THURSDAY

February 22, 2001 Volume 76, Issue 100



Astocks Nasdaq S&P 500 Dow Jones price: 2268.94 1255.13 10,526.58 change: -49.41 -23.81 -204.30 Wednesday's closing figures

STATE

Concerns for security silence prison paper

HOUSTON (AP) — Published by inmates for inmates, a prison newspaper has ended publication over security concerns heightened by the escape of seven prisoners from a maximumsecurity lockup in the nation's largest correctional system.

The Echo for 73 years was the newspaper of record for the Texas prison system, officials said Tuesday.

Sharon Keilin, the Texas Department of Criminal Justice's management liaison over the newspaper, said she learned last week that prison officials considered the office at the Huntsville Unit, where the newspaper is published, to be a security risk.

"The staffing was not adequate to cover the publication of The Echo," Keilin, an assistant director for operational support in Huntsville, told the Houston Chronicle in Wednesday's online edition. "It was decided they would temporarily put the guys to other jobs and search for a more secure location."

NATIONAL

Financial aid reversal benefits lvy students

PRINCETON, N.J. (AP) -Princeton graduates in the near future will be able to get their Ivy League degrees without piling up thousands of dollars in student



Bert fired as theater, dance chair

By Whitney Wyatt Staff Write

A memo sent to Texas Tech administrators last week concerning the lack of funds available for the Department of Theatre and Dance resulted in the firing Wednesday of its chairman, Norman Bert.

Jane Winer, dean of the College of Arts and Sciences, removed Bert from office, and his termination was effective noon Wednesday.

Winer said Provost John Burns and President David Schmidly thought Bert's message was inappropriate and subsequently "lost faith in him as a chair."

Burns said he and Schmidly, after reading the message from Bert, asked Winer to remove

him from office. "The president and I don't have confidence in him to head the department," Burns said.

Schmidly was out of town and could not be reached for comment. "I'm shocked," Bert

said. "That's the best thing I can say — I'm Bert shocked.'

He said he wrote the memo in November

2000 because Tech officials informed him the department would no longer receive university funding for departmental productions.

SOUTHWEST COLLECTION Texas Tech University.

Winer said the theater and dance department normally receives \$50,000 a year from university student service fees. However, she said, Tech will not have sufficient funding for the department since graduate students who meet certain requirements do not have to pay student service fees. The music and art departments also will have their funding cut.

She said those programs will have to seek alternative funding, but the provost has guaranteed money will be available next year.

However, Bert said, the department does not know how it will find future funding for theater productions.

"For us, it is a lot of money," he said. "But for Tech, it is small change in their pockets. The funding is a necessary part of our academic program. We must have the productions."

Bert said Mainstage productions will be affected, and there is a possibility of phasing out some productions.

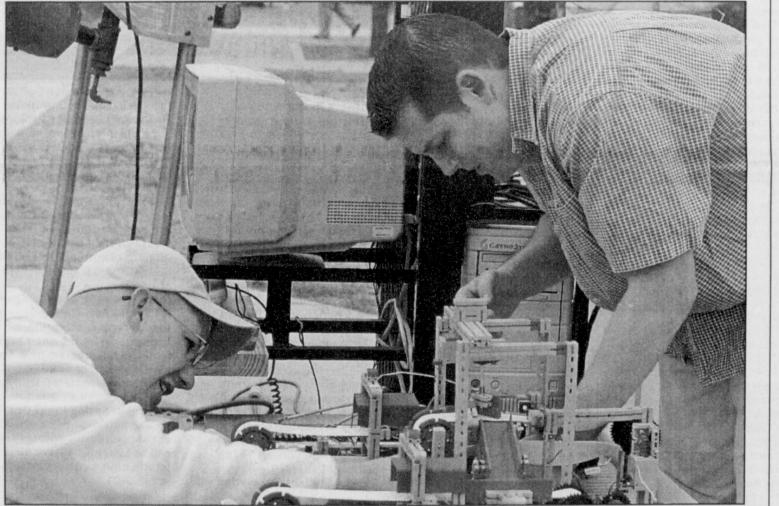
"It will have severe consequences to us (the theater and dance department) and the university," he said, referring to recruiting future theater students.

Winer said future funding could come from the university budget, donations or other fees. As a result of the cut in funding, Bert said,

the department has not been able to replace a

see **DISMISS**, page 2

Gadget guys

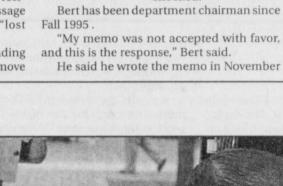




By Pam Smith Staff Writer

Texas Tech is moving one step closer to establishing a university honor code.

Bob Miller, chairman of the Ad Hoc Honor Code Committee and assistant director of Recreational Sports, said the committee has completed its recommendations to the university considering the guidelines of the honor code. "We have not established any policy yet," he said. "These are just recommendations that we have made.' According to committee recommendations, the principal tenets of the code are community members who should act with honor and integrity and perform all work with honesty and not take advantage of others or their property. The honor code also would require the creation of a student-initiated honor council that would discipline students who violated the code by "lying, cheating, or stealing."



Beginning this fall, Princeton students on financial aid will receive outright grants from the university instead of loans - a move that is believed to be unparalleled among the nation's most selective schools.

The idea is aimed at making Princeton more affordable to lowand middle-income students.

"I thought their financial aid package was great already, and this makes it better," said Shaka Smith of Miami, a sophomore majoring in molecular biology.

The approach is unlikely to spread far, given the millions of dollars in costs. And so far, not even Harvard and Yale, two of the richest schools in the nation, are following Princeton's lead.

Princeton is able to offer the grants because of alumni contributions, scholarship programs and its burgeoning \$8 billion endowment, which has grown from \$2.7 billion in 1990.

WORLD

War crimes suspect captured by police

ZAGREB, Croatia (AP) - A former Croatian general wanted on suspicion of war crimes was in police custody Wednesday, police said, ending a two-week search that sparked widespread antigovernment protests.

Police spokesman Slavko Rako said retired Maj. Gen. Mirko Norac would be transferred to the northwestern port city of Rijeka for questioning by the regional court. The court is expected to decide whether he should be held or released pending an inquiry.

The circumstances of Norac's detention were not known. But the announcement that he was in custody came hours after Prime Minister Ivica Racan urged Norac to turn himself in, saying the U.N. war crimes tribunal decision not to prosecute the retired general should remove the last obstacle to his surrender.

Norac, 33, is the highestranking Croatian officer under investigation for war crimes.

LORENZO EINSPORN/The Un

Vay Phillippi, a sophomore petroleum engineering major from Midland, assists Sean Dunagan, a senior industrial engineering major from Carlsbad, N.M., in setting up his factory assembly line simulation machine in the free speech area Wednesday afternoon in observation of Engineering Week. See story, page 2.

Knowing limitations

Red Raiders give personal reasons why drunken driving puts everyone in danger

By Cory Chandler Staff Write

It is closing time at the bar. You are the only one in your group who can still stand up straight, and since your designated driver went home two hours ago, you decide you are sober enough to try getting everyone else home.

You have heard talk about the dangers of drunken driving, but only have to go a few blocks and know you can drive well enough to avoid being pulled over by the police.

Ten minutes later you are lying on a curb, your car demolished and your future in jeopardy.

Many Texas Tech students have faced the dilemma of whether they should drive while intoxicated.

Carol Kittrell, a junior English major from Tyler, said she does not drive after she has been drinking. She said this is partly because she does not drink regularly.

"I actually don't drink all that often," she said. "But when I do, I get paranoid about having to drive.



Jeremy Brown, a junior agriculture business major from Lubbock, tries to catch a basketball with Fatal Vision goggles to hinder his sight during Alcohol Awareness Week festivities in October.

I've seen what it can do."

Kittrell said she does know people who drive after drinking occasionally, but she lets them know she does not approve.

"I have some friends that do," she said. "I've told them I don't think they should, but there isn't much I can do. They have to make their own choices. They know my opinion, though.

Chris Morrow, a freshman electrical engineering major from Houston, said though he does not have a car at the moment, he would not drive drunk if he did.

He said he would choose not to because he knows people who have been affected by drunken driving.

"I have some friends that have been injured in drunken driving accidents," he said. "I wouldn't want

see ALCOHOL, page 5

Opinions revealed of prison escapee

Texas Tech student and psychiatrist describe Rivas in different aspects.

By Phil Riddle Staff Writer

Something happened to George Rivas. A high school classmate called him "a nice guy," however, more recently, he was called "one of the most dangerous men in Texas.

Texas Tech student Gina Rodriguez, a sophomore from El Paso, was a classmate of Rivas' at Ysleta High in the late 1980s and said Rivas must have changed drastically after he left high school.

"I would never think, knowing him from school, that he would ever turn out to be the person he is now," she said. "He was always such a nice guy. You'd never think that he would end up in trouble like this.'

Rivas was the alleged leader of the Texas Seven, a group of convicts who escaped from a South Texas prison in mid-December. They stayed together, moving through Texas before six of them were eventually captured Jan. 22 in Colorado. The seventh committed suicide.

The remaining six are being held on murder charges that stem from the killing of Irving police officer Aubrey Hawkins. Hawkins was shot 11 times then run over trying to stop the Christmas Eve robbery of a sporting goods store in Irving.

Rivas, who was serving a 99-year sentence for robbery, aggravated kidnapping and burglary in El Paso at the time of the escape, has admitted to shooting Hawkins.

He is being held in the Dallas County Jail while he awaits his June murder trial.

Rodriguez' memories of Rivas paint somewhat of a different picture than described by the police psychiatrist who testified in Rivas' 1994 trial. The psychiatrist concluded that Rivas would be dangerous if released, and would probably thrive in prison.

In his testimony, the psychiatrist

see CONVICT, page 2

EDITORIAL: 742.3393

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The committee's recommendations state the Student Senate will select the members of the honor council.

"We wanted to keep the decision in

see CODE, page 3

Thursday

February 22, 2001

News Editor: Jeff Lehr Phone: (806)742-3393 Fax: (806)742-2434



Inside

Doctors to face off on ice Chancellor's luncheon today

Engineering Week moves 'outside the key'

The week long event features booths with various student projects on display.

> **By Kristina Thomas** Staff Writer

The Texas Tech College of Engineering kicked off the 50th annual National Engineering Week on Wednesday by setting up booths outside the library to inform students about what engineering is.

The event, called "Thinking outside the Key," featured booths and exhibits set up by six different engineering organizations.

This was the first student-oriented event as part of Engineering Week,

which began Sunday and will end Sat- said students display their exhibits urday.

As part of the week's activities, U.S. Navy Vice Adm. Pete Nanos Jr., will speak at the engineering banquet at 7 p.m. today at the Science Spectrum.

Jenny James, senior development officer for the College of Engineering, said Nanos' visit is beneficial for Tech.

"It's a big deal," she said. "He's extremely important, and for him to come here is great.

James said Nanos is interested in research the College of Engineering is doing with pulse power. He also will tour the Vietnam Center and continue the efforts of the late Adm. Elmo Zumwalt's wishes to have Tech house Vietnam documents.

Rachel Artho, a senior civil engineering major from Dumas and Student Engineering Council president,

as a way to inform other majors about what engineering entails.

"This is the 50th annual National Engineering Week, so we wanted to do something that promoted engineering and that shows people in other majors what we do," she said.

Among the exhibits was one of the future truck projects created by a group of electrical and mechanical engineering students.

Adam Kohler, an electrical engineering graduate student from Lubbock, said the truck was one of the project labs that mechanical and electrical engineering students work on together during the semester.

There also is a canoe and bridge project displayed by the American Society of Civil Engineers as well as booths and exhibits hosted by the Society of Petroleum Engineers, Na-

tional Society of Black Engineers and Tau Beta Pi, the engineering honor society.

Shea Drennan, a senior industrial engineering major from Abilene, spent the afternoon at the Institute of Industrial Engineering booth showing off two different projects she worked on.

One of the projects he set up was an ice gun that is used to test roof tiles and brick stability during hailstorms. The booth also displayed an industrial automation simulator to give people an idea of what industrial engineering is.

Drennan said he thinks he and his fellow students did a good job of informing people about engineering while they were set up outside.

"Our goal was to give people a taste of what industrial engineers can do," he said. "We have talked to quite a few people out here, but I

remain at Tech.

think that we would have taiked to more if we would have done a little more publicity.

Although this is the 50th year the Engineering Week has been conducted, Eric Kirkland, a senior mechanical engineering major from Fort Worth, said he is looking to build on the program a little more each year.

"We are looking to make this an event that grows each year," he said. "We hope to build on this and hopefully have more that is centered around engineering in the future."

The remainder of Engineering Week activities includes the engineering banquet, a cook out Friday and Engineering Day at the Science Spectrum on Saturday.

For more information regarding Engineering Week activities, contact the Office of the Dean of Engineering at 742-3451.

The University

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TechNotes!

TechNotes! is a service provided to Texas Tech students by the Student Government Association and The University Daily. To have your student organization event listed, please call 742-3631 or email UD@ttu.edu.

Corrections

Call: (806) 742-3393 Policy: The University Daily strives for accuracy and fairness in the reporting of news. If a report is wrong or misleading, a request for a correction or a clarification may be made. Publishing

information

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CONVICT

from page 1

called the subject "a danger to society because of his arrogance, denial of his crimes and lack of remorse.

Robert Morgan, a correctional and forensic psychologist at Tech, has made many such diagnoses and said doctors have several options to consider when making those analyses

"There are a couple of instruments we can use," Morgan said of the ways doctors decide whether an individual is at risk to continue antisocial behavior.

"One is Hare's Psychopathy Checklist," he said. "We ask a series of questions pertaining to the client's disregard for his victims. We also try to talk to the person about what he has done. We want to see if he gets emotional when he discusses subject's background prior to an interview to determine sociopathic tendencies

Information, such as police records, family history, problems at school or with other authority figures helps make proper diagnoses.

That background check would have shown that Rivas, who was raised by his grandmother, was involved in robberies in Texas, New Mexico and Arizona from the time he was 17.

One disturbing attribute of most violent criminals, according to "The Psychopath's Brain," a paper by Renato M.E. Sabbatini, is that sociopathic criminals fail to learn through punishment or behavior modification.

The paper also states criminals resort to hiding anti-social behavior when they realize it is not acceptable.

Morgan said he agrees most ASDA Pre-Dental Chapter will violent criminals have begun hid- meet at 7:30 p.m. today in 101

from page 1

DISMISS

faculty member who will leave the department in August. The department has postponed any hiring until next year. Bert said the faculty

TechNotes!

Gay Lesbian Bi-Sexual Student Association will meet at 8 p.m. today at J&B Coffee House, located at 26th Street and Boston Avenue. Visit us at www.glbssa.com.

German Club will meet at 6 p.m. today in 102 Foreign Languages. Contact Laura Fothergill at 744-2124 for more information.

Chemistry. Dr. Kelly Robinson is the featured speaker and elections will be held. For more information, contact Jose Cangas

morning in the Lubbock Municipal Auditorium, the auditorium/coliseum parking lot (C-1) will be closed. Please allow additional time on that

day to find parking. There should be plenty of available space in the parking lots west of Indiana Avenue and in the C-3 lot across Brownfield Highway. Men of God Christian Fraternity, Inc., presents "Kingdom Conference: A Meeting of the Kingdom Warriors" at 10 a.m. Saturday in the Human Sciences building. For more information, contact Rodney Shepherd at 724-5082 or visit www.geocities.com/ menofgodchristianfraternity. Campus Libertarians will meet at 7 p.m. Tuesday in the University Center Llano Estacado Room. For more information, contact Greg Fisher at 749-2010. Asian Student Association will

RESIDENCE HALLS

Feb. 1-15, 2001

Single Room Applications accepted

*Applies to current residents of Carpenter/Wells only. Any other available space will be offered to those on the waiting list.

GASTON APARTMENTS**

Same Apartment

New Apartment

member tendered his resignation two weeks ago because of the funding shortage, but the professor will

Bert was the chairman of Communication Arts for five of his 14 years at Montana State University-Billings before he came to Tech.

"I've never been removed from office before," he said. "In the long run, it's a character-building process."

Winer said Garry Owens, music department chairman, will immediately replace Bert as the interim chairman of the Department of Theatre and Dance.

meet at 8 p.m. Tuesday in the

University Center Senate Room.

For more information, contact

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his crimes or if he is regretful.

Morgan also said speculation is still a part of diagnosing anti-social behavior. However, high scores on the Hare's Checklist usually indicate a pattern of anti-social behavior

"If the client scores high on the psychopathy checklist, he will be more inclined to be a repeat offender or a habitual offender," he said.

The interviewing psychiatrist or psychologist should, Morgan said, conduct an investigation into the

ing their socially-unacceptable actions by the time they get to high school.

"By that time, they've had a lot of experience hiding anti-social behavior," he said.

Rodriguez said Rivas apparently hid his behavior from her and other classmates at Ysleta High School

"I didn't think he had that in him," she said. "He must have had a lot of problems. There must have been things in his life nobody knew anything about."

at 749-7511 Cardinal Key National Honor Society is accepting applications in the Dean of Students Office, 250 West Hall. Applications are due by 5 p.m. Friday. For more information, contact Jeff Ezell at 785-1025.

Attention Commuters: Because University Day activities will be Friday

louisconstancio@hotmail.com. Campus Activities and Involvement is accepting applications for the Alternative Spring Break Program in St. Louis, March 10-17. For more information, contact Carrie Evans at 742-3621.

Campus Spring Break Out an alternative for those who stay in Lubbock during Spring Break will be March 12-15. For more information, contact Carrie Evans at 742-3621.

Feb. 26-27, 2001

March 1-2, 2001

Feb. 26-27, 2001

March 1-2, 2001

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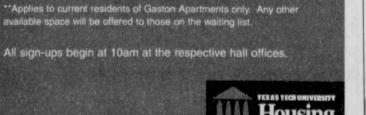
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Same Room WON'T YOU BE MY NEIGHBOR? Same Hall, New Room Feb. 28, 2001 Co-ed in search of a world of educational splendor and harmony. Yearning for a new New Hall & unique social environment with exciting individuals. Just tired of the social CARPENTER/WELLS* runarounds of apartment games. Same Room New Room **New Apartment**

gimme shelter. early fall 2001 sign-ups



Deadly disease spreads at Air Force base

Rare neuromuscular disease grows more than fourfold, baffles experts

We are surprised the number has grown

to as large as it is."

Mary Klenke

SOUTH TEXAS ALS ASSOCIATION

SAN ANTONIO (AP) — In just four months, a list of current and former Kelly Air Force Base workers believed to have a deadly neuromuscular disease has grown more than fourfold.

In October, the count of Kellyrelated patients with amyotrophic lateral sclerosis was 16, but as of Tuesday it had grown to 66, according to the South Texas ALS Association.

The national ALS Association, the Air Force and the Metropolitan Health District were planning to jointly release the new count Wednesday.

ALS, commonly known as Lou Gehrig's disease, statistically affects fewer than two out of 100,000 people each year in the United States, leaving some experts baffled by the high numbers at the air base.

An ongoing environmental

cleanup of Kelly and its associated has grown to as large as it is," Mary Klenke of the South Texas ALS Assohealth-risk studies have only heightened suspicions. ciation told the San Antonio Express-

Numerous local, state and federal agencies are involved in investigating the possible effects of a vast plume of industrial solvents and jet fuel running beneath Kelly and thousands of surrounding homes. The Air Force Base Conversion Agency also is overseeing cleanup of the polluted shallow aquifer.

'We are surprised the number

CODE

from page 1

the students' hands," Miller said. "The Student Government Association might know more than we do about student involvement."

John Dorff, member of the ad hoc committee, said he believes an honor code is important because it will create a more positive atmosphere on campus.

"There is a feeling of distrust on campus between the students and the faculty," he said. "By doing this, we can help to alleviate some of that.

He said one of the aspects of campus he has noticed is the distrust that seems to be evident in the classroom, especially when it comes to cheating.

"When you walk into a classroom

WASHINGTON (AP) - A record

rise in natural gas costs and the big-

gest jump in electricity prices in two

decades caused consumer inflation

to surge in January by the largest

amount in 10 months, the govern-

Consumer Price Index, which

matched last March's rise, was

double what had been expected. Pri-

vate economists did not believe the

increase was a significant indication

that inflation was getting out of con-

"I don't think there is any reason

The 0.6 percent increase in the

ment said Thursday.

trol

to take a test, the first thing they tell you is to turn your hats around and that if they catch you cheating, you will fail," he said. "They don't think about the students who don't want to help the person sitting next to them.

Vice President for Student Affairs Michael Shonrock said while the recommendations have been made, the next step toward implementing an honor code really lies

"It really is something that will have grass-roots development," he said. "We are already seeing several groups on campus who are implementing parts of the code into their organization.

Shonrock also said based on people that do good things."

other examples of colleges similar to Tech who have implemented honor codes, it would take several years before a code such as this could take effect.

News in Wednesday's editions.

'We're concerned and we feel that

there are more individuals who have

worked at Kelly and have been diag-

nosed with ALS than you would as-

sociation, which became suspi-

cious and began collecting names

of Kelly workers with the disease

The not-for-profit local ALS As-

sume there would be.

"Recently, at Kansas State University, they implemented an honor code and it took them four or five years," he said. "The time to implement it at Tech could differ, depending on the specifics about Texas Tech.

Despite the fact that total implementation would take some time, Shonrock said, there are some small steps that could be started in the near future.

"We are looking to develop a statement that said 'On my honor, I will,' to have placed on papers and exams," he said. "We are also looking to develop a video tape describing the program and distribute plaques to those organizations and

more than 21/2 years ago, acknowledges the 66 cases have not been confirmed.

Air Force researchers are expected to investigate each case.

'To the best of my knowledge, every one we've turned over is a true case of ALS," Klenke said of the association. "But the Air Force will go over all of this and attempt to verify it. This has taken a lot of work on our part, and I think we're focused on finding the truth.

Air Force officials declined to comment prior to the report's rease.

Typically, people with ALS first suffer from weakness in the hands or feet, or from difficulty speaking. As more nerve cells die and muscles waste, victims progressively lose control of their bodies until they are totally paralyzed. Finally, they are unable to swallow or breathe.

Shonrock said one important factor in the implementation of an honor code would be the involvement of the student government with the academic committees on campus.

He said without the student support for the project, it would be hard for the administration to implement

'This is something that the students have to want to implement at Texas Tech," he said. "It will require the academic committee of the Senate to work with the administration."

Dorff said while many students have doubts about the effectiveness of a code they should remember such a plan would eventually be a part of Tech's future.

"A lot of students think that this is impossible," he said. "But they should remember that we are looking toward the future of Texas Tech."

Local doctors to face off in Coliseum

By Linda Robertson Staff Writer

The second annual Texas Tech Health Sciences Center versus Covenant Health System hockey match will be played at 7:30 p.m. Friday, at the Lubbock Municipal Coliseum. The employees' children will play a match at 6:30 p.m. to kick-off the event.

The winning team will skate away with the prestigious "Lord Panley" Cup, constructed from a bedpan.

Following the matches, a free, open skating session will take place, with skates for rent for \$3 per pair.

Admission is \$1 or two cans of food, with canned proceeds benefiting the South Plains Food Bank, and cash proceeds benefiting a local hockey equipment and scholarship fund for underprivileged but interested young players.

Dr. David "Slapshot" Smith, president of the HSC and captain of the HSC team, said his interest in hockey has been lifelong because he grew up in the northeastern part of the United States.

"I played hockey as a kid and also as a student at Cornell University," he said. "I also play in a business league here in town."

Smith's adversary is Dr. Bob "The Magnificent" Mamlok, chief-of-staff of Covenant Children's Hospital and a pediatric allergist in Lubbock.

"Last year, the HSC beat us with a score of 1-0," Mamlok said. "They hold the "Lord Panley" Cup right now, but we will work to bring the golden bedpan home to Covenant.

Mamlok, who also coaches the Lubbock Lightening hockey team, said he also grew up in the northeastern U.S. He said Friday's event will give those with a passion for hockey an opportunity to see hockey in a whole new light.

'We'll have a great time, and it is for a good cause," he said.

Smith echoed Mamlok's sentiment, and laughed about the event.

"It's a good time to see if there is any way we can all be embarrassed for a good cause," he said.

For more information, call 725-6348

Chancellor's Luncheon to benefit MFSA scholarship endowment

Association is hosting the 12th Annual Chancellor's Luncheon at noon today in the University Center Ballroom

Tickets are still available for the function and can be purchased at the door. Prices for the event are \$10 for the general public, faculty and staff and \$5 for students.

Patricia Herrera, president of the MFSA and project training specialist for the College of Education, said all proceeds will go toward the MFSA scholarship endowment.

'We have a \$47,000 endowment right now," she said. "We're trying to raise that to \$50,000 this year.'

Herrera said eight scholarships will be awarded at the luncheon today.

We gave eight \$200 one-time scholarships this year," she said. "For the future, we are trying to support ext. 321.

Outside the volatile energy and

The acceleration reflected a 0.6

The Multicultural Faculty Staff more students with yearly \$500 scholarships over a four-year period."

> The person or department that did the most to promote diversity at Texas Tech will be given an award at the luncheon.

"Every year, we try to pick the person or department that does the most," Herrera said. "We like to recognize those who have worked hard to promote diversity at Tech.

Herrera said Chancellor John Montford will be the main speaker.

"The MFSA got together and raised questions regarding minority issues, which we sent to Chancellor Montford," she said. "He will be addressing those issues in his speech.'

About 250 people are expected at the event. For more information, contact Patricia Herrera at 742-1997

Energy prices were the key problem and they are beginning to stabilize and move lower."

Mark Zandi CHIEF ECONOMIST, ECONOMY.COM

prices was blamed on the record cold weather in November and December that forced suppliers to scramble to meet demand.

Without the jump in energy

In other economic news Wednesday, the Commerce Department reported that the U.S. trade deficit hit an all-time high of \$369.7 billion last year even though the December

in inflation followed three straight monthly gains of 0.2 percent.

While energy surged last month, food costs moderated, increasing by just 0.2 percent after a sharp 0.5 percent rise in December. Vegetable prices were down 5.5 percent, the largest drop since May 1996, while fruit prices fell by 2.9 percent, the biggest decline since September 1997

food sectors, the core rate of inflation was up 0.3 percent in January, triple the 0.1 percent increase in December.

Read The University Daily

High electric, gas costs trigger inflation jump

with the students and organizations around campus. He said the implementation of such a code is something that would not happen overnight.

said Mark Zandi, chief economist at Economy.com. "Energy prices were the key problem and they are beginning to stabilize and move lower."

In January, energy prices overall rose by 3.9 percent, the biggest increase since September, led by a record 17.4 percent increase in natural gas prices as homeowners in many parts of the country faced monthly bills of more than \$300. Electricity costs were up 2.6 percent, the biggest one-month jump since 1980.

Natural gas prices hit \$10 per million British thermal units in late December and January, but have since dropped by about half, a decline that should be reflected in future homeowner bills. Electricity prices, closely tied to natural gas, the fuel at many power generating plants, also should retreat in coming months, analysts said. The big increase in natural gas

prices, overall inflation would have been up only 0.3 percent in January, in line with expectations.

Most economists said inflation should head lower in the coming months as the weak economy relieves pressure on wage demands and produce prices.

"We have already started to see a cooling off in wage demands, productivity growth looks solid and outside of energy there is very little price pressure," said David Wyss, chief economist at Standard & Poor's in New York.

Most analysts said they still expected the Federal Reserve would cut interest rates at their next meeting, on March 20, probably by a half percentage point. That would follow up two half-point rate cuts in January when Federal Reserve Chairman Alan Greenspan said economic growth had slowed to "close to zero."

deficit edged down by 0.4 percent to \$33 billion, the third consecutive monthly decline.

The trade deficit for all of 2000 was 39.5 percent higher than the previous record, \$265 billion in 1999. China overtook perennial front-runner Japan as the country with the largest trade gap with the United States. The deficits with both China, \$83.8 billion, and Japan, \$81.3 billion, were records.

The trade deficit has set an annual record for the past three years. The strong U.S. economy has been a magnet for imports while many of America's major export markets have struggled to recover from currency crises in 1997 and 1998. Some analysts are looking for the 2001 figure to show a slight improvement, reflecting the economic slowdown in the United States.

The 0.6 percent January increase

percent increase in health care costs, the biggest jump since May 1993, and 1.9 percent increase in tobacco costs, which have risen as tobacco companies pass on the costs of legal settlements.

The overall 0.6 percent increase in prices translates into an annual inflation rate of 7.8 percent, far above what most analysts are forecasting for 2001.

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from readers. Letters must be no longer than 300 words and must include the author's name, signature, phone number, social security number and a description of university affiliation. Letters selected for publication have the right to be edited. Anonymous letters mill not be accepted for publication. All letters are subject to verification. Opinions Opinions Opinions Dideas The University Daily

The University Daily

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Column

Search for absolute truth questions matters of faith

T'm sure most of you noticed the phrase, "I Agree With Jeremy" sometime in the last week. The idea itself is interesting enough, but it brings another issue to mind. It reminds me of this thing called truth, and truth is central to just about everything from religion to thought systems to education.

And no, I am not going to tell you what truth is. Do you believe in absolute truth? Sure, I do, you say. But many of you don't really, at least when it comes



to important issues. Postmodernism is the belief that nothing hangs together — that everything is in pieces. It says that truth and life are fragmented. Truths are different for every group and society. Your life really isn't going anywhere. Postmodernism says life just has a theme — it's just a series of projects and relationships. You

Brian Ulrich a theme — it's just a series of projects and relationships. You cannot be a postmodernist and believe in absolute truth. If you fall into this category, you can chunk this column and quit

wasting your time. Nothing from here on out is for you because I simply cannot understand your philosophy on life — it makes absolutely no sense.

The problem with postmodernism is that in reality, there is no such thing as "true for us." If a group said rape and murder were OK, would it be OK? Sure it would, in the eyes of the group, but not in reality. Do you think that this remains true for morals and spiritual issues? Not so sure, are you? After all, one religion tells a story about man saving himself; another belief tells about God saving man. One religion is based on a prophet, another on knowledge, still another on someone claiming to be the son of God.

The sheer volume of belief systems is intimidating. If a particular belief system holds that everyone else's system is equally as truthful, what is the point of a belief system anyway? And if everyone else's beliefs and morals are just as truthful as mine, there can't be any that are wrong.

leaning this way - we believe that nothing of any consequence is absolutely true. We believe that the only truth is that there is no truth! The logic of postmodernism is like a dog chasing its tail around in circles. The only rational conclusion we have left is that there is absolute truth. I think this is something that "I Agree With Jeremy" was trying to get across. But absolute truth has some implications for the Jeremy followers. They say that Jesus is the only way to God, which makes sense since they believe in the Bible and passages like John 14:6. If that is true, a lot of other things are not true by default; even other belief systems. If Jesus was right and the Bible is true, sincerely searching for the truth about God might just lead to your whole world being turned upside down (or perhaps right side up). However, if the absolute truth is different than what Jesus' followers claim, much of their lives are essentially a waste. They are using Jesus as a crutch for their own shortcomings; they are just using God to fill in the gaps

in their life that they couldn't handle themselves. If the absolute truth doesn't agree with Jeremy, then Jesus' followers are some of the most unproductive people on the planet — they waste countless hours building new churches, spreading Jesus' message to others, praying to a God who doesn't claim them (or doesn't exist) and intensely studying a book (the Bible) that has the literary value of David Letterman's "Top Ten List."

So whatever are we to do? Assuming you are a rational-thinking human being, the most logical course of action would be to personally investigate the claims of Jesus. Find some reliable sources and see if Jesus' claims are historical documents or just folklore. Or do the same for Islam and Mohammed.

If you really want to know the truth, stop at nothing. Yet most of us don't investigate and search for the truth about spiritual and personal issues as much as we should. Why don't we? Are we too dull to discover the answers? Or are we too scared of what

the answers may mean for us? Warning: if you search

for the absolute truth - which obviously does exist -

you may just find exactly what you are looking for.

economics major from Corinth and can be reached

Brian Ulrich is a sophomore international

at brianu18@yahoo.com.



Letters to the editor

Taking responsibility

To the editor: This letter is in response to "Two Sides" by Tyler Treharne (*UD*, 2/20). I do support the conclusion, and I do realize the importance of thinking before we drink.

However, I have a problem with stating the fraternity should not be held responsible for the actions of one member in this instance. If I were to hold a party, I would be responsible (legally) for all of my guests. If they consume alcohol and then drive away, I am responsible for them until they reach their next destination.

One would think after the A-J printed his mug shot in the paper, which he probably did not agree to, the guy has had enough.

But, as the article stated, I do feel sorry for the family of the 10year-old girl, but think about it, if it was you, or your son that was the one being arrested, you'd probably like to be left alone, also. Let's just all remember that drinking and driving should not be an option, especially if you're

Out of the Past from the files of The UD

From The University Daily Feb. 22, 2000

■ Student organizations help to get students involved in Census 2000. Lubbock officials say that Tech students are vital to the census.

■ Despite recent bicycle thefts, Tech was reported to have one of the lowest crime rates of Big 12 schools.

If I believe that everyone else's truth is equal to my truth, that means absolute truth doesn't really exist. Sounds ridiculous, doesn't it? Yet our culture is

Column

Politics smells like burnt toast

et's talk Texas politics. At this point, the Democratic Party's Great Brown Hope is Tony Sanchez Jr., of whom you may never have heard. No reason why you should have. He hasn't done much and doesn't stand for much. So why is Sanchez the allbut-anointed gubernatorial candidate for 2002? To be blunt about it, because his last name ends with "z" and because he has money. Texas Democrats do not have real high standards at this point. Sanchez is a South Texas oil and banking magnate who has

never run

thing. He

has been a

Democratic

donor, but

he is also a

big-time

George W.

Bush

for any-

major



Molly backer. He gave enough to Bush to get

appointed to the UT System Board of Regents, and that means major money. Sanchez appears to be intelligent and can actually make a decent speech, which puts him several leagues ahead of Gov. Rick Perry, who has good hair.

The problem here, if you will bear with my metaphor, is that the Republicans in Texas have built a party that is like one of those big restaurant toasters that hold eight slices at time. They just pop candidates into their machine doesn't matter who the candidates are — and bingo, they get flipped out into public office. The Democrats, on the other hand, have a system where every candidate has to build his own toaster and it only holds one slice. Next election, everybody has to build his own new toaster.

Texas D's are not so stupid that they haven't noticed this is not working. But they don't know what to do about it. The long-term answer has always been demographics time is on our side. Texas becomes majority-minority in 2008, and those are our voters. The R's under Karl Rove were shrewd enough to have gone to work on the Hispanic vote, with not much effect so far. The D's would have to work pretty hard to throw away that vote, although they are, of course, capable of it.

The D's are simply ecstatic over the prospect of Sanchez on the ticket, apparently undeterred by the fact that he appears to be at least as much of a Republican as he is a Democrat. At least he made his own money — about \$600 million. He's already scared the R's enough so that Gov. Goodhair has started clucking about South Texas.

To everyone's astonishment, during his State of the State address the governor burst into a declaration of his great passion to save and improve South Texas.

The reason that this came as a

surprise is because the only known thing that Perry has ever done about South Texas was to reverse every policy initiated by Jim Hightower to help farm workers after Perry took over as agriculture commissioner.

Every D political operative I know is excited about the Sanchez candidacy. But may I suggest that, longterm, running D's who are indistinguishable from R's is not in our best interests? Texas D's are so cowed at this point that Sanchez looks like a savior.

But I'll tell you something about Texas voters: Offered a choice of an ersatz Republican and the genuine article, they'll take the real Republican every time.

Because of the unfortunate consequences of the 36-Day War, what actually happened in this country on Election Day has been largely ignored. The D's won the ground war, and consequently the election, despite the unfortunate ruling by the Supreme Court.

Thanks largely to efforts of organized labor backed by NAACP get-out-the-vote efforts, there was a truly amazing turnout - and some terrifically exciting skirmishing in several key states.

D's can win elections in Texas if enough people vote. But we have to work harder to get to our people, and television is not the answer. If Texas D's are too gutless to stand for anything, why should anyone vote for them?

Molly Ivins is a columnist for the Fort Worth Star-Telegram. Socially, I am responsible to not let them even drive. As the host of that party, the Phi Delts were legally and socially responsible for the actions of their members, including Gilpin's.

I would also like to call into question the effectiveness of the security. I am interested in what was the exact role of the security at the party. Were they to prevent minors from drinking, or was there another purpose? And who was the last person who let him walk away from that building? And if there were designated drivers, where were they when he was leaving?

I also read in the Avalanche Journal's (2/18) editorial, that the national charter states that minors are not to consume alcohol at fraternity functions. If this is true, then this further calls into question of how Travis reportedly was able to consume as much alcohol as he did. I feel this is very tragic, but I don't believe that the fraternity should be off the hook. I believe they are very responsible, if not legally, then at the very least, socially.

Rick Adler senior finance

To the editor: In regards to the column, "There are two sides to every story," (UD, 2/20) I agree with the idea that there should not be a choice of driving after drinking. But, on the other hand, the guy needs his privacy.

I would like to bet that many other students at Texas Tech have been arrested for drinking and driving, myself included. Yes, this case is a little more serious, but printing articles about him every day, as well as investigating the crime on the news, is a little bit much. underage.

It's always a wise decision to use the free ride home that Tech supplies us with. Also, lets try to give this guy some time off from the media condemning him. *Marcy Moffett*

> junior early childhood development

Leave state out of it

To the editor: I'd like to say a few things about this whole "gay marriage" thing.

First of all, I am a very tolerant person because I understand that people have to decide for themselves to follow the Truth, and most of what a person does is between that person and God, so I let God deal with them.

If a person chooses to be gay (yes, it is a choice; it has nothing to do with genetics seeing as how studies that alluded that homosexuality is hereditary are now being shown to be biased and unscientific).

I don't condemn them, judge them or even mention it if they don't. And if they want to "marry" another homosexual, they can go right ahead, but there is no reason why the state needs to recognize or perpetuate something that is unnatural and unhealthy.

It would be like the state supporting smoking - if people want to cough up black mucus, that's their prerogative once their 18, but there's no reason why the state should support people killing themselves.

K.C. Gilchrest freshman theatre

Letters to the editor can be e-mailed to UD@ttu.edu

From The University Daily Feb. 22, 1991

 As the Persian Gulf War escalates, concern for the 85 Texas Tech students fighting in the war continues.
Mobil Corp. established a \$2million scholarship fund for servicemen and women involved in the Persian Gulf War.

From The University Daily Feb. 23, 1981

■ Plans for building a six-lane interstate highway through Lubbock were presented. The Texas Department of Highway and Public Transportation will begin acquiring property next year to make room for Interstate 27.

A two-day referendum on whether to raise the University Center fee from \$10 to \$15 per semester will be held in conjunction with the March 5-6 Student Government Association elections.

From The University Daily Feb. 22, 1971

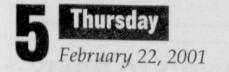
At the Tech-Texas A&M basketball game, campus police escorted a student from the game and issued a citation for throwing cups and ice during the game.

From The Toreador Feb. 21, 1951

■ The Rodeo Association will sponsor a college dance. Tickets are \$1.20, and all proceeds from the dance will go to buying a buck horse for the Tech Rodeo team.

From *The Toreador* Feb. 26, 1931

College Fun Night continues to draw the largest audiences seen in the Matador arena. More than 2,000 people from Lubbock and Tech attended the ceremony for the awarding of varsity football sweaters. *compiled by Christi Davidson*



TechLife! Editor: Amanda Mason Phone: (806)742-2936 Fax: (806)742-2434



Stepping out



Quentin (Austin Sanford) and Holga (Kim Brownlee) enjoy a lighthearted moment in the University Theatre's performance of Authur Miller's award-winning play "After the Fall." The play runs in the Maegdan Theatre from Friday to Sunday.

Napster offers record labels \$1 billion deal

SAN FRANCISCO (AP) - Napster Inc. offered \$1 billion to major and independent record labels Tuesday in hopes of getting them to drop a copyright infringement lawsuit that threatens to shut down the free Internet song-swapping service.

Under the proposal, \$150 million would be paid annually for the first five years to Sony, Warner, BMG, EMI

said it was urgent to reach a deal.

"We all ought to sit down and settle this case as fast as we can," he said. The offer was announced a week after a federal appeals court said the music industry almost certainly will win its lawsuit against the pioneering digital entertainment company.

A three-judge panel of the 9th U.S. Circuit Court of Appeals or-

Steely Dan wins Album of the Year Grammy

LOS ANGELES (AP) — Veteran rockers U2 and Steely Dan and country singer Faith Hill stole some of the Grammy spotlight Wednesday from Eminem, whose angry lyrics entangled the ceremonies in controversy.

Steely Dan, who won their first three Grammys, earned album of the year honors over Eminem's The Marshall Mathers LP. Eminem won three rap music awards.

U2 won three awards, including the prestigious song and record of the year for "Beautiful Day.'

"It's a very unique emotion I'm feeling right now. I think it's called humility," said U2's Bono, who said fellow nominee Macy Gray and others should share the band's award. "I'm completely not used to it."

D'Angelo and Destiny's Child won two each.

Eminem's performance of his song, "Stan," with Elton John tested the CBS censors. At least three expletives slipped by and were heard on the air.

Eminem — the target of 100 protesters outside the awards show was honored for best solo rap performance, best rap album and best rap performance by a duo or group for his collaboration with his mentor and producer, Dr. Dre.

Steely Dan, who will be inducted into the Rock and Roll Hall

ALCOHOL

from page 1

to have to go through that." Jim Goslee, a graduate zoology student from Las Vegas, said though he used to drive drunk, he does not anymore.

"I used to do it," he said. "But that was a long time ago. I only drink socially now and don't drink to get drunk.

While many students choose not to drive after they have been drinking, some say they still do at times.

John, a Tech student who wished to remain anonymous, said he has driven after drinking in the past.

their first disc in 19 years and won best pop vocal performance by a group for "Cousin Dupree."

"We've been around a long time," said Steely Dan's Donald Fagen. "It's nice to get one of these.'

won best R&B song and best R&B per-

Hill's "Breathe" won best country

vocal performance and her duet with

her husband, Tim McGraw, won best

country collaboration with vocals. She

Hill said. "I would like to thank my

mom and dad for allowing me to go

to my first concert when I was 8 years

the year for The Marshall Mathers LP

had drawn the most attention before

the show. The album, which has sold

nearly 8 million copies, denigrates

homosexuals, describes the murder of

"It has happened a few times," he

said. "Of course I was concerned when

I did it, but if you go someplace by

vourself and you have your car, it

doesn't seem like you have much of a

the consequences of drunken driving,

but decided he could as long as he was

laws and avoid getting pulled over,"

officer for the Texas Tech Police De-

partment, said the Texas Tech Police

Department gave out 22 driving while

intoxicated citations and 11 driving

He said he was concerned about

"I make sure that I obey all the

Chad Demaray, a crime prevention

Eminem's nomination for album of

"Wow! ... Oh, I cannot believe this,"

also won best country album.

D'Angelo's

Voodoo won

best R&B al-

bum and his

song, "Untitled

(How Does It

Feel)" won best

male R&B vocal

performance.

Destiny's Child

"Say My Name"

formance by a group.

old to Elvis Presley.

choice sometimes."

careful.

he said.

This is the ultimate test of Grammy hipness." Tom O'Neil AUTHOR ---- "THE GRAMMYS"

of Fame, also won best pop album for his wife and has a rape fantasy involving Eminem's mother.

Elton John came under intense criticism from gay activists for agreeing to perform with the 28-year-old Detroit rapper during the Grammy show.

The contro-

versy, and diverse group of nominees. promised to drive up viewership for the annual awards show. Madonna lost out on the best female pop vocal Grammy; the award went to

Gray for "I Try." In fact, the new mother and wife was shut out of the three categories she was nominated in, along with boy band 'N Sync, who had last year's best-selling album with No String's Attached.

There are 100 Grammy categories this year. Unlike last year, when Santana walked away with a recordtying eight awards, no artist or group was positioned for such a sweep.

Dr. Dre, and the R&B trio Destiny's Child led all nominations with five each. Dr. Dre picked up the honor for best producer in the pre-telecast ceremony.

Two of the fired members of Destiny's Child could have appeared

under the influence by minors on campus last year.

Demaray said the TTPD always prosecutes in cases of drunken driving.

Drunk Driving Web site, there were 3,518 traffic fatalities in the state of Texas in 1999, and 1,734 were alcoholrelated incidences.

average of eight young people die in alcohol-related crashes every day.

According to the Mothers Against

The MADD site also reported an

on stage with the now-trio when they picked up their two Grammys, but did not. Lead singer Beyonce Knowles briefly alluded to the group's lineup drama when she thanked replacement Michelle Williams "for blessing Destiny's Child." Jennifer Lopez, who provided the

Grammys most memorable moment last year with her navel-plunging Versace dress, was not present, but the spirit of her dress was there with Toni Braxton's eye-popping silver Richard Tyler frock. Program host Jon Stewart joked that Braxton was wearing his lost scarf

Over the past several years, the Grammys - criticized for ignoring artists in their time - have tried to bring the nominations in tune with critical tastes. Eminem's album won mostly raves from critics.

"The bottom line is that this is the ultimate test of Grammy hipness," said Tom O'Neil, author of the book The Grammys.

The academy and many musicians who defended Eminem 's nominations cited his right to free expression.

The strongest campaign against him was organized by the Gay and Lesbian Alliance Against Defamation, which protested against him outside the Staples Center, site of the Grammy awards. Other protesters included members of the National Organization for Women.

Caroline Farquhar, an administrative assistant for MADD in Lubbock, said they suggest many options for people who have been drinking.

She said these options include calling a taxi or using a designated driver.

Students who have been drinking also have the option of calling 765-RIDE. The taxi service is free for Tech students and will take them to their homes from the bar if they are too inebriated to drive.

SOFFE

practice shorts

SOFT

298 men's



and Universal, with an additional \$50 million allotted annually for independent labels.

Across from Jones Stadium

Hiring Smiles All the Time

Napster chief executive Hank Barry striction.

dered Napster to stop millions of users from swapping copyrighted music without charge and without re-

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Happy hour...so nice

we do it twice"

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8 :00	Barney Teletubbies		Early Show	Sabrina Pepper Ann	America	Magic Bus Paid Program
9:00	Caillou Sesame	Today Show	Sally Jessy Raphael	Nanny Caroline	Live W/Regis	Greg Mathis
10 :00	Street Mr. Rogers	Martha Stewart	Price is Right	Grace/Fire Liv'g Single	View	Divorce Ct. Divorce Ct.
11 :00	Dragon Tales	Montel Williams	Young & the Restless	Ricki Lake	Mad/You : Port Charles	Joe Brown Joe Brown
12 :00	Old House M. Katzen	News Days of Our	News Beautiful	Jerry Springer	All My Children	P/Attorney Mills Lane
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4 :00	Zoom R. Rainbow	Oprah Winfrey	For Women News	7th Heaven	Tell/Truth Family Feud	Action Man Digimon
5 :00	Betw./Lions Nightly Bus.	News NBC News	MASH CBS News	People's Court	News ABC News	Sabrina Simpsons
6 :00	Newshour	News Extra	Jeopardy News	Judge Judy - Judge Judy	News W/Fortune	Spin City Frasier
7 :00	Michael Palin's	Friends *PG	Survivor	WWF Smackdown	Whose Line Whose Line	FOX Movie: "Nutty
8 :00	Mystery!	Will/Grace Shoot Me *PG	C.S.I.		Millionaire	Professor"
9:00	Territory Short List	E.R.*PG	48 Hours	Voyager	Primetime Thursday	News
10 :00	Nightly Bus.	News Tonight Show	News David	Arrest/Tria! Cops	News Nightline	Spin City Frasier
11 :00		" Conan	Letterman Craig	Blind Date Change/Heart	Incorrect Paid Program	Cheers Coach
12:00		O'Brien	Kilborn Seinfeld	E.T. Paid Program	Access Paid Program	News

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Freshmen ready for Big 12 meet

Tech track looks to qualify for NCAAs at Conference Championships

Robby Carey

TECH POLE VAULTER

By Phil Riddle Staff Writer

You would think with the biggest indoor track meet of the season was just hours away, the freshmen team members would be apprehensive.

Some may be, but freshmen pole vaulters Ken Wilson and Robby Carey are not.

"It's just another meet right now," Carey said. "We're not right where we want to be, so the pressure is kind of reduced. For us, it's just repetition. Of course, it means a little more.

The vaulters will join the rest of the Texas Tech track team at the Big 12 Conference Championships on Friday and Saturday in Lincoln, Neb.

"I'm not nervous right now," Carey said. "But I'm sure that right before the meet I won't be able to move. I'll be sitting there wondering what to do.'

Wilson, from Lewisville, took meet is crucial. ninth in his first indoor collegiate meet, the Oklahoma Track Classic in January.

mind for the conference gathering.

look for about 16-feet 6-inches," Wilson said.

11 "If we have a really hot day and It's just another can get on some big sticks, (I will) meet right now." aim for 17 feet. It's my freshman year, but I know that if I go in there and have a

really great day, I could probably get a point or two for the team."

Wilson and Carey said they agree pacing themselves during workouts leading up to the Big 12

"We're trying to save our legs," Wilson said. "Not do as much heavy lifting and not drain ourselves early. Last week we worked really hard during the week, and it caught up to us on Friday.'

Carey, a product of Woodsboro High School,

echoed his teammate's sentiments. "Like he said, we're just saving our legs," Carey

"We've said. rested some this week. We'll vault about eight times

in practice today." Carey's personal best is 16 feet.

Raiders Michael Beasley, Gezachw Yossef, Reggie Hill and the women's 4x400-meter relay team already have

qualified for the NCAA National Championships.

Beasley, a sophomore high jumper from Abilene Wylie High School, posted a 7-2 1/4 leap to earn a spot at nationals. Yossef, a senior distance runner from Ashdod, Israel, claimed a spot at the national meet with his 4:03.58 clocking in the 800meter run.

Hill, a senior sprinter who transferred from Abilene Christian, qualified with a 6.85 time in the 60-meter dash.

The women's relay team of Ngozi Iwu, Melonie Barrow, Rachelle Evans, and D'Andria Brigham, raced to a 3:40.11 time to claim a berth in the national meet.

Tech's harriers will travel to the NCAA Last Chance Meet in Ames, Iowa, March 2-3. The national meet is scheduled for March 9-10 in Fayetteville, Ark.

Rodriguez wants to repay Rangers owner with titles

- Alex Rodriguez isn't sure anyone is worth \$252 million.

Baseball's highest-paid player reported to spring training Wednesday, saying he felt overcompensated even before the Texas Rangers gave him the richest deal in sports history. He hopes to repay owner Tom Hicks by winning championships.

"I've always said the happiest I've ever been is when the Mariners signed me and gave me my first million dollars. At 17 years old, I thought that was pretty scary," Rodriguez said after joining his new teammates for a latemorning workout at Charlotte County Stadium.

"I'm almost embarrassed and ashamed of this contract, because my personality is to go out and play baseball. I've always been the underdog who's gone out

NASCAR, spring will miss

PORT CHARLOTTE, Fla. (AP) and played well and tried to show everybody that I'm worth being the No. 1 pick or a 40-40 guy. Now, there's this 252 tag over my head. What I enjoy is the responsibility that goes along with it, both on and off the field."

A local county fair was in full swing across the street from the Rangers' complex, however there was no bigger attraction than Rodriguez, whose arrival brought more than 100 reporters and photographers to this small community on Florida's southwest coast.

Rodriguez took batting practice and fielded grounders before answering questions for about 25 minutes at an afternoon news conference.

He said he felt a lot like a rookie driving to work after spending the past six spring trainings with the Mariners.

theuniversitydaily⁷⁵ **READER'S CHOICE AWARDS**

The Readers Choice Awards are a fun spring promotion sponsored by The University Daily. Tell us your opinion of what you think are the best things about Lubbock by filling out the ballot. The most popular answers will be tabulated and published in a special section on Friday, April 27.

The rules are easy...Follow them and your vote will count!

Entries must be clearly printed or typed. To be counted, ballots must include name, address, phone & student ID number (SSN) of the person submitting the ballot

Entries become property of The UD which reserves the right to publish ballot answers & comments.

Final decisions on ballots, categories & winning entries will be made by The UD.

Ballots must be filled out completely.

BEST FOOD & RESTAURANT CATEGORY BEST SIGHTS & SOUNDS CATE

1. Chicken Fried Steak	1. Place to buy CD's & cassettes		
Cricken Fries	2. Local TV News Team		
3. Steak	3. Local TV Sportscaster		
4. Barbecue	4. Local TV Weathercaster	and the second se	
5. Hamburger	5. TV Show		winte
6. Pizza	6. TV commercial		Ins
7. Buffet	Cocal Radio Personality S. Local Radio Morning Show		sunni
9. Italian Food	8. Local Radio Morning Show 9. TV Station		this D time,
10. Oriental Food	10. Radio Station		of spo
11. Margarita	11. Movie		chara
12. Cold Beer	12. Movie Theater		It's
13. Happy Hour	13. Video Rental Store		passion took h
14. Fast Food.	14. Local Band		Sunda
15. All-Night Restaurant	15. Local C&W Band		his las
16. All-You-Can Eat deal	16. Soap Opera		gripe
17. Favorite Restaurant 18. Friendliest Service			helpin pack.
19. Supermarket			на раск.
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2. Women's Shoes Store	3. Place to work		- Au
3. Men's Shoes Store	4. Night Club		
4. Department Store	5. Bar		CHAR death
5. Jewelry Store	6. Business at the Strip		worrie
6. Western Wear Store	7. Cleaners		fan su
7. Discount Store 8. Consumer Electronic Store			day day d
Convenience Store	9. Car Repair 10. Haircut		Speed
10. Bookstore	11. Tanning Salon		Motor Sha
11. Clothing Bargains	12. Apartment Complex		which
12. Tire Store	13. Place to buy flowers		Speed
13. Women's Traditional Clothing Store	14. Church		auto-
14. Women's Casual Clothing Store	15. Bank		\$41.31
15. Men's Traditional Clothing Store	16. Pharmacy		-
16. Men's Casual Clothing Store	17. Romantic Dinner		
Shopping Center/Mall Internet Provider	18. Health Club		
18. Internet Provider 19. Best place to buy jeans	19. Hangout 20. Coffee Shop		
20. Best Tattoo Shop	EV. United Shop		
21. Best Travel Agencey			
	FTEXAS TECH CATEGORY		
1. Residence Hall	7. Class		
2. Tech Tradition	8. Major		
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places in the world, especially this time of year when almost everyone else is tired of the cold, tired of the foul weather and

T t's one of the most beautiful

tired of shoveling sidewalks and driveways. It's Daytona Beach, Fla. It's annual NASCAR race marks the Phil countdown to

spring for the Idle rest of the

of a countdown to es, race fans will use a 500 as a marker in nting the death of one ost recognizable

to imagine his life's ng the very thing that ut Dale Earnhardt died ompetitor to the end, o transmission was a his teammates not get to the front of the

nen the rear of his car

from a competitor or a driver getting too close and taking the air from under him. The wiggle ran him into a group of cars following and slammed him, head-on, into a

The Intimidator's presence

concrete retaining wall. Doctors have said in interviews since the crash that he probably died instantly.

It's true that NASCAR racing, while growing in popularity, is not one of the Lone Star State's sports passions. It doesn't rank with football, baseball, basketball or probably even chili cook-offs.

But, even with that in mind, everyone knew who Earnhardt was. He was the Man in Black. He was The Intimidator. He was usually at the front of the pack in his No. 3 Monte Carlo when the race was finished.

Even in an area not known as a hotbed for motor sports enthusiasts, Earnhardt's wrap-around sunglasses, trademark moustache and racing cap were recognized.

In areas of North Carolina, where small town roads are littered with shops hiding dirt-track cars and drivers hoping to make it to the big time, Earnhardt was revered. Flags were flying at halfstaff all over the state. His passing was marked.

You didn't have to like him,

there were plenty of race fans who'd seen their favorite drivers pushed aside by The Intimidator, but you did have to admire the results.

Earnhardt, a second-generation NASCAR driver, was 49 when he died. He wasn't old in the traditional sense of the word, but long in the tooth as a race car driver.

Not only was he a veteran of the oval track wars, he was still good. He was a seven-time Winston Cup winner, which in itself is a feat worthy of much mention, but last year, at the age of 48, he was second in the final points standings

Proof of Earnhardt's throwback status was the fact that he didn't wear a full-face helmet or a head and neck safety device (HANS), designed to prevent the type of injuries that claimed his life.

He was hard core. He was hard to pass. He was hard to dislike. And fans of the sport, whether fans of his or not, will miss him.

And the February weekend at Daytona Beach, which the rest of the country uses to measure the time before spring arrives, will not be the same

Phil Riddle is a sophomore journalism major from Lubbock.

y nation.

acing at speeds near her from a slight tap

He said he has definite goals in "I'm going to just go out there and

stock prices dip after Earnhardt's death

E, N.C. (AP) — With the ale Earnhardt, analysts ut the impact of sinking kept close tabs Wednesares of International Corp. and Speedway s Inc.

International Speedway, Daytona International and several other U.S. tracks, fell 31 cents to e Nasdaq Stock Market.

On Tuesday, the first trading day following Earnhardt's death and the Presidents' Day holiday, International Speedway shares fell as much as 7.2 percent before closing down 2 percent.

Shares of Speedway Motorsports, which owns Lowe's Motor Speedway near Charlotte and several other tracks, fell \$1.29, or 5 percent, on Wednesday to \$22.75 on the New York Stock Exchange. The decline

came on top of a 5 percent drop Tuesday.

Earnhardt, 49, was killed Sunday when his Chevrolet hit the wall in the final lap of the Daytona 500. The autopsy confirmed he died instantly.

The market doesn't like uncertainty," analyst Breck Wheeler, who follows both stocks for Legg Mason in Nashville, Tenn., said Wednesday. "His death leaves a void in the sport that we're not clear who will fill."



THE ROAD OFTEN **I**RAVELED Softball squad no strangers to playing away from Hub City

By Matt Muench Staff Writer

f you ask most collegiate athletes what they think about playing on the road, they would answer with a look of disgust.

However, Texas Tech pitcher Amanda Renfro said it is not a major problem.

"We are used to it," Renfro said.

The Red Raider softball team (5-4) may be the most traveled team at Tech, traveling about 3,000 miles per season.

"It is just something we have to deal with," Renfro said. "Sure, it is always nicer to play at home, but we play in nice facilities, and it is pretty fun.

Out of the squad's 45 regular season contests, 33 of them will be played on another team's soil.

However, the squad does not have to compete in small towns or play on rugged diamonds. Tech teams from the past have traveled to

Hawaii, and this year's squad competed in Arizona two weeks ago and will battle in Florida later this season.

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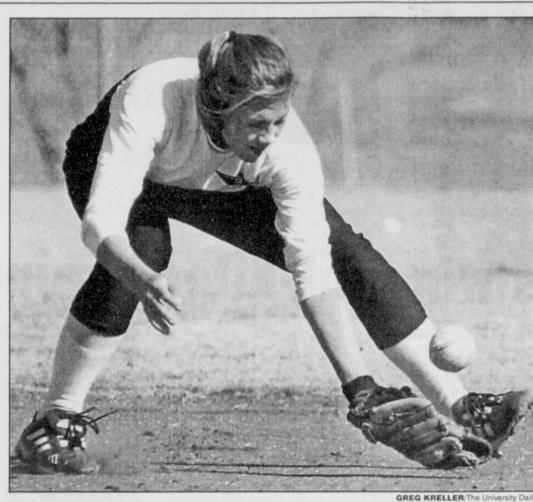
Red Raider first baseman Carmen Grindell said road trips bring out new experiences.

"It is nice because we get to see new places," Grindell said. "We get to see places with green trees.'

Tech began the season with two wins at home, but has since spent time in airplanes and buses traveling to tournaments in Phoenix and Norman, Okla.

The squad plays away from Lubbock for the next four weeks.

Tech will make another journey this weekend when it competes in the Lady Razorback Invita-



Second baseman Rachelle Biber fields a ground ball during practice Wednesday at the at the rec intramural fields. Biber and the softball team have traveled across the country during their season while they wait for the new softball complex to be completed.

tional in Favetteville, Ark.

Tech will clash with three squads beginning with No. 14 Notre Dame on Friday, followed by battles with Maine on Saturday and Arkansas on Sunday.

Tech coach Bobby Reeves said it has been common for Raider

softball squads to play most of their games on the road because Tech has never had a home field of its own.

"We have had softball at Tech for five years now, and we never had a home facility," Reeves said. "So I don't think it bothers them to travel so much. And I think they have handled it pretty well."

Renfro said the toughest part of traveling every weekend is keeping up with schoolwork.

She said it is tough to balance school and athletics because of missed class time.

However, some teachers help make it easier on the student-athletes.

"Teachers don't like that we are gone almost every Friday," Renfro said. "But most teachers understand, and it is pretty good to have teachers like that."

The squad's philosophy of playing on the road may change because the Raiders are scheduled to open their new state-of-the-art complex in March.

The diamond is located behind the UMC and is close to completion.

Grindell said the new stadium will help promote the sport of softball because it is a fan-friendly facility to watch a sporting event.

"I think we will have more fans because of the new stadium," Grindell said. "The team will be real excited because we can have a

place we call home. Reeves said he hopes the new playing field will help the Raiders' fan base.

"The interest in softball in this area is growing everyday," Reeves said. "I hope the stadium will help the interest increase even more."

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Ski Cooper	41"	0"	PP
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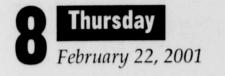
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Sports Editor: Jeff Keller Phone: (806)742-2939 Fax: (806)742-2434



Inside

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Lady Raiders defeat Buffs

Texas Tech overcame a 12-point second half deficit to knock off No. 16 Colorado, 68-61, on Wednesday in Boulder, Colo.

The No. 15 Lady Raiders led 56-55 with 1:30 remaining in the contest when freshman Natalie Ritchie nailed a 3pointer to help seal the Tech win and help the Lady Raiders achieve their third consecutive win on the road.

It was Ritchie who hit the big shot, but sophomore Plenette Pierson put them in position late in the contest.

Pierson scored 25 points and grabbed 13 rebounds in the contest and was a key link to Tech's second half comeback.

The Lady Raiders trailed 42-30 with more than 12 minutes to play, and it seemed as if Tech was on its way to a second consecutive loss.

However, the Lady Raiders (20-5 overall, 11-3 Big 12 Conference) battled back as they went on a 20-4 surge during the next seven minutes.

During that stretch, the Lady Buffs (19-6 overall, 10-4 Big 12) hit just one field goal. Freshman Jia Perkins also played a role in Tech's v.in by scoring 13 of her 17

points in the second stanza. Perkins hit just 3-of-10 from the floor, but the bulk of her points came from the

charity stripe. Perkins hit 11-of-13 from the freethrow line, including six in the last five minutes

The win keeps Tech in a second place tie with Iowa State while the Lady Buffs fall to third place in the conference with two conference games left.

Sports Editor Texas Tech center Andy Ellis poured in 14 points against the

Team effort key

first in more than

By Jeff Keller

for Tech's third

Big 12 victory,

a month.

Nebraska Cornhuskers on Wednesday night at the United Spirit Arena, but none were more important than his last two.

Ellis muscled a 2-point shot in from the paint with four seconds remaining in the contest to give the Red Raiders a 65-64 victory over the visiting 'Huskers.

The win ended a seven-game slide for Tech and improved the Red Raiders' record to 9-14 overall and 3-9 in the Big 12 Conference.

The Red Raiders led 63-60 with 1:07 left in the contest, but Nebraska guard Cookie Belcher reeled off four straight points from the charity stripe, the last two coming off an intentional foul call on Tech guard Jamal Brown with 55 seconds left in the game

The Red Raiders trailed 64-63 after the final Belcher free throw and set up for the final shot of the game.

Brown held the ball and

dribbled into the lane with 11 seconds left but missed the shot. The rebound went off of Brown

and Nebraska gained possession of the ball.

On the ensuing inbounds play, the Cornhuskers were unable to get the ball thrown into play and were charged with a five-second violation, giving possession of the ball back to Tech.

Brown inbounded the ball and after two Red Raider passes, Ellis got the ball inside and drained the shot for the win.

Ellis' 14-point performance led the Raiders offensively, and he said the last minute of the ball game was trying on his nerves.

"It was a roller coaster of emotions out there," Ellis said. "I think we kind of thought we had the game under control a little bit and then they went ahead on the intentional foul. I think we could have dropped our heads right then but I thought we stayed with it pretty well. We came back and made a good defensive play. Then they got the ball to me and that is how coach (James Dickey) drew it up, and I just had to go finish.

Tech opened the contest on a 15-4 run, but the Cornhuskers fought back and overtook the Raiders at 25-23 with 6:52 remaining before halftime.

Nebraska extended its lead to 31-25 with 4:27 left in the first half but the Red Raiders closed out the frame on a 13-5 run which was

polished off by a last-second shot by guard Andre Emmett to help Tech reclaim a 38-36 lead at the half

Raiders win nail-biter against 'Huskers

Emmett finished the game with 10 points and a block and a steal. He said after going more than a month without a victory, the win over Nebraska was special for the **Red Raiders.**

'This feels real good," Emmett said. "We put in some more offensive plays and some more defensive plays to try and change up the style and add something to our game so we could get the victory."

Tech guard Mikey Marshall finished the game with seven points, eight rebounds, four assists, one block and one steal.

Marshall played a role in getting the crowd into the game in the second half as he was the recipient of two alley-oop dunks in the contest.

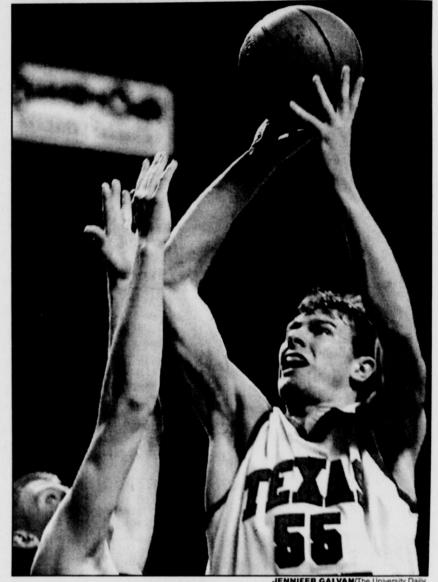
Marshall said he entered the game wanting to make a statement.

"I haven't been playing very well the last couple of games," he said. "I just set it in my mind to come into this game and try and do the best that I could.

Brown finished the contest with seven points and six assists in 39 minutes of action.

Brown said the win was the result of a total team effort.

We needed to get the monkey off of our back," Brown said. "That is what it boiled down to, and I think tonight we did that. As a team, collectively, we played for 40 minutes, and we played unselfishly. We did the little things and we just played hard. That is what you have to do in the Big 12."



Tech center Andy Ellis puts up a shot over a Nebraska defender in the Red Raiders' win against Nebraska. Ellis hit the game-winning shot with 4 seconds left. Tech improves to 3-9 in Big 12 Conference play and 9-14 overall.

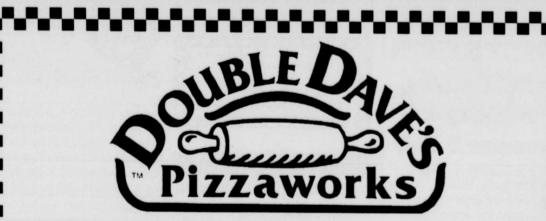
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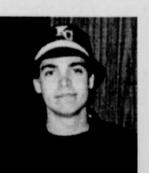




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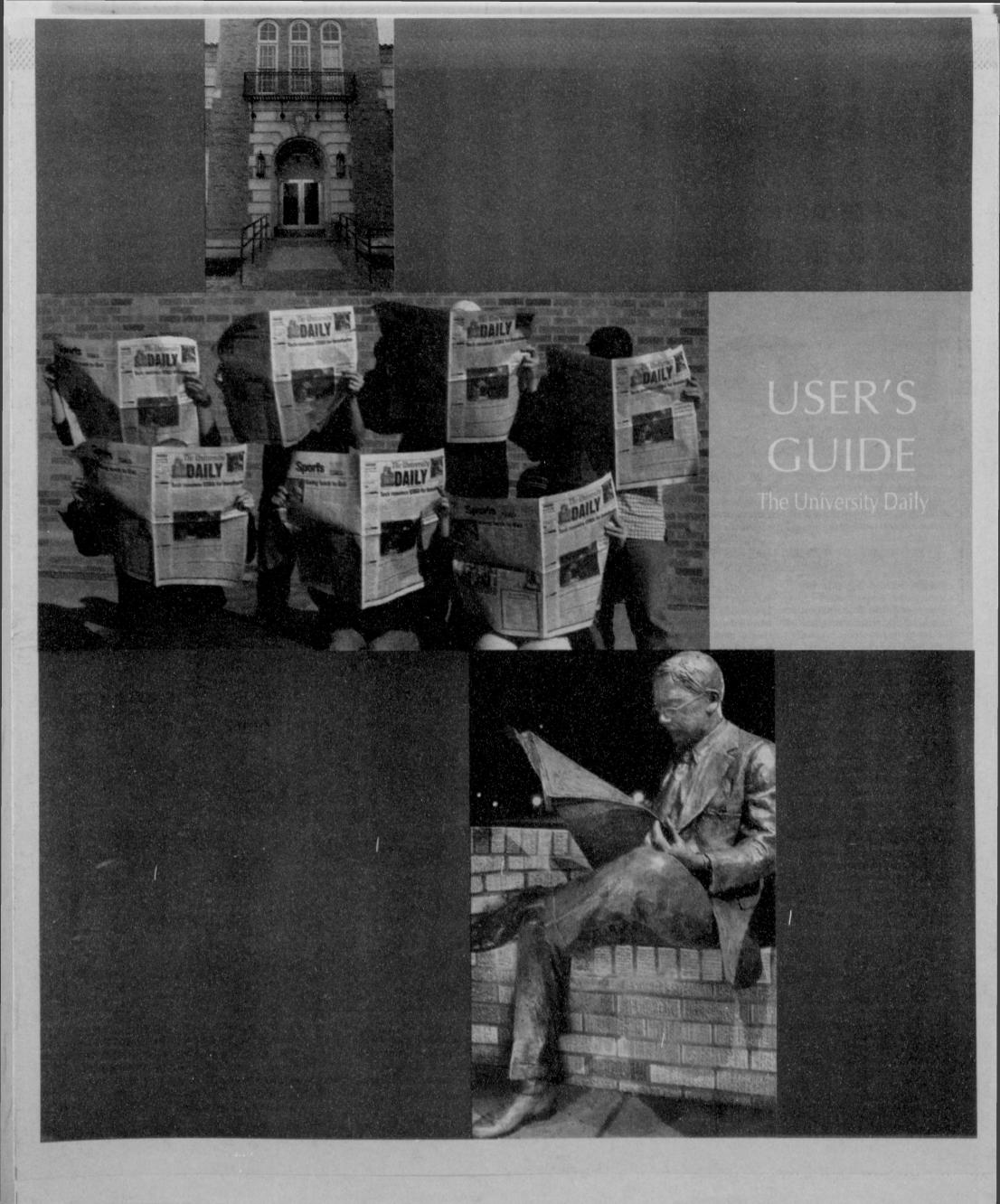
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UD remains product by students, for students

Mara McCoy, UD reporter and a sophomore journalism major from Clint, interviews Texas Tech President David Schmidly after his inauguration ceremony at the United Spirit Arena. Reporting for The UD allows students to meet administrators and figures heads on campus and often forge friendships and professional relationships with many.

hile many students arrive on campus in the morning to attend class, a select few make their way to the Journalism building to begin working on The University Daily's next edition.

Staff members begin arriving at about 9 a.m. to begin working on stories, ads and pictures for the next day's edition.

Students spend the day rotating through classes and work in order to complete stories, return phone calls, take pictures and finish ads.

Pam Smith, student affairs reporter and a senior journalism from Lubbock, said her first hour of the day in the newsroom is usually spent returning phone calls and trying to contact sources

Smith said a big part of her job is to keep in touch with the people who are on her beat in order to obtain story ideas.

The big thing that you really have to do is keep in touch with the people associated with the stories you are covering," she said. "I have to go to (Student) Senate meetings and gather stories and ideas."

Smith also said the most stressful part of the day comes during the late afternoon when deadline approaches and it is time for her to go to her other job.

While reporters end their day around 4 p.m., editors are just starting. Section editors come in and spend the evenings editing and laying out stories to be pasted up and sent to the press. Late nights can turn into early mornings for editors depending on what is done and how smoothly everything runs.

Kelsey Walter, managing editor and a senior journalism major from Henderson, said he is in the Journalism building until 11 p.m. on an average day, but with extenuating circumstances, it could be as late as midnight.

There is really no set time that we leave by," Walter said. "It all just really depends on the flow of the news and if there are any late-night stories we are waiting on, like games or plays or something."

Another essential aspect of UD production is funding by the student advertising staff. The staff consists of 12 outside sales representatives who call local and national businesses, one campus representative who deals with businesses and organizations on campus, one who deals with classifieds and a graphics editor.

Advertising Manager Susan Peterson said students come in and out all day working on gathering and laying out ads.

"Ideally, students have class in the morning and come to work all afternoon," Peterson said. "They work about 20 hours a week, and they all have account lists that they work off of. They are paid commission only though, so they

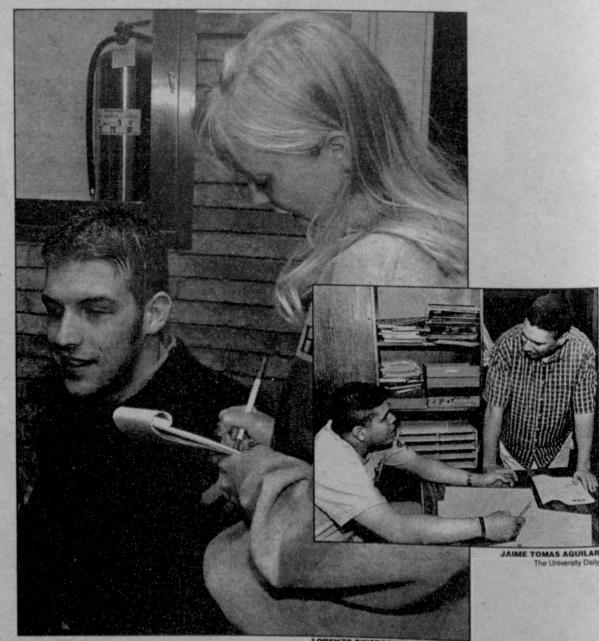
get back what they put into it." The other essential component of The UD is the photography. Photographers take pictures for

both The UD and La Ventana staffs. Two digital cameras were purchased for Fall 2000. UD photo editor Greg Kreller, a senior sociology major from Lubbock, said the new digital aspect of the paper makes his job a little easier.

"It really makes it easier on us. It cuts out the process of wet-lab procedure," he said. "It also helps us with deadline because we can stay at events longer than ever before.

Kreller said the photographs are transferred from the camera to the computer in one of two ways. Photographers can either connect their cameras to the computer and pull images through a direct link to the hard drive, or they can take the media card - the equivalent to digital film — and pull images from the card using a disk drive

"Moving into a fully digital lab is not only beneficial to the paper, but it is also beneficial for us as photographers," Kreller said. "Knowing and working with digital photography will really help us to get jobs in the professional workplace because not many students can say they have that experience." By Kristina Thomas



5

A Christi Davidson, UD reporter and a sophomore broadcast journalism major from Houston, interviews a Texas Tech student for the editorial page's street poll, which asks respondents for their opinions on topics of relevance to the campus community.

A Sports reporter Patrick Gonzales gives sports editor Jeff Keller a rundown of the stories he will be working on for the week's editions. Beat sheet meetings are an integral part of editor-reporter communication and lets the section editor know what stories will run during a given week.

OW 0 **Professional staff integral** in UD publication process

Ithough the department is called Student Publications, there are several nonstudent staff members that contribute to making of the newspaper.

Carla McKeown, editorial adviser for *The University Daily*, said her main responsibility includes advising student journalists on different aspects of newspaper production. This includes reading stories for any content that could place the newspaper in legal trouble.

While McKeown is a full-time adviser, she began her career with The University Daily as a student while enrolled at Texas Tech. McKeusen said her perspective has changed with the paper along with

her position. While the student's experience in the newsroom hasn't changed, my focus has," she said. "I am a little more responsible for what is going in the paper. I'm on the other side of it."

However, McKeown said, she never edits a story. Regardless of the number of grammatical errors a story may have, she will not change it. She also has very little control over the content that is placed in the paper each day that is the editors' job

"I don't edit. I don't change anything," she said. "The only power I have is to hold a story if I have a disagreement with the editor. However, the final decision would be made by the Student **Publications** Committee.

Nancy Matsumura, who works in the advertising office, said while

she enjoys her job, it often comes with a lot of headaches Matsumura, who produces a rundown of the advertisements that go into the paper and takes classified ads, said sometimes the people she encounters are often hard to work with

A LITTLE HELP FROM

'It is really fun to work with most of the advertisers," she said. "Some o' them are headaches to work with and several want us to cut them special deals.

After working in the advertising office for almost 20 years, Matsumura has developed relationships with several advertisers who will only talk to her when placing an ad. She said the experience also has placed her in a position to help advise the students.

All of the full-time staff interviewed said their favorite part of the job is getting the opportunity to work with the students who come in the door everyday.

"I really enjoy working with student journalists and helping them to become professional journalists," Matsumura said. "It's exciting to be around young people who are excited about the First Amendment and the freedom of the press."

Matsumura said she has the opportunity to work with many students because of the turnover rate of the staffs.

"We have so many students because the staff changes every semester," she said. "I still keep in contact with many of them after they leave." By Pam Smith





Carla McKeown, editorial adviser for The UD, talks with TechLife! reporter Cory Chandler about his story. The editorial adviser provides essential feedback to both editors and reporters on how to improve their reporting, writing and layout skills.

Susan Peterson, advertising manager for The UD, talks with Wendy Rhodes, a student advertising representative, about her inches for the day's newspaper. Student ad reps keep totals of their inches not only for friendly competition between staff members but also as a way of tracking advertising revenue for the year.

- MEET THE PROFESSIONAL STAFF

Jan Childress, director phone: 742.3388

e-mail: jan.childress@ttu.edu

The director serves as administrator-in-charge of the Department of Student Publications and is responsible to the Vice President for Student Affairs and the Student Publications Committee for developing, managing and supervising an effective program of day-to-day activities of the department

Carla McKeown, editorial adviser phone: 742.3394

e-mail: carla.mckeown@ttu.edu The editorial adviser for The University Daily is responsible to the director of Student Publications for day-to-day advisement of the editorial operation of the newspaper and works closely with the editors to provide on-going advice and consultation on such matters as editorial policy, news coverage, reporting and writing techniques, law, ethics and newsroom management. The editorial adviser also strives to help improve the skills of the editorial staff.

Susan Peterson, advertising manager phone: 742 3384

e-mail: susan.peterson@ttu.edu

The advertising manager is responsible to the direc-tor of Student Publications for management and supervision of a successful program of national, local and classified advertising sales in support of The University Daily.

Amie Ward, business manager

phone: 742.3388 e-mail: amie.ward@ttu.edu

The business manager serves as a principal assistant to the director of Student Publications with particular responsibility for certain business affairs related to The University Daily relieving the director of administrative routine and office detail. The business manager also prepares budgets for the newspaper and supervises circulation.

Darrel Thomas, photography adviser phone: 742.2954 e-mail: darrel.thomas@ttu.edu

The photography adviser serves as supervisor of the

Student Publications photography facilities and directs technical work and provides advice to student photographers.

Vidal Pérez, production manager

phone: 742.2935

e-mail: vidal.perez@ttu.edu

The production manager for Student Publications is responsible to the director for managing and super-vising the production aspect of The University Daily.

Sheri Lewis, assistant editorial adviser

phone: 742.3384

e-mail: sheri.westerfield@ttu.edu The assistant editorial adviser assists in the advising of the editorial staff of The University Daily and works closely the editorial adviser in providing advice and consultation to educate the editorial staff in journalism responsibility.

Nancy Matsumura, advertising clerical specialist phone: 742.3384

e-mail: nancy.matsumura@ttu.edu

The advertising clerical specialist serves as resource

in the Student Publications advertising office and is responsible to the advertising manager for duties relating to advertising and to the business manager for duties related to subscriptions and to accounting/accounts receivable procedures.

Suzanne Bowen, clerical specialist phone: 742.3388

e-mail: suzanne.bowen@ttu.edu

The clerical specialist for the business office is responsible to the business manager for duties related to business affairs and also prepares daily deposits and assists the busine s manager with circulation of The University Daily.

Robin Kirkland, secretary phone: 742.3388

e-mail: robin.kirkland@ttu.edu

The secretary serves as an assistant to the director and makes appointments, answers routine inquiries requiring minor interpretations of policies, rules and regulations and maintains filing system for Student Publications; also handles all travel arrangements for the department



Opinions page gives Texas Tech views

L is the one page unlike any other. It goes against all journalistic rules of objectivity, fairness and comment. It is filled with judgments, concerns and views. It is sometimes funny, sad or satirical. It is the opinions page.

The opinions page was a part of *The University Daily* before there even was a *University Daily*. It was a part of Texas Tech's *Toreador* and is featured in most major newspaper publications today.

The UD opinions page is made up of four major parts: an editorial, opinion columns, an editorial cartoon and reader responses.

An editorial is the unsigned opinion of the paper written by either the opinions editor or the editorial board. Columns are personal opinions provided by columnists responding to student issues, current events or any other opinionated ideas. Students can respond through letters to the editor or opinion polls taken by *The UD*.

Tiffany Kingston, a senior journalism major from San Antonio, is the editor of the opinions page. As opinions editor, her job is not only to coordinate everything for the page but also to lay out the opinions page for every issue.

Kingston said in addition to having regular columns and editorials, *The UD* also runs cartoons drawn by a Tech student or by the syndicated cartoonist Ben Sargent from the *Austin American-Statesman*.

Along with a syndicated cartoonist, there also is a syndicated columnist. *Fort Worth Star-Telegram* columnist Molly Ivins is able to express her opinions to the Tech students through her column printed twice a week.

Like other university papers across the county, *The UD* has campus columnists who write their opinions on current events, recent student issues or other topics of interest. *The UD* has regular columnists, including Brandon Formby and Kenneth Strickland, who submit their views on a weekly basis.

Formby, a senior journalism major from Plano, began writing for *The UD* in January 1999. He said he turns to news broadcasts, newspapers and conversations he has with different people for column ideas.

"When I talk to people, I always have different column ideas going on in the back of my head," Formby said.

He describes his type of writing as a sarcastic humor which sometimes is misunderstood. Formby said the hardest part of his job is coming up with ideas for his writing that are different from the other columnists.

Strickland, a junior political science major from Mesquite, began writing for *The UD* in Spring 2000. He said many of his ideas come from friends, fellow students and newspapers. He said he thinks his writing style is satirical and witty and is primarily focused to entertain.

Strickland said he likes hearing different people's opinions about his columns and, over time, has learned to deal difference immonst through humor

to deal differing viewpoints through humor. "If people like it, I don't hear about it. But if they don't, I do," Strickland said.

Most people respond through letters, Strickland said, however he does receive phone calls about some of his columns.

The opinions page is one way for students to respond to the news and columns at Tech. Any student may submit a column, as long as it is no longer than 750 words and on a topic of relevance to the university community.

Letters to the editor must be no longer than 300 words and include the author's name, signature, phone number, social security number and a description of university affiliation. Letters can be sent via e-mail to ud@ttu.edu. By Christi Davidson



Wayne Hodgin is the editor of *The University Daily* and a graduate student in mass communications from Haskell. The editor is appointed by the Student Publications Committee and is responsible for directing the editorial staff and determining the editorial content of the newspaper.

Wayne Hodgin



Jeff Lehr is the news editor and a senior journalism major from Katy. The news editor is in charge of daily news coverage of the Texas Tech campus, the city of Lubbock and other areas of interest to University Daily readers. The news editor also is responsible for overseeing the news reporters, ensures they are assigned stories, edits their stories and works directly with them to bring about improvements in copy.



Greg Kreller is the photography editor and a senior sociology major from Lubbock. The photography editor serves as a liaison between the photography staff and the newsroom staff and is responsible for overseeing all photographic aspects of the newspaper. The photography editor, in consultation with the news, features and sports editors selects photos for the sections.



Amanda Mason is the TechLife! editor and a senior public relations major from San Angelo. The TechLife! editor is responsible for the lighter news coverage, including entertainment, lifestyles and art news and manages the features reporters.

Amanda Mason



Chelsea

Pervier

advertising major from Midland. The student advertising manager is responsible for assistance of professional management of the student advertising sales staff and assists in tracking daily inches of individual sales reps and the number of new accounts each sales rep picks up each month.

Chelsea Pervier is the student

advertising manager and a senior

MEET THE EDITORS

Kelsey Walter is the managing editor and a senior journalism major from Henderson. The managing editor is the main link between the editor and the editorial staff; works closely with the editor and has the primary duty of directing newsroom activities and laying out the front page of the paper.

Tiffany Kingston is the editorial page

editor and a senior journalism major

from San Antonio. The editorial page

requesting and selecting copy for the

editor is in charge of preparing,

editorial page of the newspaper,

editorials, columns and editorial

cartoons. The editorial page editor

editorial ideas and for coordinating

Jeff Keller is the sports editor and a

senior broadcast journalism major

coverage of Texas Tech athletics and

other sporting events of interest to

readers, including in-depth sports

coverage and sports features. The

sports editor manages the sports

from Cloudcroft, N.M. The sports

editor is responsible for the daily

also is responsible for developing

including letters to the editor,

columnists.

reporters.

Kelsev

Walter

Tiffany Kingston



Greg Okuhara is the copy editor and a senior journalism major from The Woodlands. The copy editor is responsible for proofreading all content in the newspaper and preparing a list of expected stories for the daily budget meetings, including wire stories from *The Associated Press.*

Contacting the editors

Editor-in-chief: 742.3395 Managing editor: 742.3393 News editor: 742.3393 Editorial page editor: 742.3393 TechLife! editor: 742.2936 Sports editor: 742.2939 Photography editor: 742.2954 Student ad manager: 742.3384 E-mail: ud@ttu.edu Fax: 742.2434

e TechLife! public relations elo. The sponsible for the e, including



Greg

Okuhara

veditor, s, elects Jeff Keller

History

Publication holds fast to long-standing traditions

n the mid-1920s, a big change occurred on the dusty plains of West Texas. Texas Technological College was born, and with it came a newspaper that was, at the time, considered ambitious.

According to the book, "From Journalism to Mass Communications," The Toreador, which was The University Daily's predecessor, came to life Oct. 3, 1925, largely because of the efforts of two men. Harry Montgomery and John Forkner were granted permission from Paul W. Horn, the college's president, to publish an official student newspaper.

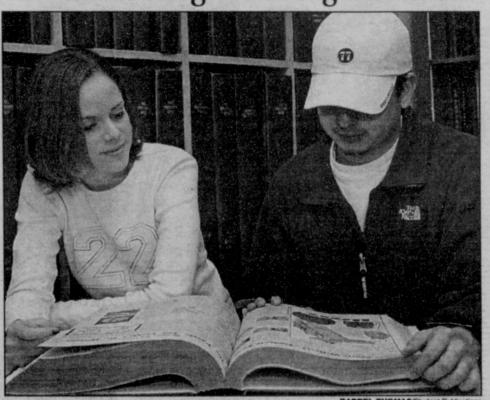
It was named The Toreador to reflect the Spanish-style architecture of the buildings and because a toreador is a helper to a matador, who is a bullfighter and was the school's mascot.

The Toreador started out as a weekly newspaper that came out on Wednesdays. It consisted of four pages filled with tiny type and stories that had no bylines. It chronicled life on the new campus with stories about social events. visiting dignitaries and appalling behavioral situations with the students, such as kissing on campus.

Advertising space in The Toreador paid for production costs, and Montgomery and Forkner had a special arrangement with the president for pay. After the production costs were paid, the men were paid with the leftover advertising revenues.

It also fought against censorship in all forms. So fierce was the struggle in 1939 and 1940 that the editor of The Toreador, Ernest Joiner, was fired and reinstated twice for expressing editorial opinions

By 1957, The Toreador went from a weekly paper to being published three times a week. It had a staff to go find stories, since the reporting and editing lab, which was a source



La Ventana reporter Courtney Muench and UD copy editor Greg Okuhara kill time going through old copies of The Toreador and The University Daily in the Student Publications library. A student-run newspaper has existed on campus since 1925, Tech's inaugural year.

of stories, closed a year earlier. In 1966, *The Toreador* underwent a name and format change. The University Daily became a daily newspaper, with the same goals as The Toreador - to fight against censorship and to defend the truth.

Texas Technological College underwent a change, as well. It became Texas Tech University in 1969, after much discussion

among the faculty, staff and students. Wayne Hodgin, a graduate student in mass communications from Haskell, is the current editor of The UD. He said in his two years as an editor, things have changed in many ways.

"Among the things that have changed just this year is that we have an opinions editor now. That job in the past has usually belonged to the editor," he said. "We are now also completely digital, from production to

photography."

Hodgin also said the paper has changed from having a largely feature background to having a more hard news background.

"Journalism has come a long way. Journalists are better investigators than ever before," he said.

The University Daily is staffed by a total of 52 people working in three departments editorial, advertising and photography. It is a far cry from the humble beginnings of The Toreador with its staff of nine.

The UD, in the tradition of The Toreador, is still fighting against censorship in all forms.

Its purpose is to bring important information to the students, faculty and staff of Texas Tech and to provide a forum for opinions to all who are interested. By Linda Robertson

Editor selection process arduous in task

he job of an editor isn't an ordinary 8-to-5 job. The job is timeconsuming because a paper has to be published every day.

The application process consists of questions concerning experience and possible situations if selected for the editor position.

Gerald Dolter, the chairman of the Student Publications Committee and an associate professor in the School of Music. said serving on the committee that selects The UD editor is a major responsibility.

'Sometimes it's obvious who the candidate will be, but other times it's difficult," Dolter said.

The committee that selects the editor is

made up of six faculty members, six students, the director of Student Publications and a former member of Student Publications staff who also works in a publications profession.

Faculty members are appointed by the vice president for student affairs from nominations by the Faculty Senate and serve three-year terms. The students on the committee are appointed for one-year terms by the president of the Student Government Association.

"A student needs to be responsible because it's time-consuming," said Jan Childress, director of Student Publications

The criteria for becoming an editor

includes being classified as at a junior or senior at Tech, enrolled in both fall and spring semesters for the year of employment as editor, enrolled in a minimum of six credit hours, a minimum cumulative 2.5 GPA and a journalism major or minor. Experience with The UD also is helpful.

The selection of editor does not mean students are destined to have a job like it for their profession.

"Some past editors now have jobs in public relations or even law school," said Jan Childress, director of Student Publications. "The job opens doors for different opportunities." By Kimberly Wilson

It's a passion that can't be explained

t is hard to explain to someone the allure of Student Publications. The experience is undeniable. The benefits are uncountable. The hours are unbelievable. But there is something about the work we do each day that instills pride.

We wake early, often before the sun dares show its face. We head to class, and for a few short hours we are safe. But the minute our last class ends, our gift, which is a curse, beckons us. And so we head to the Journalism building to begin the day's work.



In the La Ventana office, among contact sheets, pica poles and proofs, a staff of more than 15 students rush to compile a 400-page account of the year's events. Meanwhile, the advertising staff is making calls and visiting with clients to earn the money that pays for *The University Daily*.

Brandon Formby

Downstairs, hidden in the basement, student photographers download pictures from digital cameras

and scan in negatives from film. On the top floor, the newsroom bustles with press releases, reporters on the phone and editors preparing for the next day's edition.

We are the student journalists, advertisers and photographers who bring you news and record your memories. And every year we produce 140 editions of a newspaper, The University Daily, one yearbook, La Ventana, one new student directory, Amigos!, and countless special publications and supplements.

Among the piles of photos, press releases, notes, deadline status sheets and papers - we work. We use things you have never heard of - pica poles, proportion wheels, dummy sheets and contact sheets - to put together the publications you rely on. And to be perfectly honest, we're all big, raging dorks.

Student Pubbers love the first day of school because we get new syllabi to copy edit. We won't read the textbook unless it has effective use of white space, and we cannot look at anything in print without commenting on the typestyle choice

We celebrate holidays commemorating the John Peter Zenger trial and the day Watergate broke. When we go to conferences we do not go sightseeing. We hook up with other student journalists and talk about such hot topics as the long dash, theme selection and dominant photos.

But we're also hard workers. We make more phone calls a day than Rosie O'Donnell makes donut runs. With every gasping breath and bead of sweat, we slave to bring you the best we can. Some days when we get the story and come up with an awesome layout, we feel vindicated - for a few short hours we are content. Other days, however, seem like we are under-appreciated and completely detested.

Despite unreturned phone calls and elusive sources, we still manage to put together strong stories and compelling photographs.

Beyond the experience and opportunity we gain every day, there is a satisfaction we find in our work. At the end of the day, it does not matter if we are loved or loathed. It does not matter if we win awards or elude critical acclaim. What matters is that our work is pure - a product by students and for students

Brandon Formby is the editor of La Ventana and a senior journalism major from Plano.

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UD gives real-world experience to students

Ohe

ALL FOR

F rom tracking down sources to designing advertisements, students working for *The University Daily* face all the challenges of a real-world newspaper, with one added aspect — attending class.

Tiffany Kingston, editorial page editor and campus advertising executive for *The UD*, said she began working for *The UD* as a way to gain experience.

"When I graduate, I want to get into publishing," said Kingston, a senior journalism major from San Antonio. "Working for *The UD* has given me a wellrounded experience."

Kingston, who began her career in Summer 1999, said when she joined the ad staff, it opened up a whole new world for her.

"When I applied, the only position I could get was on the ad staff," she said. "It showed me a whole new frame of mind. By working with the ad staff, I was shown the business side of newspapers."

Kingston, who garnered an editorial position this semester, said she loves the newspaper business.

"I can't nail down a side that I like more," she said. "It takes a lot of people and a lot of expertise to put the whole thing together. There are so many different skills people bring to work. When you work for the ad staff, you need a totally different set of skills than you need when you work for the editorial side."

Kingston said she thinks the experience she has gained working for *The UD* helped her gain an internship with the *Houston Chronicle*.

"I've gained an incredible amount of experience by working here," she said. "I think that's one of the reasons I was chosen (by the *Chronicle*). They came to *The UD* ad staff first before they went to Mass Comm, because we do have that experience. People just don't realize how much experience we do get. *The UD* may operate on a smaller scale, but we all learn so much. I went into my internship knowing things they thought they would have to teach me."

Kingston, who also worked on circulation in Fall 1999, said she enjoys having a tangible product she can see everyday and knowing she was a part of it.

"I loved being one of the first ones to see it. I would work here during the day, and then when I delivered it, I got to see what I did the day before," she said. "It was a dirty job — I always came home covered in black ink but having that ink on my hand iet me know that what I was doing was something tangible. I have never felt that what I was doing doesn't matter. I know there is always someone counting on me to get something done."

Kingston said she considers herself lucky because she knows exactly what she wants to do when she graduates. "I'm lucky. I'll never have that fear when I graduate, that I've done the wrong thing anc made a mistake," she said. "I know what the newspaper business entails. We don't just play newspaper; we are a newspaper. We have serious students who care enough to make a good product."

Jeff Lehr, news editor, said he has learned more from working at *The UD* than he would just by taking the classes.

"Working for *The UD* has been a wonderful stepping stone," said Lehr, a senior journalism major from Katy. "It's better than just taking the classes in the curriculum. Working here has given me an edge up for the future."

Lehr, who began as a reporter in Summer 2000, said he was given a wake up call as to what he was getting into on his first day of work.

"I was writing construction stories for the first issue when my editor told me to cover the (Stephanie) Hill murder," he said. "I had never talked to police before, or even done that much reporting. I was just thrown in there. Working here has given me a good picture of what my job will be like."

Lehr said he thinks working on a studentrun newspaper gives students more freedom.

"We have been given the freedom to print what we want to p-int. If it was a faculty-run paper, there would be a lot more censorship," he said. "I like the freedom. I like the respect, too. There are a lot of students who aren't involved who have respect for us. Many don't know how much hard work is involved in putting together this paper, but they do respect the fact that we put the paper out — every day."

Lehr said he does wish one misconception could be put to rest.

"We're not out to get anybody," he said. "We don't print only the controversial stuff." Leslie Follmar, a sophomore marketing

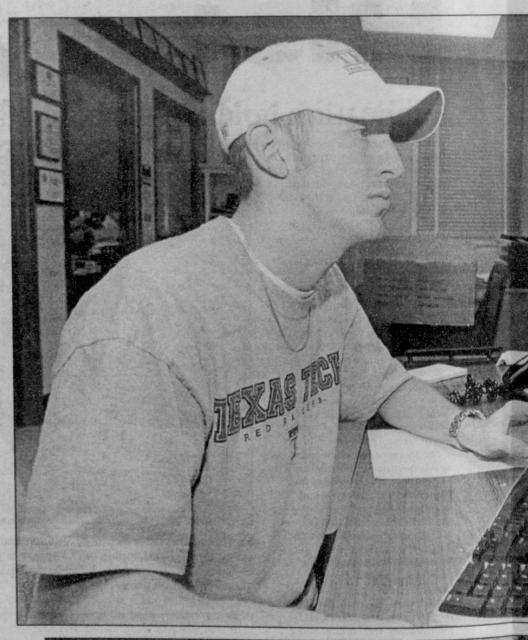
major from Houston, said working for *The UD* has left her torn. "I used to want to do promotions for

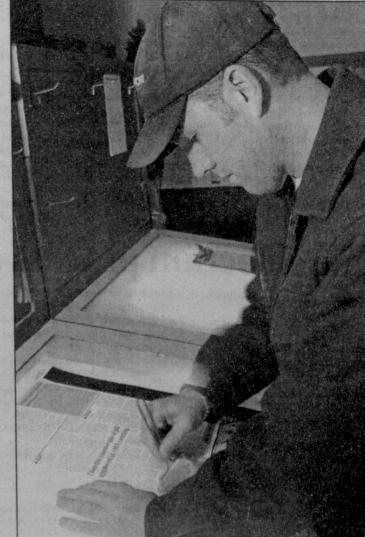
independent bands," the entertainment reporter said. "Now, part of me still wants to do promotions, but now part of me wants to write for a music publication. Working for *The UD* has nothing to do with any of my classes for my major."

Follmar said she enjoys working for *The UD*, though.

"I've gained a lot of experience. My writing has improved, I read faster and my reading comprehension is better," she said. "I've also learned how to work with different people who grew up differently than me and who have different beliefs. There are a lot of different people here, from all majors and who have grown up differently than me.

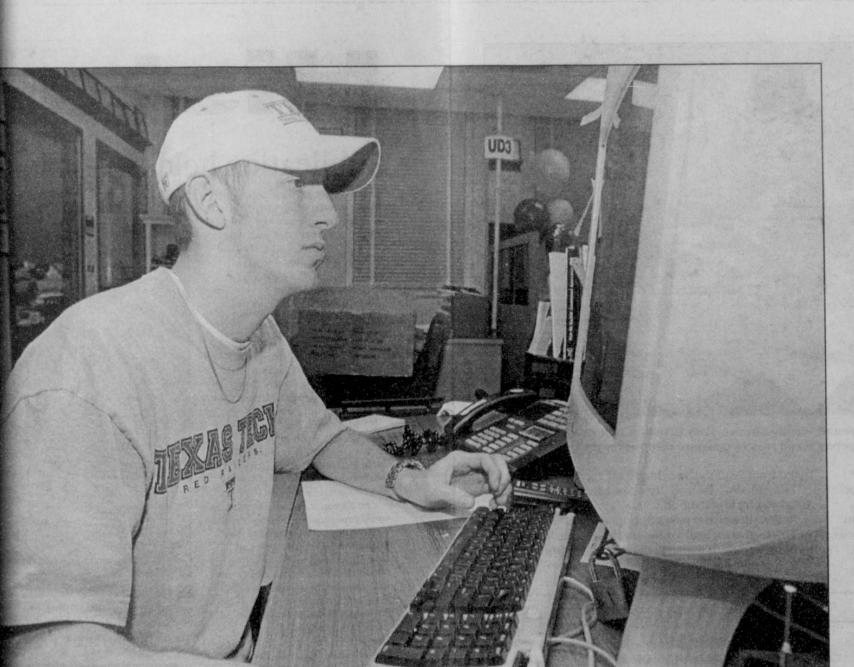
"*The UD* is a huge part of this school. Being a part of it is a privilege that I don't take lightly." *By Mara McCoy*







A Michael varies manager for The U from The Woodland production departs both editorial and various aspects su creating ads and c







▲ Michael Vavricka, assistant production manager for *The UD* and a senior MIS major from The Woodlands, pastes up a page in the production department. Production works with both editorial and advertising students on various aspects such as printing pages, creating ads and dealing with the press.

▲ Greg Kreller, photohraphy editor and a senior sociology major from Lubbock, chooses photos for the newspaper from a myriad of negatives on a light table. The photography editor's job is to ensure the quality of photos that run in The UD.



off the day's budget. Editors gather at 5 p.m. each day at budget meetings to decide which stories and photos will run on page one and throughout the paper. Micah Yancey, student advertising manager for the fall and a senior advertising major from Dallas, takes information from an advertising client. Advertising supports 85 percent of the revenue for *The UD*, which allows the paper to remain an independent student-run publication.

Kelsey Walter, managing editor for *The University Daily* and a senior journalism major from Henderson, works on laying out page one. UD editors work from about 4 p.m. to midnight Sunday through Thursday so Tech students can read the newspaper each day during the week.

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▲ Wayne Hodgin, editor of *The University Daily* and a mass communications graduate student from Haskell, listens as another editor reads

UD ad students generate more than just revenue

RAKING IN THE

Picking up a free copy of *The University Daily* every day may seem common practice to most, but few know about the hard work put into the newspaper so Texas Tech students can have that free copy.

The UD generates 85 percent of its revenue through paid advertising. The rest is paid for by student service fees, which pays for the distribution of the paper across campus.

Advertising manager Susan Peterson said ads pay for everything.

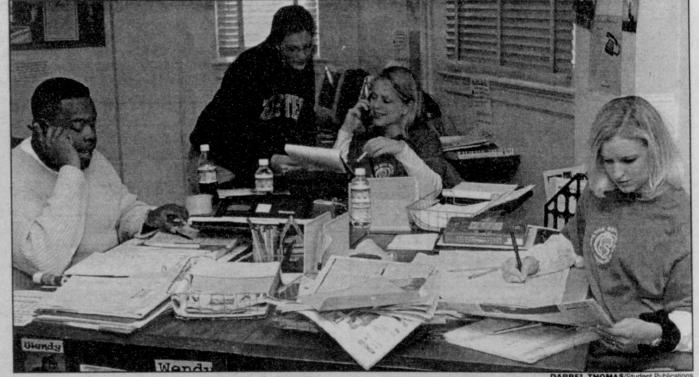
"That 85 percent includes printing the paper, all of Student Publications salaries, vans, equipment — everything it takes to put out the paper," Peterson said.

The number of pages in *The UD* depends on the number of ads sold.

"It's just not profitable to run more pages than we have room for ads," Peterson said. "This is how commercial newspapers do it, too. We mirror it after commercial papers so we can help the students."

She said the 14-member ad staff tries to sell as many ads as they can.

"The ad staff does compete for ads since they are paid by commission," Peterson said. "They all have regular customers, and most businesses have



UD student advertising representatives Derrick Redmond, Wendy Rhodes, Amy Gilger and Tamara Altman work on ads and talk to clients about advertising. The UD depends on ad reps to generate revenue for the newspaper.

to choose if they want to reach the Tech market."

Tamara Altman, a senior advertising major from Lubbock, said each rep has many businesses to which they sell ads. "Each rep has roughly 50 to 60 clients on a list," Altman

"Each rep has roughly 50 to 60 clients on a list," Altman said. "I usually check in with my clients to see if they needs ads, then I design them and collect the money."

Bonnie Bludworth, a junior design communications

major from Pearland, has the job of graphic designer. "I design ads," she said. "I put together information into

an ad and try to sell the ad." Bludworth said her job adds originality to each ad. "I try to give each ad a different feel, so the businesses

have something to match the company's personality," she said. By Leslie Follmar

UD ADVERTISING 101



The University Daily has a circulation of 14,000 papers every day, and newsstands can be found in every academic building and residence hall on campus, including the UC.

CLASSIFIED ADS

To place a classified word ad in *The UD* four steps need to be followed.

The first step in placing the ad is to prepare the

exact wording.

Second, select a date for the ad to appear in the paper. The client must pay close attention to the deadlines.

The deadline for a classified word ad is at 11 a.m. one day prior to publication.

■ The third step is to pick a classification. *The UD* offers 12 different categories: typing, tutors, help wanted, furnished for rent, unfurnished for rent, for sale, tickets for sale, services, lost and found, miscellaneous, personals and roommates.

The last step in placing the ad is to bring the ad and the payment to 102 Journalism building, which is located behind the Mass Communications building.

DISPLAY ADS

Placing a display ad is slightly different than placing a classified ad. When placing a display ad, which are the ads that appear in *The UD* in sections other than the classified selection, all display ads are purchased in column inches and have borders around it. The first step in placing a display ad is to meet with an advertising account executive. The client will be assigned an account executive in 102 Journalism building.

Second, the client should determine a budget how much they are willing to spend — for the promotion or event they want to advertise.

The account executive will consult with the client and determine an advertising schedule, which is when the ad will be published in the paper and figure out what size the ad will be.

Like the classified ad, display ads must be paid for in advance at the time of placement.

CAMERA-READY/E-SUBMISSION ADS

The University Daily now accepts camera-ready ads via email and on a zip disk in addition to the normal hard copy camera-ready ads or by submitting their layouts to a student advertising representative for in-house design.

According to *The University Daily* ad guidelines for disk submission, it is preferred that ads are created in Quark Xpress Macintosh version 4.0, Adobe PageMaker Macintosh version 6.5, Adobe Acrobat Macintosh version 4.0, Adobe Illustrator Macintosh version 9.0, Macromedia Free-Hand Macintosh version 8.0 and Adobe Photoshop Macintosh version 5.5.

Vidal Pérez, production manager for *The University Daily*, said for someone who is not experienced in graphic art and uses a home personal computer, Adobe Acrobat is a good program to create and save an ad.

"Those who distill their original files using Acrobat can create a PDF (Portable Document File), which in turn imbeds the fonts, graphics and images," Pérez said.

UD advertising and production staffs require that all computer-generated ads be saved in an .EPS, .JPEG or .PDF format.

The largest concern when accepting electronic ads is there is not a standardized program that is used by desktop publishers, Pérez said. Production problems occur when fonts, graphics and images are not saved with the file when emailed or submitted on a disk.

All .EPS and .TIFF files must be saved and sent in order to print. The production staff needs every file used in creating the document.

It is advised by the staff that the client keeps the original file and to never send the only copy to production.

Run dates and size dimensions in a column-by-inches format need to be included with the disk or e-mail. It is suggested that clients meet with a student advertising representative before submission of an ad. Camera-ready art can be e-mailed to *vidal.perez@ttu.edu*. All advertising deadlines apply to electronic submission. By Tiffany Kingston

Display advertising display rates

Campus Rate

Non-Commissionable rate applies to University departments, recognized student organizations, fraternities and sororities and candidates running for SA offices. Prepayment is required by those advertisers not having Tech account numbers.

insert rates

Pre-printed inserts only. All rates are noncommissionable. The UD Advertising Manager must receive one copy in advance for review of acceptability. Minimum inserts in single run is 10,000; Maximum is 14,000.

Single advertiser/single sheet\$65	per M
Single advertiser/multi sheet\$75	per M
Multiple advertiser\$85	per M

Complete shipment to arrive at printer no later than 5 days before distribution date.

Ship inserts to:

Bill Loper **Chaparral Press** 921 East 66th St. Lubbock, TX 79404

color charges

Above the Cost of Black & W	Vhite Space
lack plus 1 color	\$150
lack plus 2 colors	\$280
lack plus 3 colors	\$410
rocess Color*	\$530
*Plus Separations	

electronic ad submission

www.ud.ttu.edu

E-mail Vidal.Perez@ttu.edu to set up your secured FTP site.

•The UD is not responsible for the reproduction quality of camera ready electronic ads

photography charges

The University	Daily\$	50.00	per	hou
Other	then when you is had a fair to be a first of the set of the	70.00		

Includes shooting, one 36 exp. film & contact sheets. \$25 per additional roll of film. \$8 per print

mechanical specs

The University Daily is an offset broadsheet publication printed with an 85 line screen. There are 6 columns per page at a 13 inch page width. Each column is 2 1/16 inches wide with 1/8 inch between columns. The full page depth is 21 inches.

A full broadsheet page measures 6 columns x 21 inches for a total of 126 column inches.

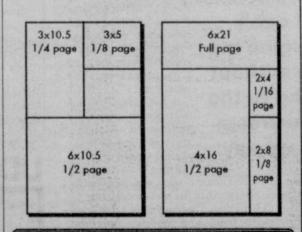
A double truck measures 13 columns wide (26.75 inches) x 21 inches deep for a total of 273 column inches.

A guarter page ad measures 3 columns x 10 1/2 inches deep for a total of 31 1/2 column inches.

A half page ad measures 63 column inches and may be designed as either:

3 columns x 21 inches deep 6 columns x 10 1/2 inches deep 4 columns x 15 1/2 inches deep

1 column	
2 columns	
3 columns	
4 columns	
5 columns	
6 columns	



rop specs

Minimum ad size is 1 column x 1 inch.

Ads are sold in one-half inch increments. Ads must be as many inches deep as they are columns wide.

Ads over 19 inches in depth are charged the full depth of 21 inches in the broadsheet format.

Ads over 11 inches in depth are charged the full depth of 13 inches in the tabloid format.

Broadsheet page measures 6 columns by 21 inches, printed in fall and spring semesters.

Tabloid page measures 5 columns by 13 inches, printed in the summer only.

Non-Commissionable rate applies to all advertisers with a business located in Lubbock County.

PER COLUMN INCH

Local Camera **Ready Rate**

Local

Rate

Non-Commissionable rate applies to local advertisers which place camera ready ads.

0.50

Monthly Earned Ready Rate

per month	\$10.10
601 or more Column inches	Contraction of the second
401-600 Column inches per month	\$10.30
201-400 Column inches per month	\$10.50
101-200 Column inches per month	\$10.70
51-100 Column inches per month	\$10.90
1-50 Column inches per month	\$11.10

Non-Commissionable rate applies to advertisers using the local rates. For each ad placed at the local rate, a repeat of that ad (no changes) can be placed during that same calendar week using the repeat rate.

Minimum size is 7".

First Time Buyer Discount

Non-Commissionable rate applies to local advertisers who are scheduling ads for the first time with The UD. The discount is available to new local advertisers who place an ad 7" or larger at least 6 times in a three week period. Cannot be used with other discounts.

S8.00

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From pauper to prince, UD gives experience

A sports editor of *The University Daily*, I also take on the responsibility of covering a beat. I cover Texas Tech men's basketball and have for the past three years. A typical day for me starts with classes and then at least three times a week I make a visit to media relations to pick up press releases and find out practice and game schedules. I usually attend practices at least three times a week to interview players and coaches for game previews and feature stories. I have



Keller

been the sports editor at *The UD* for almost a year, and the experience has been a positive one for me.

I began my career at *The UD* as a sports reporter in the fall semester of 1998. Red Raider volleyball was my main beat and it was a truly rewarding experience. The players and coach Jeff Nelson were great and they showed a lot of patience with me as I was pretty green when it came to reporting. Toward the end of the fall semester and into the spring semester of 1999, I

began to cover Tech men's basketball. I was introduced to coach James Dickey and all of the players — people who were just figures on the television screen before I began at *The UD*. It was in the Spring semester of 1999 that I covered the greatest sporting event I have witnessed in my time at *The UD*. The event I am referring to is former guard Rayford Young's 41-point scoring performance in the Red Raiders' upset win over

I can't imagine my life without going to the newsroom every day. Kansas. I will never forget the fans storming onto the court or the players' reactions in the locker room following the game. It was truly a remarkable experience. In Fall 1999, I retained

my reporters' position and covered volleyball and men's basketball again. I viewed the opening of the United

Spirit Arena in the Red Raiders' game against Indiana from floor level. Afterward, in the press conference, I asked former Indiana coach Bobby Knight a question, and he answered me in his usual condescending tone. It was great! It was an experience I never would have had without *The UD*. Last spring, I moved up to assistant sports editor and began editing and laying out pages twice a week. I still covered men's basketball and traveled to Kansas City, Mo., to cover the Big 12 Basketball Tournament. It was a great experience that was again made possible by *The UD*.

This year, I took over the reigns as the sports editor and though my workload has increased, I have enjoyed every second of it. I can't imagine my life without going to the newsroom everyday. I look forward to going to practices and games and watching the basketball team compete in one of the toughest men's basketball conferences in the nation — the Big 12. Working in the sports department at *The UD* has opened up a whole new world for me. A world where I meet athletes, coaches and other members of the media whom I could have never dreamed of meeting before I starting working here. It has been a truly rewarding experience which has given back to me two-fold, the work I have put into it.

Jeff Keller is the sports editor for The University Daily and a senior broadcast journalism major from Cloudcroft, N.M.

Headline:

To grab the reader's attention and draw them into the ad.

JOK!

Body Copy: Explains the purpose of the ad and company's services. Who won the Tech Basketball game? Need a 3 bedroom house close to Tech? What's going on this weekend?

To find the answer to these questions and more, pick up your copy of The UD. Located in any residence hall, academic building, or any on-campus student hang out, like The UC, West Hall, Drane Hall, Rec Center, Tech Bookstore, and Frazier Pavilion.

The University DAILY Journalism Building • Texas Tech University 806.742.2434 • universitydaily.net

ELEMENTS OF AN AD

Contact Information: Gives the address, phone, email, and other contact information for the company.

Dominant Art:

Another way to

capture the

attention, as

well as to give

the reader an

idea about the

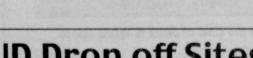
services offered.

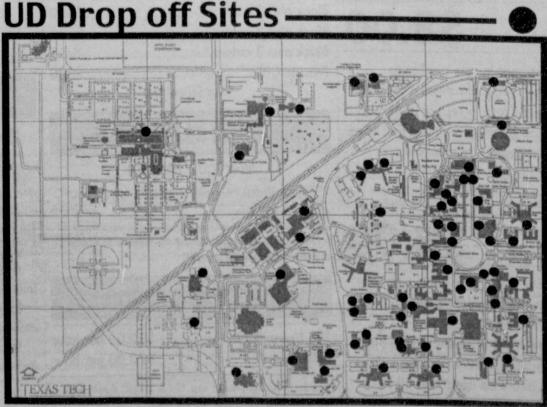
reader's

Logo:

Identifies the

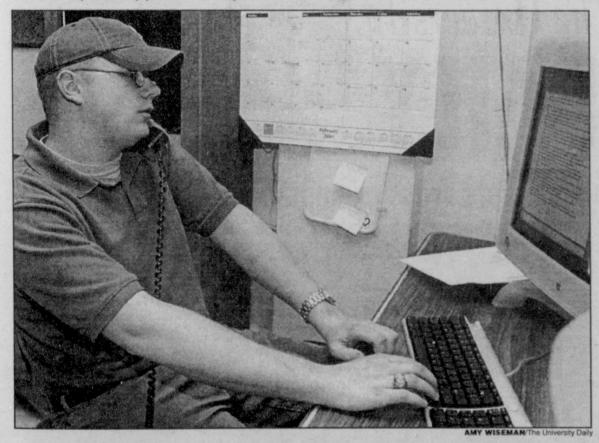
company.





The UD is delivered to 80 locations on campus and has a circulation of 14,000 newspapers every day.

V Jeff Lehr, news editor and a senior journalism major from Katy, talks with a reporter on the phone. With the hustle and bustle of balancing classes and work schedules, editors often need to contact their reporters by phone to clarify information in articles.





Site provides outlet for alumni to stay connected

or many students, The University Daily is a good way to find out current news and issues concerning the Texas Tech campus.

When students can't get their hands a current issue of The UD though, universitydaily.net is a way to keep up with what they missed.

Universitydaily.net, the Web site for The University Daily, provides access to articles that have run in the paper.

Julie Pizzo, a junior general studies major from Kerrville who has been working on the site since September, said she updates it Sunday through Thursday nights.

Pizzo said she decided to begin working on universitydaily.net because many of her classes deal with this area.

"I am a general studies major," she said. "I've taken a lot of journalism classes, and I'm also taking computer science and Internet classes.

Pizzo said her job includes updating the Web site and uploading new articles.

Current articles appear in categories, as they would in a typical newspaper, including news, sports and features.

All past articles are included in the archive section. The format for universitydaily.net comes from a template provided by CampusEngine.com.

Jan Childress, director of student publications, said the decision to go with CampusEngine.com came

after management decided they needed to upgrade the design of the site.

She said though The UD has searched for Web masters on campus who could design the site, it has not received a strong response for the job so far.

"We have students interested in the writing and layout of the paper," she said. "But we can't find any with the skills necessary to deal with the design and technology involved."

Childress said a University Daily Web site has existed for some time, but some felt it lacked a creative look.

We felt like the certain aspects of the design needed help," she said. "A management team sat down and looked at different templates we could plug the information into."

She said CampusEngine.com, which recently became a part of Digital Partners, was already established and worked with several campus papers throughout the country.

Childress said The UD is still interested in finding student Web masters that can work with the site. Wayne Hodgin, editor of The UD, said he thinks the

Web site is used more by alurani than anyone else. "A number of alumni have contacted me and said they appreciate having The UD online," Hodgin said. "It gives them a chance to keep up with what's

happening on campus, and we want them to have that connection through us." By Cory Chandler

Resourcefulness key in UD operation

GETTING THE JOB

Dome

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Triting a story for a newspaper is not the same as writing a paper for an English class.

Mara McCoy, a sophomore journalism major from Clint and an administration reporter for The University Daily, said when writing stories she uses Associated Press style, a guideline that all newspapers use to keep the

wording of stories consistent. "We use AP style so there is an

uniform way to present it to our readers," McCoy said. "Using AP style helps our readers.'

She said she uses at least two sources in every story.

'When you use sources, you get the human aspect of the story,' McCoy said.

Kristina Thomas, a freshman family studies major from Lake Dallas, is a news reporter for The UD who covers the Arts and Sciences, Engineering and Architecture colleges.

She said she tries to meet once a month with the deans and the department heads of the various colleges to get story ideas and find out information of what is

happening in the different colleges. "We try to develop a relationship with the department heads,' Thomas said.

The actual time it takes to write a story depends on getting in touch with sources, which, Thomas said, is the hardest part of writing.

"Writing the stories is not the difficult part," she said. "It is trying to get people to call back with the information.

Thomas said writing a story can take from two hours to a couple of days, depending on how much time it takes for her to speak with the sources.

Phil Riddle, a sophomore journalism major from Lubbock and sports reporter for The UD, was the sports editor at the Snyder newspaper for five years.

He said sports is different from hard news because he knows where his sources are going to be

- the gym or the field. "It is easier for us to build a rapport with the sources," Riddle

said, referring to the Tech coaches and athletes.

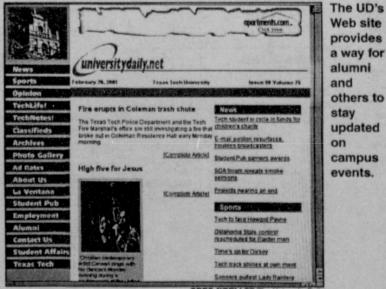
He said he loves sports and likes being the first to know about the story and enjoys being able to tell the story

"Sports is more than just scores and what happened at the game,' Riddle said.

Speaking with the players or coach who were a major part of the game is how he said he decides who to interview as a source.

Leslie Follmar, a sophomore marketing major from Houston, is an entertainment reporter for The UD. She writes reviews over music. concerts. Christian activities and movies.

"I like what I do," she said. "I have leeway to do what I want because I don't have a beat, and I don't need a ton of sources." By Whitney Wyatt



GREG KRELLER/The Un

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NEWSPAPER TALK

