:**
  12:30-2 p.m. Tue., Nov. 6,
  Sierra Hall, 4th floor, room 439.

**American Teachers in China**

The College of Education and The China Institute are sponsoring a lecture titled "American Teachers in China: Joining Forces to Improve Schools and Student Achievement." 10 a.m.-noon Wed., Oct. 24 in the Education Building, conference room 1214/1216. Lecturer will be Yvonne Chan. Beverages will be provided.

**Geology Lecture**

The Department of Geological Sciences and the Geology Club are sponsoring two lectures. The first lecture, "Exhumation of the Wasatch Mountains, Utah," will be held at noon Wed., Oct. 24. The lecture will be given by Phil Armstrong. The second lecture, "Rapid Generation of Shaking Maps Following Earthquakes" by Dave Wald, will be held at noon Wed., Oct. 31. Both lectures will be held in Science Building 1, second floor, room 231. fmi-x3541.
Philosophy Lecture

The Philosophy Department is hosting a public lecture titled "Knowledge of the Mind: A Defense of Descartes Against Malebranche." 4 p.m. Wed., Oct. 24 in Sierra Hall, 2nd floor, room 224. Lecturer will be Larry Nolan. fmi-call x2757, or visit www.csun.edu/~philos33.

Central American Conference

Join the university's Central American community during a celebration of Central American talent. Authors, performance artists, critics and scholars will present their works between Wed., Oct. 24 and Fri., Oct. 26. All events are free and open to the public. For the complete program please visit, http://www.csun.edu/~bc60904/conferencia.html. The schedule is:

- Central American Contemporary Film Festival: Noon-10:30 p.m. Wed., Oct 24 in the Performing Arts Center.
- Papers on Varied Central American Topics: Topics include Maya Culture, immigration, Central American communities in the U.S., immigration, identity and literature. 8 a.m.-3 p.m. Thu.-Fri., Oct. 25-26, in the North, West and South Valley rooms in the University Student Union.
- Central American Authors: Central American authors will read their works or perform their art. 3:30-9 p.m. Thu.-Fri., Oct. 25-26 in the USU Theater.
- Central American Book Fair: 10 a.m.-5 p.m. Thu.-Fri., Oct. 25-26 in the USU Northridge Center.

Leisure Studies & Recreation Alumni

The Alumni Association is hosting a "Wine Down From Work" reception for leisure studies and recreation alumni, faculty and staff from 6-8 p.m. Wed., Oct. 24 in the University Club. Admission is free. To RSVP, contact Shellie Smith at x5541, or e-mail shellie.smith@csun.edu.

CFA Discussion

The California Faculty Association invites the campus community to a discussion of the crises facing the CSU from 12:30-2 p.m. Thu., Oct. 25, in the Oviatt Library presentation room. Participants will include State Sen. Gloria Romero and CFA President Susan Meisenhelder.

Jewish Food Without Jews

The Anthropology Department and the Italian Oral History Institute are presenting a lecture titled "Sfrati and Vino Kasher: Jewish Food Without Jews." 4 p.m. Thu., Oct. 25 in Sierra Hall, Whitsett Room, 4th floor, room 451. Guest speaker is Steve Siporin.

Cinematheque Award for Film Artistry

A presentation of The Cinematheque Award for Film Artistry will take place from 8-10 p.m. Sat., Oct. 27 in the Performing Arts Center. The evening will trace the careers of two noted screenwriters, Robert Towne and Paul Thomas Anderson. The evening is sponsored by the Writers Guild of America, the Cinema and Television Arts Department and the Center for the Visual and Performing Arts. John Schultheiss will host the event.

Homecoming Parade

Faculty, staff, and student clubs/organizations are invited to enter the 2001 Homecoming Parade to be held from 11:40 a.m.-12:30 p.m. Mon., Oct. 29 on Lindley Avenue. Entries should be walking units and no motorized vehicles
will be permitted unless medically necessary. To register, contact arlene.c.pereida@csun.edu.

**Women's Studies Film**

The Women's Studies Department will show a film titled "Why Women Kill: Homicide & Gender Equality" from noon-1 p.m. Tue., Oct. 30 in the Women's Center. Admission is free and attendees may bring their lunches. fmi-x3102.

**Valley Pioneer Lecture**

The History Department is sponsoring the Valley Pioneer lecture at 7 p.m. Tue., Oct. 30 in the Whitsett Room, Sierra Hall, 4th floor, room 451. Kevin Roderick, a former L.A. Times reporter and editor, will lecture on "The Valley as America's Suburb." Roderick recently published "The San Fernando Valley-America's Suburb" and will sign copies of the book available for purchase after the lecture. fmi-x3566.

**LAD Teleconference**

The Marilyn Magaram Center for Food Science, Nutrition and Dietetics will sponsor the Los Angeles District of the California Dietetic Association's video teleconference titled "Professional Portfolio Development" from 6:30-8:30 p.m. Thu., Nov 1 in the Matador Bookstore complex, Extended Learning center. Admission is free. fmi-To reserve a space, contact the Marilyn Magaram Center at x3102, or magaram.center@csun.edu.

**Homecoming Bonfire & Pep Rally**

Come celebrate Homecoming 2001 and support the Matador football team the night before the final home football game from 6-8 p.m. Fri., Nov. 2 in Parking Lot G4 (formerly Lot C). Free food, live music, give-aways and more.

**A.S. President's Reunion Brunch**

Current and former A.S. senators, directors and committee members are invited to an alumni reunion brunch from 11 a.m.-1 p.m. Sat., Nov. 3 on the North Campus Stadium field. Fee is $8 for barbecue, rolls, salads, deserts, soft drinks and beer. To register, visit www.csunalumni.com and note your registration for the A.S. President's Reunion.

**Homecoming Football Game**

Cheer on the Matador football team as they play Cal State Sacramento in celebration of Homecoming 2001. Kickoff begins at 1:05 p.m. Sat., Nov. 3 in the North Campus Stadium. Half-time celebration includes Homecoming Week award ceremony and the crowning of the Homecoming King and Queen.

**Classes**

**Faculty/Staff Computer Workshops**

ITR is offering the following workshops in the Oviatt Library garden level, room 30, Windows NT Lab (except as noted):

- PhotoShop 6.0 for Beginners: 9 a.m.-noon Wed., Oct. 24 in Oviatt Library garden level, room 32, Macintosh Lab.
- Working with Word 2000 Tables: 2-4:30 p.m. Thu., Oct. 25.
- Computer Based Training (CBT): Getting Started: 10 a.m.-noon Fri., Oct. 26
- Visio for Beginners: 9-11 a.m. Tue., Oct. 30.
- Using the Microsoft Outlook Electronic Mail Client: 2-3:30 p.m. Tue., Oct. 30.

Training and Developmental Courses

The Office of Human Resource Services is offering professional development courses intended to address individual and organizational needs for faculty and staff. The following courses are offered in the Oviatt Library, Human Resources training room 16:

- Tax-Sheltered Annuities
  This class will address the characteristics of annuities and deferred compensation plans, such as 401k, 403b and 457. 2-4 p.m. Wed., Oct. 24.
- Financial Planning-Achieving Your Personal Goals
  The class is designed to help you take charge of your financial future and will explore issues such as calculating your net worth, saving for retirement, planning for the unexpected, investing and developing and managing a budget. 10 a.m.-noon Tue., Oct 30.

Faculty Computer Workshops

The Office of Undergraduate Studies and Online Instruction is sponsoring faculty computer workshops to facilitate online teaching and learning. All workshops will be in the new faculty lab in Sierra Hall, fourth floor, room 442. Any of the workshops may be taken individually and assume no prior knowledge. Before taking a workshop course, you must sign up for a WebCT account on that particular topic at: www.csun.edu/~webteach/WebCTHelp.html. For reservations call x6558. The schedule is as follows:

- Images: Take digital pictures, correct in PhotoShop and upload them to your web page or WebCT. 2-3 p.m. Thu., Oct. 25.
- HyperNews: Create a simple online bulletin board: 2-3 p.m. Tue., Oct. 30.
- WebCT Series II: 2-3:30 p.m. Mon., Nov. 5.

University Counseling Services

University Counseling Services is offering groups/workshops and services for the fall semester to meet varying students needs. The services are free. UCS is open 8 a.m.-5 p.m., Mon., Thu., and Fri., and 8 a.m.-7 p.m. Tue. and Wed. in Student Services Building, room 520. fmi-x2366. All sessions are in the UCS unless otherwise noted. The schedule is as follows:

- Anxiety Management: Four meetings from 11 a.m. to 1 p.m. beginning Mon., Nov. 5. Constantly worried? Unable to relax? Learn how to reduce your anxiety.
- Choice or Chance: Three meetings from 1-3 p.m. beginning Tue., Nov. 6. Career testing is offered as a part of this decision-making workshop for students who are undecided about choice of major or career.
- Incest Survivors Group: 1-2:30 p.m. every Tuesday. Resolve feelings about difficult-to-discuss experiences such as incest, rape and physical abuse. Personal interview required.

Deadlines

Human Subjects Research

All faculty and students performing research that includes the use of human subjects must complete a human subjects
protocol approval form. These forms are available from the Office of Research and Sponsored Projects in University Hall 265, or can be downloaded from [www.csun.edu/research](http://www.csun.edu/research). The original form and eight copies must be submitted to the research office for review by the Standing Advisory Committee for the Protection of Human Subjects. The next deadline for submission is Thu., Oct. 25, for the meeting on Thu., Nov. 8.

**Student Research and Creative Works Symposium**

The university will hold a campus wide student research and creative works symposium on Fri., Nov. 30. The deadline for submitting applications, with abstract, for the 12-minute presentations is Fri., Oct. 26. fmi- [www.csun.edu/graduatestudies](http://www.csun.edu/graduatestudies).

**Student Project Grants**

The University Corp.'s Student Projects Committee is accepting student proposals for funding of innovative, unique and exploratory student projects. Guidelines and application forms are available in the University Corp.'s executive office, second floor, Matador Bookstore, or online at [www.csun.edu/~vfoao01c/](http://www.csun.edu/~vfoao01c/). Deadline for submission is 5 p.m. Thu., Nov. 15. fmi- [liz.kioussis@csun.edu](mailto:liz.kioussis@csun.edu).

**Resident Director Positions**

Application packets are available for Resident Director positions with CSU International Programs. Full-time, tenured or tenure-track faculty members holding a teaching or administrative appointment on a CSU campus are eligible to apply. Deadline for completed applications for all positions is Sat., Dec. 1. For additional information and to receive an application packet, contact Heinrich Falk at x2318 or heinrich.falk@csun.edu.
The Associated Students Ticket Office is in the University Student Union sells tickets to many events on campus, excepted for some held by outside groups. The ticket office is open from 9:30 a.m.-5p.m. Mon.-Fri. For prices not given, call (818) 677-3093, or x2488.

Admission is free unless otherwide specified.

Bamboo in Asia
An exhibition of bamboo's versatility and prominence in Asian life and culture. Through Fri., Oct. 26 Oviatt Library exhibit room

CUBA: Five Odysseys
The work of five artists from Cuba contradicts presumptions about Cuban art as revolutionary propaganda or tropical daydreams.
Sat., Oct. 6 to Sat., Nov. 10.
Main Art Gallery.

Earthlinks: Africa/China
Photographs by Alan Weissman, who contrasts the traditional and contemporary worlds in China and in southern Africa.
Through Sun., Dec. 23.
Performing Arts Center Gallery.

Women's Basketball
11/4 Love and Basketball 2 p.m.
11/12 National Women's Basketball League 7 p.m.

Football
11/3 Sacramento State 1:05 p.m.

**Men's Soccer**

10/26 Cal Poly SLO 7 p.m.
11/9 Cal State Fullerton 7 p.m.

**Women's Soccer**

11/2 UC Irvine 7 p.m.
11/4 Long Beach State 2 p.m.

**Swimming & Diving**

10/24 Loyola Marymount 2 p.m.

**Women's Volleyball**

10/22 Idaho State 7 p.m.
11/8 Utah State 7 p.m.
11/10 Idaho 7 p.m.

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**Dance**

**Diavolo Dance Theater**

Leaping, flying, and twirling become metaphors for the absurdities of life and maintaining one's humanity in a technological world. Jacques Heim's internationally acclaimed company of dancers, gymnasts and actors performs high-risk choreography.

Fri., Nov. 2, 8 p.m.
Sat., Nov. 3, 8 p.m.
Performing Arts Center.
$19.50 general; $15 seniors/students/groups of 15 or more; $10 CSUN students.

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**Film**

**Survivors of the Hollywood Blacklist**

An evening to meet with writers named as subversives in the '40s and '50s.
Wed., Oct. 24, 8 p.m.;
Manzanita Hall; Free.

**CSU Media Arts Festival**

Come see the best of the state's young artists in this competition and showcase for film, video and media students from the 23-campus Cal State system.
An evening with honoree Gene Reynolds
Fri., Nov. 9, 6 p.m.
Screening of student finalist projects and presentation of student awards.
Sat., Nov. 10, 6 p.m.
Campus Theatre in Nordhoff Hall and other campus venues. Free.
Info: (562) 951-4060.

Music

Admission to all music events (unless otherwise specified): $10 general, $7 faculty, staff and seniors, $5 students.

Fharoh Showcase

An evening with up and coming hip hop artists including The Den, The Dubbs and Universal Kings, plus TCM Rock Band.
Thu., Oct. 25, 7 p.m.;
Performing Arts Center.
$12 general.

The Juan L. Sanchez Ensemble

Sanchez has created an impassioned musical universe where Spanish folk crosses rumba and Arabic melodies co-exist with Latin percussion.
Fri., Oct. 26, 8 p.m.;
Performing Arts Center.
$15 general; $12 seniors; $9 students/children.

Faculty Artist Series

Saxophonist Jerry Luedders and pianist Ann Miller present a recital dedicated to Marcel Mule, the first professor to teach a saxophone class at the Paris Conservatory in 1942.
Fri., Oct. 26, 8 p.m.;
Music Recital Hall.

Saint Petersburg Opera

Musical history is made as international opera comes to the Valley for the first time.
Mon., Oct. 29, 8 p.m.;
Performing Arts Center.
$50 preferred seating with 6 p.m. artist reception, $30 general; $25 seniors; $15 students.

American Guitar Society International Guitar Series

Guitarist Gabriel Guillen performs.
Sat., Nov. 3, 8 p.m.;
Music Recital Hall.
$12 general; $10 AGS members; $8 students/seniors.

Daniel Heifetz with The Classical Band

"Cry of a People: The Jewish Soul." Renowned for his interactive concert presentations, the
virtuoso violinist illuminates the Jewish experience through the music of Bloch, Gershwin, Copland and Bernstein.
Sun., Nov. 4, 3 p.m.;
Performing Arts Center.
$24.50 general; $20 seniors; $18 students/children/groups of 15 or more/$12 CSUN students.

Theater/Performance

CSUN Fall Opera

Love connects these two one-act operas: Betly, a romance set in the Swiss alps presented in English, and Puccini's convent classic, Suor Angelica, sung for the first time at CSUN in Italian (with English supertitles).
Fri.-Sat., 10/26-10/27 & 11/2-11/3, 8 p.m.
Sun. 10/28 & 11/4, 5 p.m.
Campus Theatre in Nordhoff Hall
$15 general; $10 seniors/students/faculty/staff.

The Eight Women

A Hungarian comedy presented by Thalia Studio.
Sun., Oct. 28, 4 p.m.;
Performing Arts Center.
$25 and $30;
Tickets: (805) 495-7285.