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ARIZONA DAILY WILDCAT

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The University of Arizona, Tucson

QUICK HITS

\$25 Rec Center expansion fee vote today

Students can vote today and tomorrow on the referendum to extend the \$25-per-semester Student Recreation Center fee past 2011.

If the majority of students vote yes, the fee remains and additions to the Rec Center will be made, such as a 32,000-square-foot weight room, leisure pool, climbing wall, sand volleyball court and multipurpose activity court.

If the majority of students vote no, the Rec Center fee will end in 2011, and there will be no expansion.

Votes can be cast online through Student Link, or students can go to voting stations set up on the UA Mall and around the Student Union Memorial Center. Computers will also be set up by the Canyon Café and Bistro coffee shop outside the student union. Online polling stations are open until 8 p.m.

For more information about the referendum log on to <http://campusrec.arizona.edu>

Mayor to speak at valley fever event

Tucson Mayor Robert Walkup plans to speak today at the Valley Fever Awareness Poster session in the North Ballroom at the Student Union Memorial Center.

Co-sponsored by UA's BIO5 Institute, the poster session starts at 2:30 p.m. and depicts the scope of research underway in Arizona.

Valley fever is an infection caused by the soil-borne fungus, *coccidioides* and is prevalent in Southwest deserts.

About 150,000 infections occur annually with nearly two-thirds occurring in Arizona, said Dr. John N. Galgiani, director of the Valley Fever Center for Excellence, in a press release.

While many people who contract the disease show mild symptoms or none at all, about one-third of those infected become ill.

Fraternity to host bachelor auction tonight

Alpha Phi Omega plans to host its second annual bachelor auction tonight to raise money for the cystic fibrosis foundation.

The club will auction off 14 bachelors, who will be responsible for taking their highest bidder out on a date paid for by the fraternity sponsors. Admission is \$3, which includes a raffle ticket to win an iPod.

The event starts at 7 p.m. in the Modern Languages building, Room 350.

Attendees are advised to bring their checkbooks.

TV sex rampant, study finds

Teens imitate behavior on television, not parents' example, researchers say

By Danielle Rideau
ARIZONA DAILY WILDCAT

A group of UA researchers think more safe sex programs need to be

shown on TV after their study found that sexual content on the airwaves nearly doubled in the last eight years.

The team of UA researchers, Dale Kunkel, Karen Eyal and Edward

Donnerstein, has been conducting research every two years that studies the frequency of sexual content on television programs.

The study shows that over the past eight years, sexual content aired on TV has doubled since the study's first run, said Kunkel, the study's head researcher.

Kunkel, a professor of communication, said he began the study in 1997 while he was a professor at University of California, Santa Barbara, and brought it with him when he began as a professor at the UA last year.

Since the study began, the data

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UMC: 'Cool' new option for patients

By Seth Mauzy
ARIZONA DAILY WILDCAT



Claire C. Laurence/Arizona Daily Wildcat
Joseph 'Mike' Kalil, 50, runs through his workout in the UMC Wellness Center yesterday morning. Kalil is one of two patients participating in a study examining the benefits of lowering body temperature by either physical or mechanical means.

University Medical Center's department of emergency medicine is participating in a "cool" new study that may mean good news for victims of cardiac arrest.

UMC is one of many hospitals across the country participating in RESCUE, an 18-month study sponsored by Medivance, which examines the benefits of lowering body temperature with a machine versus traditional means of lowering temperature with ice packs and cold water blankets.

Traditional methods include the use of cold-water blankets and ice packs, as well as constantly checking the patient's temperature to ensure the body reaches the correct temperature.

These methods are compared to the performance of Medivance's Arctic Sun 2000, a machine that uses pads filled with water that cover 40 percent of the patient's body. The Arctic Sun can adjust the water's temperature as well as monitor the patient's to ensure that the correct temperature is achieved in the proper amount of time.

Earlier studies have shown that inducing mild hypothermia in patients who suffer a cardiac arrest and do not regain consciousness, followed by a gradual return to normal body temperature can improve survival rates and reduce neurological damage suffered during the period of unconsciousness.

"Trials have already demonstrated that using mild hypothermia after a patient has an arrest and does not wake up improves neurological functioning up to 30 percent three months after they leave the hospital," said Dr. Arthur Sanders, an emergency medicine doctor who is directing UMC's part in the study.

Joseph "Mike" Kalil, 50, one of two patients currently participating in UMC's contribution to the study, was rushed to the hospital in August after suffering cardiac arrest and losing consciousness.

Kalil received mild hypothermia by traditional methods after his wife, Reba, agreed to enroll him in the study.

"Doctor Sanders explained the study to me in detail and said he was concerned about potential brain damage," Mrs. Kalil said. "I asked what the down sides of the treatment were, and he assured me there were no negatives. I said if there was nothing to lose, then let's see if someone else could benefit from this."

Kalil had suffered a heart attack about six years earlier,

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UA Visitors Center finally finds a home

By J. Ferguson
ARIZONA DAILY WILDCAT

The Visitors Center has finally found a permanent home after being displaced by the construction of the Manuel T. Pacheco Integrated Learning Center several

years ago.

The new home of the Visitors Center, 811 N. Euclid Ave., is twice the size of its former location with almost 4,800 square feet to greet newcomers to the UA, said Visitors

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The Visitors Center has moved to a location twice the size of its previous home. The Visitors Center will open to the public on Friday from 9 a.m.

Josh Fields/
Arizona Daily
Wildcat