

Spartans swept by Lake Superior in first series since U-M incident, suspension of key players

SPORTS, PAGE 1B



JEANA-DEE ALLEN/THE STATE NEWS

Senior forward Matt Schepke attempts to knock down the puck during Saturday's game against Lake Superior at Taffy Abel Arena in Sault Ste. Marie. The Spartans were defeated 4-2.

The State News

STEEL-ING THE SHOW



SEAN COOK/THE STATE NEWS

Advertising professor Bob Kolt (front) watches the Super Bowl along with many of his fellow faculty from the advertising department Sunday night in his Haslett residence. This is the 12th year Kolt has held his annual Super Bowl party, where the game is secondary and the advertisements are the focus.

MSU professors debate successes of big-budget ads

By Mallory McKnight and Nick Krzinski
THE STATE NEWS

Beer, wings, yelling at the TV — Super Bowl Sunday is a day of many traditions. And at \$3 million for a 30-second commercial spot, a group of MSU advertising instructors understand the Super Bowl is also big business. While watching the game at the advertising department's annual Super Bowl party, the group focused on what it knows best — commercials.

See ADS on page 2A

Top three ads

- 1) "Throwing Snow Globes" — Doritos
- 2) "Changing the World" — Doritos
- 3) "Conan O'Brien" — Bud Light

Worst three ads

- 1) "Transformers" — DreamWorks
- 2) "Race to Witch Mountain" — Walt Disney Pictures
- 3) "You should quit your job when" — Careerbuilder.com

SOURCE: MSU ADVERTISING DEPARTMENT

Pittsburgh takes Super Bowl in final minute

From wire reports
THE ASSOCIATED PRESS

Tampa, Fla. — Their Steel Curtain shredded, Ben Roethlisberger and the Pittsburgh offense ended a Super Bowl of incredible swings with a final-minute touchdown for a historic victory. Antonio Holmes made a 6-yard catch deep in the right corner of the end zone with 35 seconds remaining Sunday night, lifting the Steelers to a record-setting sixth Super Bowl win, 27-23 over the Arizona Cardinals. It was one of the most thrilling finishes to the NFL title game, certainly equalling last year's upset by the New York Giants that ended with Plaxico Burress' touchdown catch — with 35 seconds left, too.

See SUPERBOWL on page 2A

MEN'S BASKETBALL

MSU falls to Penn State 72- 68, loses back-to-back home games

By Alex Altman
THE STATE NEWS

All season long, Kalin Lucas has thrived under the pressure of late-game situations. So with seven seconds left and his team trailing Penn State by two, he knew it was his shot to take.

The sophomore guard dribbled the ball up the court, shimmed off a defender and pulled up from inside the arc.

"I wanted to try to drive and just try to create," said Lucas, who moments earlier had missed a free throw that would have tied the game. "But the way they played it, they covered it pretty well. Then I thought I had the pull-up and I just missed."

Lucas scored 23 points, but it was his misses that made the difference Sunday, as Penn State staved off a furious late-game surge to upset No. 9 MSU 72-68 at Breslin Center.

"The game wasn't won or lost on Kalin Lucas' free throw, it was

won or lost when we were seven up and we just decided not to guard," MSU head coach Tom Izzo said. "I thought the only guy that really guarded today was Kalin."

The loss marked the first time since December 1997 that the Spartans (17-4 overall, 7-2 Big Ten) dropped back-to-back home games. The skid comes during a year when MSU set a school record by winning their first five conference road games.

"We're not taking care of our home court," said senior guard Travis Walton, who finished with two points. "When you lose games at home and win them on the road, it's a problem."

Talor Battle finished with a career-high 20 points for the Nittany Lions (17-5 overall, 6-3 Big Ten) in a contest that at times was eerily reminiscent to the Spartans' home loss to North-western. Just like the Wildcats, the Nittany Lions erased an early deficit by hitting an endless chain

Want more?

For more game coverage, see page 3B.

To watch the post-game press conference and to see a photo gallery of the game, visit stateneews.com/multimedia

of 3-pointers — including some that were launched from well beyond the arc.

"I've never seen two losses with banked-in threes, 35-foot threes," Izzo said. "I can't really condemn those as not guarding."

MSU went up by a game-high 12 points with 6:11 to go in the first half, but that's when Penn State began to mount its comeback.

Battle and forward Jamelle Cornley (16 points) combined to hit three consecutive treys that sliced MSU's six with 4:37 left in the half. Lucas briefly stopped the bleeding with a pair of jump shots, but it wasn't enough.

Cornley made an unimpeded



KATIE BAUSCH/THE STATE NEWS

From left, Korle Lucious, Drazmond Green and Delvon Roe watch alongside head coach Tom Izzo as Sunday's game against Penn State slips away. It was the second loss in a row at home for the Spartans and Penn State's first win ever at Breslin Center. MSU lost 72-68.

dunk, Battle hit an uncontested layup, and Cammeron Woodward hit a 3-pointer right in front of MSU's bench to bring Penn State within two.

MSU will look to bounce back Wednesday against No. 24 Minnesota. Tip-off is scheduled for 8:30 p.m. at Breslin Center.

EDUCATION

GRANHOLM TO ASK FOR HALT ON TUITION INCREASES

By Jacob Carpenter and Justin Harris
THE STATE NEWS

Michigan Gov. Jennifer Granholm will propose a tuition freeze for state colleges and universities.

Tuesday during her State address, with the schools that comply getting additional state funding.

Granholm will ask higher education officials to halt tuition increases and ask state legislators to approve additional state funding to colleges and universities that comply, said Liz Boyd, Granholm's spokeswoman. The proposed tuition freeze would take

See TUITION on page 2A

ENDOWMENT

MSU portfolio declines by \$300 million

By Justin Harris
THE STATE NEWS

MSU's \$1.4 billion investment portfolio has declined almost \$300 million since the end of June.

The portfolio, which mainly consists of endowments, is made up of donations and investments that accumulate interest over time.

Because of the nation's ongoing economic crisis, the university's portfolio has decreased about 20 percent through the end of last December, which is six months into fiscal year 2009.

By October of last month, the portfolio had decreased by 10 percent. At that time, Glen Klein, MSU's director of investments and financial management, said there was no reason to worry.

Although the portfolio's decline has since doubled, he said MSU still isn't panicking.

"These things aren't things that will correct themselves in months," Klein said Saturday. "We make it as we did in October. We're still positioned in a way to ride out this downturn."

Universities across the country also are feeling the effects of the economy, some worse than MSU. According to a survey conducted

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ON THE CLIMB
A rock climbing wall is one step closer to coming to campus, page 3A.



Weather

P.M. snow showers

High 30° | Low 17°

Three-day forecast, Page 2