SOUTHWEST COLLECTION VOLUME 85 ISSUE 150 Texas Tech University LUBBOCK, TEXAS 79409 Serving the Texas Tech University community since 1925

Tech receives grant to implement AVID program

By KASSIDY KETRON STAFF WRITER

Through a \$60,000 postsecondary grant from the Texas Higher Education Coordinating Board, Texas Tech can continue its effort to help students suc-

The grant will be used to implement the Advancement Via Individual Determination system that will assist in academic success and the retention of first year students.

Juan Munoz, vice president of Institutional Diversity, Equity and Community Engagement, universities in Texas to receive the award.

Generally, he said, AVID has been a program generally used in middle schools and high schools to promote graduation, academic success and prepare them for college.

"Even at the finest universities in the country and the world, there are times when students require the assistance of university professionals," Munoz said.

Stacy Jacob, an assistant professor of higher education, said Dallas for an AVID training workshop.

The workshop, Jacob said, included training on how to get the program started, instructional technology training and student affairs training.

"The idea is that you embed an AVID program within some kind of course, so that's what we're looking to do," she said.

Jacob said her role in the program is to assist Fernando Valle in the implementation of the program.

Fernando Valle, assistant just last week she and a group professor in educational leader-

post-secondary liaison.

Currently, he said, Lubbock ISD has several elementary schools, middle schools and high schools that have the AVID

"Now that it's expanded into the universities and colleges, they are looking at various ways to support students," Valle said, "it could be for the first year experience, it could be for transition students, and since it's a pilot program there's opportunity to support students in the university in many areas."

Munoz said during the 2011-

said Tech is one of the largest of faculty members traveled to ship at the college, is the AVID 2012 school year, AVID's first year will be spent training university personnel and setting up the structure for AVID, and by 2012-2013 the program will

> For incoming students that may have had AVID programs at their high schools, Munoz said, having the same program when they come into college will serve almost like a freshman interest

Eventually, he said, there may be freshman learning communities and freshman seminars and workshops to support programs for the AVID students to keep

them engaged academically and help them toward graduation.

WEDNESDAY, JULY 6, 2011

"Now the AVID model means sort of to advance via your own personal determination in college," he said, "now the AVID model is obviously dedicated to post-secondary education toward your persistence and graduation.'

The principles for the AVID programs that exist in K-12 schools are the same for the post-secondary educational AVID program, he said.

AVID continued on Page 2

Researchers receive grant to find cause of quail decline

By CAITLAN OSBORN STAFF WRITER

Toxicologists for Texas Tech's Institute of Environmental and Human Health were recently awarded \$846,000 to uncover the reason behind the drastically declining quail population in the Texas Rolling Plains and Southern High Plains regions over the next three years.

The money is part of \$1.97 million distributed to the Rolling Plains Quail Research Foundation, which is made up of lab groups at Tech, Texas A&M at College Station and Kingsville, as well as universities in

TIEHH, said the quail population matic decline instead. This is a began a huge decline late last summer and early last fall and that the numbers continue to drop.

The population decrease could be caused by a variety of factors including parasites, pesticides or heavy on three research projects conmetal contaminants, he said.

The situation is a paradox, he said, because last year's rainfall was particularly high. High moisture rates usually equal a large quail population, but that was not the case last year.

"If you look at our rainfall last year, theoretically we should be having a great quail year," Kendall

Ron Kendall, director for the said, "but there was a very drapretty serious issue considering that the quail population may have dropped as much as 80 to 90 percent."

> Tech toxicologists are working centrating on different causes for Texas quail decline, Kendall said. Tech will be the central receiving station for quail samples that will later be sent to participating colleges who will look for a number of parasites and other contaminants in the samples.

QUAIL continued on Page 2

Praising Pose

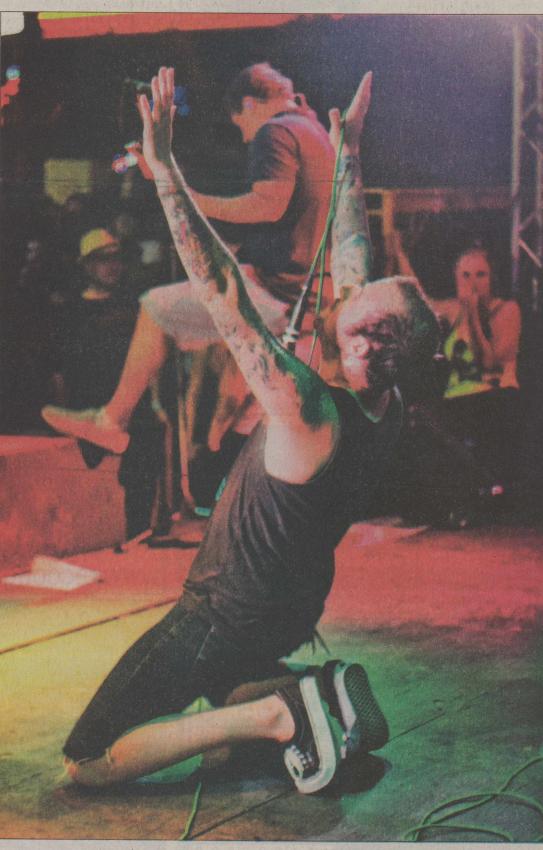


PHOTO BY SCOTT MACWATTERS/The Daily Toreador

JAKE LUHRS, THE vocalist of August Burns Red, gets on his knees while the rest of the band plays at The Cactus Courtyard on June 27. The other bands, Woe, is Me, A Skylit Drive, Set Your Goals and The Acacia Strain, played earlier in the day. All five of the bands were on a day off from Vans Warped Tour.

Court halts medication of suspect in Giffords case

PHOENIX (AP) — Federal prison officials must temporarily stop forcing anti-psychotic drugs on the man accused of wounding Rep. Gabrielle Giffords in a deadly shooting rampage, an appeals court

The brief order from the 9th U.S. Circuit Court of Appeals came late Friday after Jared Lee Loughner's attorneys appealed a ruling allowing his medication to continue.

U.S. District Judge Larry Burns in San Diego ruled last week that he didn't want to second-guess doctors at the federal prison in Springfield, Mo., who determined Loughner was a danger and needed to be medicated.

Loughner has been at the facility since May 28 after Burns concluded he was mentally unfit to help in his legal defense. His attorneys say he has been forcibly medicated since

The 22-year-old college dropout has pleaded not guilty to 49 charges in the Jan. 8 rampage that killed six and wounded 13, including Giffords.

halted Loughner's forcible medication while it considers arguments from prosecutors and the defense on whether it should be allowed. It set a tight schedule for legal briefings, ordering federal prosecutors to file a reply by 5 p.m. Tuesday and Loughner's team to file a response by close of business Wednesday.

A message left for lead Loughner attorney Judy Clarke wasn't immediately returned Tuesday. A spokesman for the U.S. attorney's office in Phoenix had no immediate comment.

Prosecutors have said in court papers that Loughner spit on his own attorney, lunged at her and had to be restrained by prison staff April 4. They also mentioned an outburst during a March 28 interview with a mental health expert in which Loughner became enraged, cursed at her and threw a plastic chair at

Burns rejected defense claims at a hearing last Wednesday that the prison forced the medications central issue at trial.

The appeals court temporary in an effort to make Loughner competent to stand trial. He said the key question was whether Loughner posed a danger and that prison doctors were best qualified to answer that.

> Burns was appointed to the case after all federal judges in Arizona recused themselves.

Mental health experts have determined Loughner suffers from schizophrenia and will try to make him psychologically fit to stand trial. He will spend up to four months at the facility.

If Loughner is later determined to be competent enough for trial, the court proceedings will resume. If he isn't deemed competent at the end of his treatment, Loughner's stay at the facility can be extended.

Loughner's lawyers haven't said whether they intend to present an insanity defense, but they have noted in court filings that his mental condition likely will be a

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WEATHER

Today Sunny

Mostly Sunny

Skinner: It's not supposed to be funny, but it is. OPINIONS, Pg. 4





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Quail

CONTINUED FROM PAGE 1

Steve Presley, leader of the receiving lab, said the quail population in the Rolling Plains and Southern High Plains had been decreasing steadily for 25 to 30 years before this larger fall occurred.

"Nobody can really determine what's causing it," he said. "People have talked drought, or lack of food, or habit loss or even predators, but nobody's seriously looked at parasites and diseases."

The two species researchers are taking a particular interest in, Presley said, are the bobwhite quail and the scaled quail.

According to the Texas Parks & Wildlife Department's quail forecast for 2011, the average number of bobwhites observed per route in the Rolling Plains was 8.0 compared to 6.6 last year and the average number of scaled quail observed per route was 7.2 compared to 16.9 last year.

"This is well below the long term mean of 21.5 (in bobwhites) and 17.5 (in scaled quail)," the TPWD website

Presley said his research group will focus on arboviruses like West Nile virus, Encephalitis and Q fever, pathogens that usually occur in nature, but can be transmitted to humans. To complete the cycle, the disease must be transmitted from the birds to mosquitoes to make it a threat to humans.

"Particularly West Nile virus and St. Louis Encephalitis majorly exist in a mosquito-bird cycle and quail have never been shown to be the primary reservoirs," he said, "but last year we detected West Nile virus in the bobwhite quail and the blue scale quail.

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~ Will Rogers

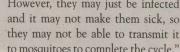
Solution to yesterday's puzzle

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However, they may just be infected and it may not make them sick, so they may not be able to transmit it

His hypothesis is that it is a combination of factors that are influencing the decline, Presley said, and this year's drought combined with other problems could make the ef-

ties that depend on hunters for their economy.



to mosquitoes to complete the cycle."

"Because of the drought we don't have the amount of insects for the baby quail to eat, so they're not getting adequate nutrition," he said. "You may have weather stress, nutritional stress and then a disease stress comes along and it's just too heavy of a burden." Besides a change in the food web, Kendall said the quail decline has had a negative impact on small communi-

"It's a huge economic business in small communities like Spur or Dickens or Crosbyton," he said. "When people come to hunt quail they spend money, so if you're a small town, that's important to you. In addition, a large part of the rural land value out here in west Texas is not driven by cattle, it's driven by wildlife."

Kendall said once toxicologists find the cause for this environmental anomaly, they will work to create a solution to rebuild the quail population and to prevent other animals from being affected in the future.

"This is an example of an emerging disease and/or contaminant issue that will continue to threaten our wildlife," he said, "and that's why the work that we're doing is so important now because we do know that there will be other diseases coming in the future that we need to be ready for."

>>> cosborn@dailytoreador.com

PHOTO BY SCOTT MACWATTERS/The Daily Toreador

CROWD CALLING

JAKE LUHRS, THE Vocalist of August Burns Red, faces his bake to the crowd while JB Brubaker, the lead guitarist, plays a solo at The Cactus Courtyard on Monday, June 27. The other bands, Woe, is Me, A Skylit Drive, Set Your Goals, and The Acacia Strain, played earlier in the day. All five of the bands were on a day off from Vans Warped Tour.

AVID ←

CONTINUED FROM PAGE 1

. High school AVID programs, Munoz said, have academic support programs, seminars, workshops and activities to keep students academically engaged, and the idea is to translate that

"The goal of attending a university is to become enriched, to become intellectually more (astute), but it's to graduate, and through your own determination, and that is at the core of AVID. Your success is driven by your own determination to be successful, and that's what Texas Tech wants of all of its students — to be successful," he said. >>> kketron@dailytoreador.com

Donations help Texas ex-cheerleader in legal fight

SILSBEE, TEXAS (AP)—As lost and ended up with \$40,000 in to send on how you treat a teenone of her school's basketball stars approached the free-throw line to hit a shot during a 2009 playoff game, a cheerleader stepped away from her squad, folded her arms and stood in silence, refusing to root for the athlete she says raped her at a party in this Texas town.

Now, two years later, her silent protest is drawing new attention nationwide as the result of an unusual series of events: Suspended as a cheerleader but later reinstated, the 16-year-old and her family sued over her punishment,

penalties from the legal proceedings. Meanwhile, the basketball player settled the criminal case against him by pleading guilty to reduced charges

An online campaign to help the former cheerleader's family with the legal costs has gained momentum on Facebook and Twitter and collected more than \$23,000. The family also has appealed in federal court the judge's order for them to pay the school district's legal costs after their lawsuit was dismissed.

"It's really an awful statement

age sexual assault victim," said Alex DiBranco, whose petition on Change.org has gathered more than 94,000 signatures asking the school district to not to make the family pay the fees. DiBranco, a New York-based women's rights advocate, got involved after reading about the case.

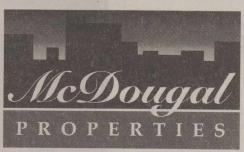
The controversy is renewing debate about how the school and courts handled a sensitive matter involving teenagers, sexual assault and allegations made but not yet

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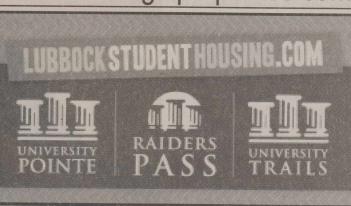


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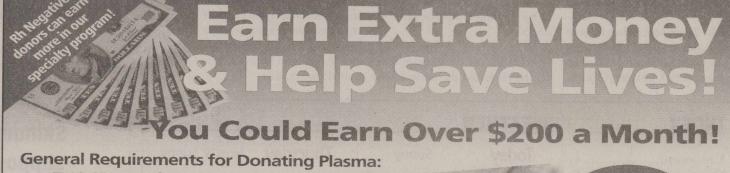
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Ex-Yanks' drug use likely to be out of Clemens trial

eral judge who will preside over Roger Clemens' perjury trial said Tuesday he probably will not permit the pitcher's former teammates on the New York Yankees to give testimony aimed at bolstering the credibility of Clemens' former trainer, now a major prosecu-

A day before the trial's start, U.S. District Judge Reggie Walton said at a hearing that statements from former Yankees Andy Pettite, Chuck Knoblauch and Mike Stanton that they received injections of performance-enhancing drugs from the trainer, Brian McNamee, could unfairly influence jurors.

Clemens is charged with perjury, false statements and obstruction of Congress for telling a House committee under oath that he never used steroids or human growth hormone during his 23-season career. The record-setting pitcher who once seemed a sure bet for baseball's Hall of Fame now could face prison if 12 jurors agree that he lied and unanimously agree to convict him.

Walton also said he is inclined to prevent Clemens' defense team from telling jurors about rape allegations against McNamee that did not result in charges. Rusty Hardin, Clemens' lead attorney, told Walton that the alleged rape is "inextricably bound to this entire case.

Clemens was in court for the pre-trial hearing but didn't speak. He stared ahead without taking notes like he did at previous proceedings and walked so quickly out of the courthouse, surrounded by media, that his attorney called for him to slow down.

Clemens' main defense has been to discredit his former friend McNamee. Walton said Tuesday that telling jurors about an alleged rape that did not result in charges would be "extremely prejudicial," although he did not make a final ruling on these issues.

He also warned of a possible delay in the trial concerning the inability to obtain the audio of Clemens' deposition to House investigators in 2008. Both sides

WASHINGTON (AP) — The fed- want the audio to be played in court, but the House office in charge of transcribing testimony has refused to part with the audio. However, a transcript is available.

> The trial of the United States vs. William R. Clemens, expected to last 4-6 weeks, will bring a parade of celebrity athletes and plenty of sordid details to the staid Washington federal courthouse. It will feature testimony about illicit drugs, bloody evidence of injections, an abscess on Clemens' backside allegedly caused by steroid use and the allegations that his accuser is a serial liar and a rapist.

> Clemens isn't the only all-star baseball player to be criminally charged with lying about drug use, and prosecutors have a mixed record. Infielder Miguel Tejada pleaded guilty in 2009 to a misdemeanor for withholding information about an ex-teammate's use of drugs when questioned in 2005 by congressional investigators. But in their first jury test, prosecutors were able to convict home run king Barry Bonds of just one count of obstruction of justice in April for giving an evasive answer to a grand jury when asked about drug use. The jury deadlocked on the three remaining counts that Bonds made a false statement by saying he never knowingly received steroids and human growth hormone from his trainer.

But unlike the Bonds trial, where the trainer who allegedly provided injections refused to testify against his former boss and friend, McNamee is the prosecution's leading witness.

Other players were allowed to testify about drugs they received from Bonds' trainer because of his absence from the trial. But Walton said Tuesday that Clemens' prosecutors would not face that problem, leading him to believe that other players' dealings with McNamee are not relevant to Clemens' case.

Even with some former teammates' testimony disallowed, Pettitte remains particularly important because he's the only witness besides McNamee who says he spoke with Clemens about his

For a decade, McNamee worked out

shape "The Rocket" into one of the most powerful pitchers in the major leagues, even into middle age. McNamee also says he injected Clemens with steroids and human growth hormone, and even kept the used needles that will be key scientific evidence at trial.

But McNamee, a former New York City police officer, is not an ideal witness for the prosecution. He acted as a drug dealer to several major league players and acknowledges he hasn't always told the truth when asked about Clemens' drug use and other matters. McNamee initially denied giving Clemens drugs, he says out of loyalty to his best and longtime client, but eventually admitted to federal agents that he injected the seven-time Cy Young Award winner.

Clemens' attorneys described McNamee in a recent court filing as "the only person in the entire world who has ever alleged that he witnessed Mr. Clemens use performance enhancing drugs at any time in his storied career."

Clemens' lawyers accuse McNamee of being a "congenital liar" who made up the allegations against their client to save himself from drug charges. They also want to introduce evidence that in 2001 McNamee drugged and raped a woman, then lied to police who investigated the allegation but never charged McNamee with a crime.

The six felony counts against Clemens stem from the House Government Reform Committee's 2008 investigation into the use of performance-enhancing drugs in baseball. Former Sen. George Mitchell had recently published a 400page report that named Clemens and 85 other former and current major league players as users. Clemens denied the allegations and the House committee responded by opening an investigation into the dispute surrounding the Mitchell

Clemens appeared voluntarily before committee staff for a deposition under oath on Feb. 5, 2008, in which he flatly denied ever using anabolic steroids or human growth hormone.

Hushovd paves way for Farrar win at Tour de France

Hushovd is the world champion, wears the race leader's yellow jersey and has 10 Tour de France stage victories.

With such an impressive record, he wasn't exactly expected to play the role of the perfect teammate to help road companion Tyler Farrar race to his first stage victory Monday in cycling's

Hushovd's devotion to Farrar, who dedicated his win to late best friend Wouter Weylandt, gave Garmin-Cervelo manager Jonathan Vaughters more reasons to celebrate on July 4 after the American-registered outfit snatched a second consecutive stage

When asked if he had ever seen a world champion in a yellow jersey leading out a teammate, Vaughters said: "Never seen it, have you?"

"The guys are just working so hard for one another," Vaughters added.

REDON, France (AP) — Thor "You can't ask for more than that, they're putting faith in one another and that's what's making the difference. It's a team sport where the individual

Farrar became the first American to win a Tour de France stage on July 4, dominating the sprint finish after benefiting from Hushovd's perfect

"Yeah, an American winning on Fourth of July, that's pretty good — I just thought of that," Vaughters said. "We're going to have to read the Constitution in the bus or something."

The powerfully built Hushovd, who is not competing for the best sprinter's green shirt this year, retained the leader's jersey he took following Garmin's win Sunday in the team time trial.

"Chapeau to Thor, because with the yellow jersey I would never oblige him to work for Tyler," Vaughters said. "He wanted to do it, he chose that. That's very impressive on his part. It says he's a generous person and it says he's a great, great person."

Farrar, one of the world's best sprinters, made a "W" with his two hands after crossing the finish line of the 123-milestage between Olonne-Sur-Mer and Redon. Frenchman Romain Feillu was second, followed by Spain's Jose Joaquin Rojas.

Weylandt, who died in a crash this vear in the Giro d'Italia, was Farrar's best friend since they were teenagers.

"This has been a horrible last two months with everything that happened in the Giro," Farrar said. "I've had a lot of ups and downs. But in the end, I wanted to be able to come back, and do something special to pay tribute — and this is certainly the biggest stage in the world to do that."

"It's a little bit unbelievable to me at the moment that it actually

Showalter gave Rangers glimpse of success

ARLINGTON (AP) — Buck Showalter helped give the Texas Rangers a glimpse of what they hoped to become when they stayed in playoff contention until an 11-inning loss during the final week of the 2004 season.

The Rangers finally made it to the World Series after he was gone, the same way the New York Yankees and then-expansion Arizona Diamondbacks had done after Showalter managed them.

Now in the year after the Rangers won their first American League championship, for the first time since Showalter was fired by Texas after the 2006 season, he is again managing games at Rangers Ballpark. His Baltimore Orioles began their only Lone Star State visit this year with a 13-4 loss Monday night in the opener of a three-game series.

"I'm happy for them. Believe me, life's too short," said Showalter, who wasn't around for any of those pennantwinning seasons. "Things happen for a reason. Joe Torre was the perfect guy to take (the Yankees) to the next level. Ron Washington was the perfect fit for (the Rangers). You bring what you bring. ... I was just a piece of the process with the scouts and player development and all the things that go into it."

Texas was stuck in a cycle of \$100 million payrolls with last-place finishes when Showalter took over before the 2003 season. There had been proven superstars like Alex Rodriguez, Juan Gonzalez and Ivan Rodriguez in the lineup but no real sense of direction only a few years after the Rangers won three AL West titles over four seasons (1996-99) without winning a postseason series.

"Buck did a lot to bring credibility back to the franchise. It had been a bad few years, quite candidly," general manager Ion Daniels said Sunday. "The term at the time was kind of changing the culture, maybe got overused a little, but there was really something to that, and just kind of changing the eye level, so to speak, from the kind of expensive veterans to more homegrown young

Showalter's first year was the rookie season for Mark Teixeira, the first of five consecutive 200-hit seasons for Michael Young and the last in Texas for A-Rod, who was the reigning ALMVP when traded the following spring to the Yankees only three years into his thenrecord \$252 million, 10-year contract.

The Rangers went 71-91 that season and finished in last place again. But after slashing payroll — among several moves being the trade of A-Rod and letting go of two-time AL MVP Gonzalez and 500-homer hitter Rafael Palmeiro — Texas won 89 games and finished only three games out of first place in that memorable turnaround.

"I look back at '04, it always brings a smile to my face," Young said. "That was probably the first year where I saw what this team and what this city should have. That was a fun year. At the time, that was the most fun I'd had in the big leagues."

That finally was trumped last season, when the Rangers won the AL West and got to the World Series after winning the AL championship series in six games over the Yankees, the team that knocked them out of the playoffs each time in the 1990s.





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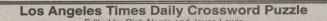
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- treatment
 15 Gaelic tongue
 16 Part of AV
 17 "Will you marry
 me?" is one
 20 Play flawlessly on
 the green
 21 Gets ready for
 market, as
 livestock
 22 "Stillmatic" rapper
 23 Commoner
 25 4:00 English drink
 26 Lewi's alternative
 27 Big pitcher
 29 General Arnold of
 WWII
 32 Steak au poivre
 flavoring
 36 Danish toy brand
 37 Sacha Baron
 Cohen alter ego
 38 See red?
 39 Orenburg's river
 41 Administrative
 area on Ireland's
 south coast
 44 Street sign abbr.
 45 Shroud of gloom
 46 Much
 47 __ anglais:

- 46 Much 47 __anglais: English horn 48 Fall short 50 GI entertainers 53 Bit of moral fiber 57 Skateboarder's
- wear 59 Bit of wedding effervescence 61 Peregrine's place 62 Reason to warn
- o2 Heason to warn boaters 63 Caramel candy brand 64 Pollster's find 65 Sardine's cousin 66 Wilson of "Drillbit Taylor"
- DOWN
- 1 Lustrous synthetic 2 2010 tennis Dementieva Alleviates 3 Alleviates 4 Pearl __ earring

- By Gareth Bain 5 Less violent 6 Authored 7 Lawyer's letters 8 Bordeaux ball team?
 9 Turkey-roasting
- tool
 10 "I'm here!":
 "Bye!"
 11 Comic strip dog
 12 Mount sacred to
 Judaism
 13 Geologic periods
 18 Indian capital
 19 Unlike leftovers
 24 Old English epic
 poem
- 26 Org. for Paula
- Creamer
 28 Birdhouse
 songbird
 29 Po' boy relative
 30 lee cream
 thickener
 31 Mexican War
 president
 32 Bear with a hard 32 Bear with a hard bed 33 Mountain sign no. 34 Turpentine source 35 Not nerdy 36 "Peanuts" fussbudget 41 "Cheers" barmaid 42 Hotel room choice
 - 43 New Eng. school since 1701 45 Asked, burst open, extracted, or broke, as the ends of this puzzle's four longest answers 47 Curry flavoring 49 "The Jungle
 - 50 Violin st 51 Hôtel room 52 Cineplex name 53 Gibberish singing style 54 Mother of Chaz 55 A bit beyond

Tuesday's Puzzle Solved

J O I E D E V I V R E E R A L L S K I R B R E T T M U S E E D U L O U V R E A G A I N S T H A S B E E N

H A H A S S T R U T A D A P T O B E A H

raw 56 Breakfast order 58 River to the Mediterranean 60 Slangy dismissal

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Please remind me not to laugh

You know those very serious moments when you should be doing anything but laughing? Or when the people around you are very annoyed that you are laughing at something they take very seriously? This happens to me way too often.

Weddings- I take one look at the ugly bridesmaids dresses and can't help but smirk to myself. The bride knows exactly what she is doing by giving her "best friends" the ugliest dresses they've ever worn only to make herself look better. I know we're all supposed to be looking at the bride when she walks down the aisle, but I always focus my attention to the groom and groomsmen. The groom looks like he might pass out at any second because he's so nervous, and the groomsmen look like they're going to pass out from boredom. I can't help but chuckle in that moAirport se-

curity- Airport security should be taken very seriously. Unless of course one of the TSA workers informs you the guy checking the baggage has

no idea what's he's doing, then it's completely OK to laugh at the whole system. It's also quite humorous to me that your liquids are only allowed in a 3.4 ounce container, but you're allowed as many containers that will fit into a baggie. I think it kind of defeats the whole purpose, and it makes me laugh to see my mother's Ziploc baggie bulging at the seams with all of her possibly dangerous lotions and creams.

Fashion- Why are we all dressing

the exact same? I think there was a time when we Paige feared this. Not only are we all Skinner wearing the same outfit, it's not even an attractive outfit. I'm just as guilty as the next girl, but

> seriously, what makes us think that oversized t-shirts and Nike shorts look good? Not to mention, the popularity of Sperry's in Lubbock is a tad ridiculous. When was the last time you saw someone sailing at Canyon Lake? And we thought the '80s were bad? I can't wait until my kids see what I walked out of the house wearing during my college years.

"The Bachelor"- The classic lines of "This girl is amazing," "I can potentially see this girl as a future

wife one day," and "Ladies, this is the final rose tonight," are all ingredients to make this show a lasting hit among viewers. I realize some people watch for the hopes of a fairytale love story, but I love to watch for the girls who drink a little too much champagne on the first night and reveal that their eggs are rotting and they need to find a husband ASAP. What about the fact there is absolutely no diversity on the show? Are white people the only ones who are romantically challenged?

These little humorous things in life make up for the things that are supposed to be funny, but fail miserably. Take Dane Cook, the maid of honor's toast at a wedding rehearsal dinner and that random friend's Facebook statuses for example.

M Skinner is a junior public relations major from Garland » paige.skinner@ttu.edu

Google's fight against mighty Facebook

By JONECE DUNIGAN DAILY MISSISSIPPIAN

(U. MISSISSIPPI) Ever since our generation got its hands on the computer, Google was the search engine god of the Internet. It answers all our questions from health diagnostics to directions to our favorite

Since everyone thinks so highly of it, we expect a genius team to come up with anything and be successful at it.

Facebook is a site that has become so in tune with our lives, it allows us to keep in touch with far away friends and build businesses. Due to its success, it has surpassed Google in being the top of all the Internet.

Now, Google has announced to their challenger that they are trying their luck at a different ball game.

According to the Washington Post, the same fate as other attempts, which hid hard time finding the people they need Google Plus is the first promising launch of many attempts to create its own kingdom in the social media universe. Its first try with Wave was halted by the law due to social media's all time famous privacy complaints. Google Plus, however, makes privacy stronger by allowing a person to make their circle of friends to share certain conversations or pictures with.

Other features include Hangouts, which is a component that lets a member chat with multiple people through your phone, and even an RSS feed that allows you to insert and receive things you are interested in.

The reason why this profile sounds familiar is because Google Plus is made with the same generic make-up as its rival. This weakness could send the site into

in the background of an ever-changing social culture until it died.

People daydream about driving the latest Mustang and gaze at the brand new tablet because they are always lured by something new. With technology being so advanced

today, that goal is hard to accomplish even for a company as big as Google. Another factor that hurts this plan is

the lack of friends with benefits. Facebook joined forces with wellknown titles like iTunes and Bing because both sides of the deal know friends are what people are influenced by the most. The companies are not going to switch sides and become partners with something that has the same instruments for

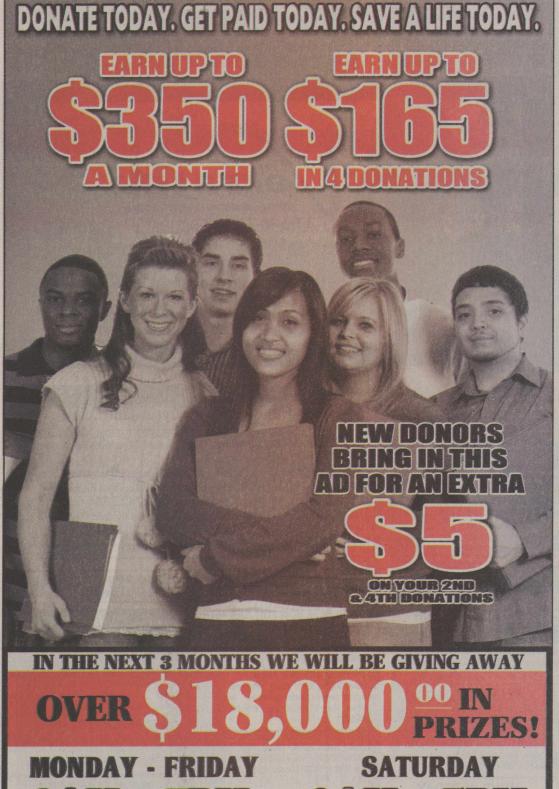
success as the company they are with now. Because of this, Google will have a to create the dream team and surpassing Facebook.

Since the team spent thousands of dollars in employee bonuses and other tools to create Plus, these weaknesses sounds pretty risky for the company.

A better business plan would be to stop cookie cutter business plans.

Something new has to be created that will satisfy the curiosity of its consumers. Once other companies begin to realize more customers are following Google, they will have dollars signs flashing in their eyes and be happy to

With all these factors in line, the No. 1 search engine will be the No. 1 site of all things on the Internet. All it takes is a good leader who is willing to step out the box with a stubborn spark of creativity.



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