Google to enter e-book market

By Andrew Veihmeyer
The Collegian

Originally slated for a summer 2010 launch, Google Editions, one of Google’s newest ventures, is a future online e-book store that seeks to take a bite out of the already established industry, and build upon its current Google Books service.

According to Dan Clancy, engineer of both Google Books and Google Editions in The New Yorker article, “Publish or Perish,” Google Editions will be able to function on any device with an Internet connection. Once a user purchases, it will be stored in their collection when users sign in to their Google account, a type of freedom that eludes both Amazon’s Kindle and Apple’s iPad.

In addition, the article mentions the service will also work with physical bookstores and allow publishers to set the price of their own publications of which they would receive 55 percent of the profits.

“I think I’d buy [the iPad] instead,” said Fresno State student Javier Perez, 19, majoring in mechanical engineering. “You wouldn’t have to worry about being in a wireless area.”

Perez also said that e-books would be nice for the convenience of not having to haul around books, and he would do it if the costs were low, but admitted that he probably wouldn’t use Google Editions or a device designed specifically for reading books, like the Kindle or Barnes and Noble’s Nook.

The iPad is capable of more things, he said.

The Henry Madden Library held “Technology Petting Zoo” on Sept. 15 and 16, giving Fresno State students and faculty the opportunity to talk with representatives from some of Google’s primary competitors like Apple and Barnes and Noble.

Those who attended were able to test out the e-book capabilities of products. Publishing companies like McGraw-Hill and Pearson were also present.

“We’ve been working alongside Google,” said Kayla Griffith, digital sales representative for Barnes and Noble.

Griffith said the company is trying to give more flexibility to Nook by collaborating with

See E-BOOKS, Page 3
### Why atheism fails

**By R.J. Pallari**

In the days following the release of *God vs. Country: How the Church Helped Police with a Crackdown*, I have heard many different responses and reactions. These have come to correct the criticism that has been directed at us. This criticism has been directed at the College Community, which is a part of the article. Unfortunately, none of these have been held in the same way.

As a Greek member I can understand the frustration that my community experiences. To us it is the same article that has been printed over and over again. Many of you may not know what we do, the community will always see us as alcoholics who do nothing but drink, party and get into trouble.

However, it is time for Greeks to realize that there is an essential message that sometimes gets in the way of the principles that our organizations teach. This reputation of Greeks did not simply form out of thin air; it has been based on real incidents that have been brought to light by the media. Sadly, there are still incidents of alcohol poisoning and hazing that occur in fraternities and sororities around the nation. The writers of *The Collegian* have noticed this and challenged the Greeks to make a change.

Unfortunately, the research used in the article was not completely accurate. I have served on the Interfraternity Council, which oversees all social fraternities on campus, for the past three years. I can tell you that there is a problem within our community and we have taken numerous steps to correct the problem. There are currently four fraternity chapters that have had their alcohol privileges revoked. Along with this probation come many other stipulations including alcohol training and other measures that will help us as a fraternity responsibly when the sanctions are lifted. We also have many programs focused on fighting both alcohol and drug problems and preventing underage drinking. This Saturday there will be a program called ‘ladder of risk’. It is a four-hour risk management program focusing on fixing this vital flaw in our community. Seventeen members representing every fraternity and sorority will be in attendance for the program.

Finally, the article called for the assistance of the Fresno Police Department (FPD) in its attempts to cut down underage drinking. I would like to tell the staff of *The Collegian*, as well as the entire campus, that we have already addressed that call. Members from our council have held meetings with the chief of the University Police Department and we have expressed our desire to aid the officers in their goal of curbing underage drinking. We are currently in the stages of planning a transportation system that will be operated by the police department to assist the staff of the support of the Greeks. We have also held meetings with the FPD and continue to discuss issues with them when we plan parties and other social functions.

In addition to all of this we have served on councils throughout campus and have attempted to confront issues with President John Welty and Vice President of Students Affairs, Randy Oliaro. We have also attended meetings of the Alcohol Safety Council, the campus police have posted the resolution to the issue on their web sites, and have had conversations with them on ways to address the problem. I understand how it may seem that Greeks encourage and promote underage drinking, and I thank the Collegian for presenting the issue to this campus and public, as a result, all members of the Greek Community to take part in addressing this issue. But before you pass judgment, please keep in mind that we are taking substantial measures to correct this problem. It is not a problem that will fix itself over night, but with everyone’s help we can hopefully make this a reality.

R.J. Pallari is a senior Criminology major and conducts Public Relations for The Interfraternity Council at Fresno State.

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**Letters to the Editor (collegian@csufresno.edu)**

All letters submitted to The Collegian must not exceed 250 words in length, must be typed, double spaced, and must be accompanied by a full name and phone number to verify contact. The Collegian reserves the right to edit all letters for length, content, spelling and grammar, as well as the right to publish any letter submitted to The Collegian becomes property of The Collegian. Each member of the campus community is permitted one copy of The Collegian. Subscribers are available for $25, on a first-come, first-serve basis. Staff positions at The Collegian are open to students of all majors. All correspondence sent to The Collegian must state name, major and year, along with an email address. All content copyright is the College of the Collegian.

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**Fraternities have answered the call**

By R.J. Pallari

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**The Right Tone**

**TROY PETERSEN**

On Wednesday, my esteemed colleague Mike Boylan wrote a rigorous criticism of religious moderation and, in doing so, the idea of religion itself. Religion, he says, starts from an “illogical premise.” The holy books contain beliefs that are “insane and feel our ‘insufferable ignorance’ for ‘claiming to know things’ [we] can’t possibly know.” His beliefs could be summed up with this sentence: “If we are ever to become serious about the tangible and cyclic problems borne of religious literalism, it is imperative that we call into question, publicly and incessantly, what Harris calls the ‘entire project of religion.’”

There is, however, a problem with this analysis: There is no justification for these claims. When we die, we will cease to exist in any form. Life was for naught. Our existence had no meaning. If we live an ultimately meaningless life, then the one meaning we do have—what we do not matter—our mother and Addie. Hitler are essentially equivalent. For if our lives are meaningless, then there is nothing to base our values on—values do not exist. It does not matter if we steal or give. It does not matter if we kill or save. Why do we do this? It does not matter. None of these.
E-books: Google wants in

CONTINUED from page 3

other vendors, like Amazon, to strive for more compatibility. The Nook, she said, also has expandable memory that is more unique to the device.

According to an article in Google Watch, “Google Editions Doesn’t Stand a Chance vs. Amazon Kindle,” there won’t be any Digital Rights Media (DRM) issues in Google Editions, a copy-protection method on e-books that many consumers call invasive or too restrictive.

“There are issues yet to be resolved [about e-book DRM on the iPad],” said Stephen Silver, an account executive for Apple. But Silver said Apple is working to better integrate book publisher’s content.

Whether the e-book is online-based like Google Editions or through a specific device, Marissabeth Yost, 21, a communicative disorders and deaf studies major, said she probably wouldn’t use either service.

“Most people aren’t going to buy a separate device just to read books,” she said.

Yost said that she doesn’t see very many students using e-book devices around campus and thinks it’s more for the older crowd than the average college student.

Google’s initial jump into digital books came with 2004’s Google Books (then titled Google Print). Google Books allows users to do a search for digitized works, both in the public domain and still under copyright, however the full-text is only available with public domain works while the copyrighted work displayed samples of the text (although the full text was still able to be searched).

In 2005, the Authors Guild of America and Association of American Publishers (AAP) sued Google for “copyright infringement.”

According to a Google press release from 2006, Google reached a settlement with the Authors Guild of America and AAP to pay $125 million in exchange for Google to display full text of out-of-print works. It would also pave the way for more copyrighted books to be available digitally.

Although Google Editions does not currently have a launching date in the U.S., Google announced on Sept. 13 that they would launch its new service in Japan next year.

Man pleads guilty to threatening Pelosi

By Paul Elias

Associated Press

A San Francisco man upset with House Speaker Nancy Pelosi’s support of health care reform pleaded guilty Thursday to threatening the Democratic congresswoman and her family.

Gregory Lee Giusti, 49, admitted making more than 30 abusive and harassing phone calls to the homes and offices of Pelosi. He spoke to Pelosi directly on March 25 and threatened to destroy her Northern California home if she voted for the health care legislation.

Under a deal with prosecutors, he’ll be sentenced Dec. 2 to 21 months in prison and ordered to stay at least 100 yards away from Pelosi, her family and her staff when he’s released.

Joseph Cotchett, a prominent Silicon Valley attorney and Democratic donor, represented Pelosi during the hour-long federal court hearing in San Francisco. Cotchett told U.S. District Court Judge Jeffrey White that the speaker approved of the plea bargain and said Pelosi would not demand Giusti pay victim restitution typically required in such cases.

A disheveled and weepy Giusti told the judge he made the phone calls because “I was upset with her passing the health care law.”

Prosecutors said Giusti used a device that allows users to make calls over the Internet and choose the area code where the calls originate.

Chicano: 40 years at CSUF

CONTINUED from page 3

Martin Tinoco, a double major in Chicano and Latin American studies and sociology said the event was crucial for students not only in the major, but students that are of Chicano and Latin American descent.

“It’s part of the rich culture and the heritage we have,” Tinoco said. “When you move and migrate to another country, the distance makes it hard to keep in touch with your roots. This event reminds us where we came from.”

The celebration was made more significant by being held in Fresno. “A lot of the history of us and Latin American and Chicano movement took place in this area,” Tinoco said. “From Los Angeles to Bakersfield to Fresno, that’s where the history took place. To learn about it, you have to start where it began.”

To help tie in the cultural roots to Mexico, the celebration also featured a speech by former 1988 Mexico presidential candidate José Luis Talamón E.
Students ready for fall season

By Janessa Tyler
The Collegian

It’s time to kiss the 107-degree weather goodbye and say hello to autumn.

Autumn officially begins next week and students, faculty and staff are already unpacking their sweatshirts and scarves from hideaway English closets. Kinesiology major José Ruiz said he likes autumn because he can wear light jackets and sweaters.

“It’s not too cold and it’s not too hot," Ruiz said. “The weather changing is just one aspect of autumn. Football season, colorful leaves, the Big Fresno costume party," Flores said. “Last year was pretty crazy." Halloween ends October with a bang and daylight savings time kicks off the seventh day of November. The United States loses an hour of sleep, so don’t eat too much caramel apples and candy corn.

Thanksgiving falls on Nov. 25 and a majority of people don’t mind bending their diets for one day.

Fresno State students have many opportunities to join clubs and organizations on campus that will help them develop leadership skills, personal growth and career success.

Joining various student organizations can be helpful to those who are interested in making an impact with organizations on campus. Organizations can be helpful in many aspects of life, not just academics and school.

“I think that joining an organization is a great opportunity for students to mingle with others from all over who have similar interests," said Elisa Ferrendelli, an agricultural communications major.

“From leadership opportunites to meeting new people, long life friendships can be developed, and utilized as a great networking tool." Being involved gives students many opportunities, Goodslby said. "It gives you more structure, teaches time management, gives you networking opportunities and on top of that, it’s a great resume booster."
The Reel Pride Gay and Lesbian Film Festival kicked off its 21st year of celebrating gay culture in the Tower district on Wednesday.

“My friend Ken Fries and I started the film festival back in October of 1990,” said Peter Robertson, former Fresno State student and current staff director for the school’s alumni relations. “We were nuts.”

Robertson was a member of United Student Pride, Fresno State’s gay and lesbian club formerly known as Gay, Lesbian and Bisexual Student Association.

“Ken wanted to start a film festival, and I co-founded it,” Robertson said. “He picked the movies and arranged the rentals; I booked the rooms and raised some much-needed funds.”

Today, United Student Pride no longer coordinates Reel Pride, but they still participate in the film festival every year.

“We still promote the festival every year at our booth,” said Julia Scott, president of United Student Pride. “It kind of exploded and it’s now its own entity, but we still attend as much as we can.”

The festival, which in its 1990 opening featured 12 films over six days, now features nearly 50 movies including short films over five days.

The festival’s opening film, titled “A Marine Story,” explores one woman’s transition from soldier to civilian as she faces her upcoming discharge from the military for being gay.

Three more films, “The Last Summer of La Boyita,” “We Are The Mods” and “Rivers Wash Over Me” premiered last night.

Most of the films are set to premier this weekend, including two much-anticipated movies. One of the films, “Undertow,” is a critically acclaimed film and won best film of the year at the Sundance film festival. The movie is about two men in a Peruvian village who hide their relationship from the rest of their conservative, traditional town.

One of the most notable films shown at the festival is “Howl,” a film about poet Allan Ginsberg as he deals with the reception of his poem of the same title. The poem was mainly about homosexuality, an unwelcome subject in the conservative 1950s.

“When his poem was first published, Ginsberg had to go up against obscenity charges in a San Francisco courtroom,” said John Carol, director of the Reel Pride Film Festival board. “It was his first poem.”

“Violet tendencies,” a film about a 40-something single woman on the prowl for a mate, is described by festival coordinators as a high-brow comedy applauded by multiple audiences.

The film “Strapped,” is about a male prostitute, and is making its west-coast premier at Reel Pride tonight at 10 p.m. in the Tower Theater.

“It’s one of the bigger movies we’re showing at the festival this year,” said Carol.

Short films will also be featured at the festival, grouped into “Men’s shorts,” which features short films about gay men, and “Women’s shorts,” a collection of short films about lesbian women.

The festivities surrounding the movies included a VIP party before the opening night gala, as well as a Sunday brunch on the last day of the festival.

“There are a lot of local clubs hosting social events specifically for Reel Pride,” Carol said. “We expect anywhere between 10 thousand and 15 thousand people to come, but it really depends on the year.”

In a move to entice Fresno State students to come, Reel Pride offers free admission to the first 21 students to enter, and half off the entry price for students entering after the cut-off point.

“If it’s been 21 years since Ken and I started that film festival, and it’s still going on,” said Robertson. “Is that crazy or what?”

The 2010 Reel Pride Gay and Lesbian film festival is showing Sundance film festival award-winning films, as well as films not yet shown on the West coast.
The Associated Press

The movies are getting faster.
That's true; Will Gluck did.
But this swaggering comedy, "Easy A," is clearly the step-up from "The Social Network," and the guys off the pipe."

 LOS ANGELES (AP) — Warner Bros. says it will release six 3-D movies on Blu-ray ahead of the holiday season, while Sony Pictures announced one more. That alleviates concerns that studios have tied up too many movies in exclusive release deals with television manufacturers. The adults nearly steal the film. As Olive's parents, Stanley Tucci and Patricia Clarkson are hysterical. One of the funniest parts of the movie is their exactitude; together they're something like a trope of clever actresses role playing as a family.

NASHVILLE, Tenn. (AP) — Country music icon Merle Haggard has canceled the rest of his September schedule of shows due to illness.

Andrews is from the United Kingdom. He made his debut on the "Ellen" show on Thursday with a rendition of James Brown's "It's A Man's Man's World." Haggard publicist Tresa Haggard has canceled the rest of his September schedule of shows due to illness. Haggard has canceled the rest of his September schedule of shows due to illness.

Haggard is touring in support of his latest album, "I Am What I Am." his best selling record in decades.

He will receive Kennedy Center Honors and will be inducted into the California Hall of Fame in December.

Haggard has canceled 10 concert dates. "It's an extremely important way he'll return to the road, but his website shows more dates scheduled for November.

The talk show host announced Thursday that 16-year-old Tom Andrews would be his second signing to Multi1even. The former "American Idol" judge launched the label this year with 12-year-old YouTube sensation Greyson Chance. His album is due out this year.

"What happened to chir-ality?" wonders Olive, an outlet for too neatly. File "Easy A" alongside "Twilight": Sex isn't part of coming of age stories at the movies these days.

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Former Bulldog turned Aggie

After being cut from Fresno State, former walk-on Joey DeMartino found a home in Logan, Utah as a scholarship player.

By Vongni Yang

For most of his life, Joey DeMartino was often considered the best athlete on the field. As a running back during his senior season at Mt. Carmel High School in San Diego, DeMartino reached nearly 1,500 total yards while scoring 16 touchdowns. But that all changed when DeMartino walked on to the Fresno State football team. Fresh off a rehabbed injury, DeMartino was primed to make the team as a non-scholarship player.

“Coach Wade was really cool about it,” DeMartino said. “I learned a lot about football, mechanics and fundamentals in Fresno.”

DeMartino was encouraged by his family, friends, former teammates and coaches to continue his journey of pursuing a college career.

With a strong support cast in his personal life,Reverse engineer parameter

DeMartino was once again his team’s star player. He made an instant impact leading the team in rushing as a freshman. DeMartino was encouraged by his family, friends, former teammates and coaches to continue his journey of pursuing a college career."

"Coach Wade was real cool about it," DeMartino said. "I tell him to keep in touch. He told me that if he could do anything to help, he would help me out."

DeMartino was offered a scholarship very late in the recruiting season to play for Utah State. He saw his first action at running back with the Aggies last week in the contest against Idaho State, rushing for 38 yards and a touchdown on only three carries.

"I was definitely a heartbreaker because I never cut from anything before in my life. When it hit me, I was really sad at first." — Joey DeMartino, Aggie running back

He made it through some long odds.

After a successful tryout session in the winter following the 2008 season, DeMartino joined the team as a running back just in time for spring practice in 2009. But making an immediate impact on the squad was a lot tougher than he expected.

With future NFL players Ryan Mathews and Lonyae Miller on that roster, coaches had a hard time figuring out where to give reps to DeMartino.

“At that time it was tough at tailback,” Wade said. “We had a lot of guys—seniors, [Mathews] and Robbie Rouse. That doesn’t even mention A.J. Ellis or Michael Harris. That doesn’t even mention the best athlete on the field, Ryan Mathews and Lonyae Miller on that roster, coaches had a hard time figuring out where to give reps to DeMartino.”

Eventually DeMartino was cut because of Fresno State’s depth at his position.

“The need was already filled,” DeMartino said. “They were stacked at the running back position at the time I was trying out. It wasn’t the right timing.”

Playing at the collegiate level had always been a goal for DeMartino. So when he was cut from a Division I program, it was a tough pill for him to swallow from the outset.

“It was definitely a heartbreaker because I never been cut from anything before in my life,” DeMartino said. “When it hit me, I was really sad at first.”

“It kind of gave me a reality call that you just got to work hard all the time,” he added.

Over a period of time, DeMartino was finally able to come to terms with the situation.

“I learned a lot about football, mechanics and fundamentals in Fresno,” he said. “It was a good experience for me.”

With a strong support cast in his personal life, DeMartino was once again his team’s star player. He made an instant impact leading the team in rushing as a freshman in 2009, racking up 952 yards and six touchdowns en route to being named the team’s offensive most valuable player.

In the classroom, DeMartino improved his grades dramatically and was able to obtain his degree in his one and only year at Grossmont College.

“I had to do good in school,” DeMartino said. “I gave a lot of effort. At times we were playing him at tailback and he was little out of position because we were so stacked at tailback. I wish him the best. I think it’s great to see that he’s had the diligence to follow through, make it and be a contributor to Utah State.”

DeMartino will face his former team Saturday when the ‘Dogs travel to Logan, Utah for the conference opener at 5:00 p.m.
**Bulldog Game Day**

Fresno State Bulldogs (1-0, 0-0 WAC)  vs.  Utah State Aggies (1-1, 0-0 WAC)

**TELEVISION:** WAC SPORTS NETWORK/KAIL
**RADIO:** KMJ-AM 580 AND KGST-AM 1600 (ESPN DEPORTES)

Analysis By Luke Shaffer
The Collegian

**Breakdown: Bulldogs**

- **V** After extending Coach Pat Hill’s season-opener win streak to seven games two weeks ago, the ‘Dogs look to go 2-0, this time on the road.
- **V** Facing Western Athletic Conference rival Utah State, the game marks the first intra-conference meeting this season for the two teams. The Bulldogs will have to look for other players to spark their offensive production as running back Robbie Rouse is out with shoulder and ankle injuries.
- **V** The vacancy allows reserve back A.J. Ellis, to fill in and show the coaching staff that he can carry the load. Adding to the major offensive loss is big time playmaker Devin Wylie being out for a large part of the season after injuring his foot in the Cincinnati game.
- **V** In order for the Bulldogs to put up points, they will rely heavily on quarterback Ryan Colburn to have a big game, just as he did in the season opener against the Bearcats.
- **V** Shutting down Utah State’s potent offense, in particular dangerous and mobile quarterback Diondre Borel, will be the most important task the Bulldog’s defense will face if they have any hopes in avoiding a shootout.

**Breakdown: Aggies**

- **U** Utah State is coming off a two-game offensive explosion after picking up their first win of the season.
- **U** Led by talented senior quarterback Diondre Borel, the Aggies will look to jump out ahead and put up as many points as possible.
- **U** With multiple offensive weapons in all the skill positions, Utah State will try to exploit any weaknesses in the Fresno State defense.
- **U** Senior running back Michael Smith and Derrvin Speight will share carries with the absence last year’s leading rusher Robert Turbin to offseason knee surgery.
- **U** Both backs were very effective in their first two games collecting a touchdown a piece.
- **U** On defense, the Aggies are led by junior linebacker Bobby Wagner who led the team in tackles in last week’s game with 10.
- **U** If Utah State hopes to win this week’s game, they must control the game clock by having possession of the ball and keep Fresno State’s offense off the field.
- **U** In addition, the Aggies will look to put up a lot of points and hopefully bury the Bulldogs early on in the game.

**New team, same concept: Getting to know the Aggies**

- Wins against: Idaho State
- Losses to: No. 7 Oklahoma
- Head coach: Gary Anderson (second year, 5-9)
- Offense: Spread
- Defense: 4-3
- Key players: QB Diondre Borel, LB Bobby Wagner, RB Derrvin Speight

**Series record:** Bulldogs lead the series 14-10-1

**Last meeting:** Fresno State won, 31-27, at Fresno (2009)

**Point Spread:** Bulldogs are favored by 6 points

**Keys to Victory**

1. **Bring the heat**
   - A lot of doubt surrounded Fresno State’s ability to pressure quarterbacks in the preseasoon. After the Cincinnati game, the Bulldogs answered the call with eight sacks. They will need a similar performance Saturday.

2. **Contain Aggie QB Diondre Borel**
   - Last year head coach Pat Hill said Borel “wouldn’t get wet moving around in a shower.” Keeping Borel in the pocket and away from open space will be key.

3. **Get ground game going**
   - The ‘Dogs looked uncharacteristically poor in the run game in week one. With Rouse out, the reserved backs will need to get the rushing attack back on track.

**Position match-ups**

**When Fresno State runs:**
- **Advantage - Utah State**
  - Although the Aggies gave up 218 yards on the ground to Oklahoma RB Demarco Murray, Fresno State has yet to find its identity in the run game. The ‘Dogs don’t have a back of Murray’s talent, either.

**When Opponent runs:**
- **Advantage - Fresno State**
  - The Bulldog defense held Cincinnati to just 15 rushing yards, and Utah State’s spread attack is built more to throw than run.

**When Fresno State passes:**
- **Advantage - Even**
  - The ‘Dogs looked strong in their week one passing attack with 247 passing yards, but are down a crucial weapon in Devin Wylie.
  - Utah State’s pass defense allows opposing QBs to complete only 48 percent of their passes. This may be the game’s best matchup.

**When Opponent passes:**
- **Advantage - Utah State**
  - Much of Borel’s praise comes because of his scrambling ability, but don’t bypass his arm. Borel threw for 341 yards against No. 7 Oklahoma and 255 yards in three quarters of play against Idaho State.

**Special teams:**
- **Advantage - Fresno State**
  - Bulldog punter Andrew Shapiro averaged 40 yards per punt in his debut, pinning two inside the 20 yard line, and Kevin Geissling is kicking in the high altitude.