



The Baylor Lariat

FRIDAY | FEBRUARY 3, 2012*

www.baylorlariat.com

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Success of women's basketball team relies on more than one player

NEWS Page 3**BU bonds prized**

Baylor has instant success selling bonds to finance extensive construction

A&E Page 4**'GoldenEye 007' finally here**

At last, what we've all been waiting for has entered the pantheon of our "Great Video Game" series

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*"If a parent
thinks slavery is too
terrible for his or
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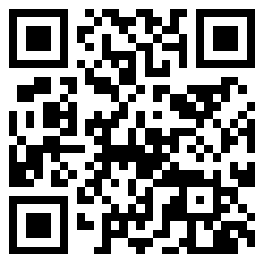
*The place to go to know
the places to go*

Here it in the wind

The Baylor Wind Ensemble will perform at 7:30 p.m. Monday in Jones Concert Hall of the Glennis McCrary Music Building. The wind band will be conducted by J. Eric Wilson, director of bands. Also appearing are associate director of bands Isaiah Odajima and the five faculty members of Baylor Brass. This event is free and open to the public.

Heavenly voices

The Vienna Boys Choir, a choir of trebles and altos based in Vienna will perform at 3 p.m. Sunday at Austin Avenue United Methodist Church, 1300 Austin Ave. This concert is presented in cooperation with the Baylor University School of Music. Tickets are \$35 for premium seating, \$25 for adults and \$10 for students. To purchase, call 254-754-4685 or visit www.austinavenueumc.org/



baylorlariat.com

Alumni center out of the picture?



This diorama was posted on the Baylor Bears Facebook page, an unofficial website. It was confirmed to be a legitimate photo by Nicholas Joos, executive associate athletics director for external affairs.

By DANIEL C. HOUSTON
STAFF WRITER

The Hughes-Dillard Alumni Center is missing from a model of the proposed football stadium, the third such rendering depicting the north end of campus without the home of the Baylor Alumni Association.

Lori Fogleman, director of media relations and university spokesperson, said that while Baylor gave its hired architectural firm, Kansas City-based Populous, a set of broad objectives on

which to base its stadium design, no final decisions have yet been made.

"Our architects are working under a set of expectations," Fogleman said, "and they're putting forward their ideas for a stadium that would maximize branding opportunities, connect to the campus and be sufficient for Baylor's growing athletics program."

Images of the scale model surfaced on Facebook this week when the unofficial "Baylor Bears" page posted a photo album including pictures of the model

and other stadium renderings.

Nicholas Joos, executive associate athletics director for external affairs, confirmed the athletics department uses the model to help recruit prospective student-athletes.

Jeff Kilgore, BAA executive vice president and chief executive officer, said the university has not engaged alumni association representatives in conversation about the future of the alumni center.

Fogleman said Populous has

SEE **CENTER**, page 6

Bowl ads may not be cost effective

By TREVOR ALLISON
REPORTER

The Super Bowl and its commercials have become a significant cultural event in the United States. Many people watch the game for the football, but others watch it more for the spectacle or, as many corporations hope, the advertisements that play during breaks in the action.

"This year I will watch the game mostly out of social obligation," Austin junior Walt Peterson said. He said he feels watching the Super Bowl is something that one is expected to do in American culture. Peterson also said he feels like he has to see the commercials in order to talk about them next week.

Rogers, Ark., senior Emily Hile agreed.

"I watch the Super Bowl for entertainment value and commercials," Hile said. "At the end of the day, I have no investment in who wins the game."

She said she sometimes watches commercials again after the game on YouTube and discusses them with her friends.

Despite commercials being the reason many viewers tune in, Dr. Kirk Wakefield, professor of marketing at Baylor, doesn't think paying for a commercial during the Super Bowl is worth the cost for a company.

"Basically, it isn't worth it in any case," Wakefield said. "When you do the math, it doesn't

SEE **BOWL**, page 6



ASSOCIATED PRESS

Robert Griffin prays in national arena

Heisman Trophy winner Robert Griffin III attends the National Prayer Breakfast on Thursday in Washington. Griffin led the closing prayer for the breakfast, saying, "Sic 'Em Bears." He also told President Barack Obama he would play him in basketball "if you ever get tired of running the country."

Students walk for muscular dystrophy

By LINDA WILKINS
STAFF WRITER

Baylor will host Waco's 2012 Muscular Dystrophy Association Muscle Walk at 10 a.m. Saturday at the Baylor Allison Indoor Football Practice Facility, part of the Dorothy Highers Athletic Complex on University Parks Dr.

The walk celebrates the months teams have spent raising money to research cures for muscular dystrophy diseases, Kristen

Wheeler, executive director of the Muscular Dystrophy Association in Waco, said. Registration for the event is still open.

The walk benefits local children and adults who have a form of muscular dystrophy, Wheeler said.

Muscular dystrophy is a term that refers to about 40 different muscle-wasting diseases. Amyotrophic lateral sclerosis (ALS), also known as Lou Gehrig's disease, is a form of muscular dystro-

phy. Muscular dystrophy diseases can affect a person of any age, Wheeler said.

John Morris, assistant athletic director for broadcasting at Baylor, said he is "a big believer in MDA."

When Wheeler approached Morris and asked to hold the event at the indoor football field, Morris said he thought it was a great idea, and he wanted to "help in any way."

People registered online

through the MDA website as teams, and have been raising money since October, Wheeler said. Teams or individuals can still register by calling the MDA office in Waco at (254)399-8221, online at the MDA website at www.mda.org or at the event up to 30 minutes prior to the start of the walk, which will begin at 11 a.m.

Teams were encouraged to raise at least \$74, which equals

SEE **MUSCULAR**, page 6

NATE to the rescue for your campus tech needs

By MALLORY HISLER
REPORTER

There is a new "student" on campus.

Baylor Information Technology Services) has launched a new way to report problems with AirBear using a cartoon character named NATE.

The system, which launched this week, will give students new options in reporting wireless network issues.

NATE stands for Name, Area, Time and Equipment — the information ITS needs to record when there are problems with the wireless Internet system.

According to Alison Pruett, a digital media and communications specialist for university libraries, the idea to create something like NATE came from the desire to answer students' calls for a better wireless system around campus.

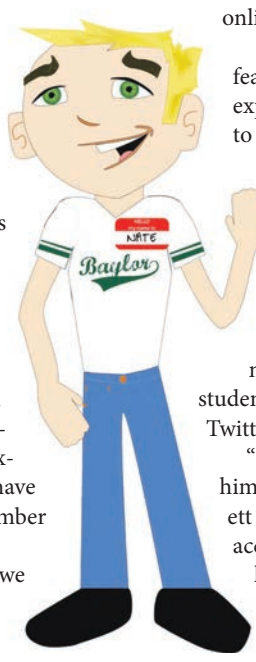
"Our library and ITS directors met with students that serve as an advisory committee to get their opinions," Pruett said. "Their main concern was being able to communicate issues with AirBear."

Pruett also said many problems occurring outside of regular business hours go unreported, because most people don't feel the need to report the issue once they get Internet again.

Enter NATE. The system has been personified into a blond-haired, green eyed, average Joe, but more specifically, a Baylor student.

Becky King, associate vice president for information technology, said NATE's character was created so people experiencing a problem would have something to help them remember what to do.

"We thought, 'How could we get information about where problems are happening when we aren't there?' Obviously if you are having online problems, you can't fill something out



BAYLOR UNIVERSITY

NATE represents the new ITS system designed to help students.

online," King said.

Because the Internet isn't a feasible medium to expect people experiencing Internet problems to use to report them, NATE uses other means.

"We gave NATE a phone number, so you can call or text him," Pruett said.

For now, calling and texting is the only way to report a problem to NATE, but there may be a different platform for students to use in the future, such as Twitter.

"The idea for NATE is to make him a typical Baylor student," Pruett said. "We even created a Twitter account for him so people can follow him."

His inaugural tweet was about finding his way around campus.

"First day on #Baylor campus! Still lost in the Burleson/Draper/

Old Main building/s :(#firstdayfail #rookie #baylorproblems," NATE reported on his official Twitter, @BaylorNATE.

Pruett said she and others who helped to create NATE have high hopes for him.

"Right now, he is solely for AirBear, but we may roll him out to other IT issues in the future," she said.

Pruett said everyone should put the number in their phones. NATE's phone number is 23456-4-NATE(6283).

NATE's voice will greet callers, and an automated message will greet texters.

"Students shouldn't expect an immediate reply, because NATE can't fix their problems," Pruett said.

"He is a centralized way for us to know what is going on."

The voice and text messages NATE receives will be passed on to ITS so they can gather the data and see if there is a larger problem that needs to be addressed.

"Maintaining an extensive wireless network such as AirBear is a difficult thing,

SEE **NATE**, page 6

Parents shouldn't dictate children's curriculum

Editorial

If you don't want your kids to learn about the Civil Right Movement, the French Revolution, gravity or any other number of topics, you may consider moving to New Hampshire.

Recently, lawmakers in New Hampshire passed legislation allowing parents to request alternative lesson plans for any school curriculum with which they disagree. State Rep. J.R. Hoell, R-Dunbarton, sponsored the bill because of its ability to allow parents to make moral and academic

“While parents should be active in their children's education, how much control should they have over public school curriculum?”

stands in school systems. One example he listed was a parent preferring the phonics language learning system over the “whole language” approach.

New Hampshire Gov. John Lynch, a Democrat, vetoed the bill but was overruled by both the state House and Senate. Lynch voiced concern for the quality of education in his veto message.

“Even though the law requires the parents to pay the cost of alternative, the school district will still have to bear the burden of helping develop and approve the alternative. Classrooms will be disrupted by students coming and

going, and lacking shared knowledge,” he said.

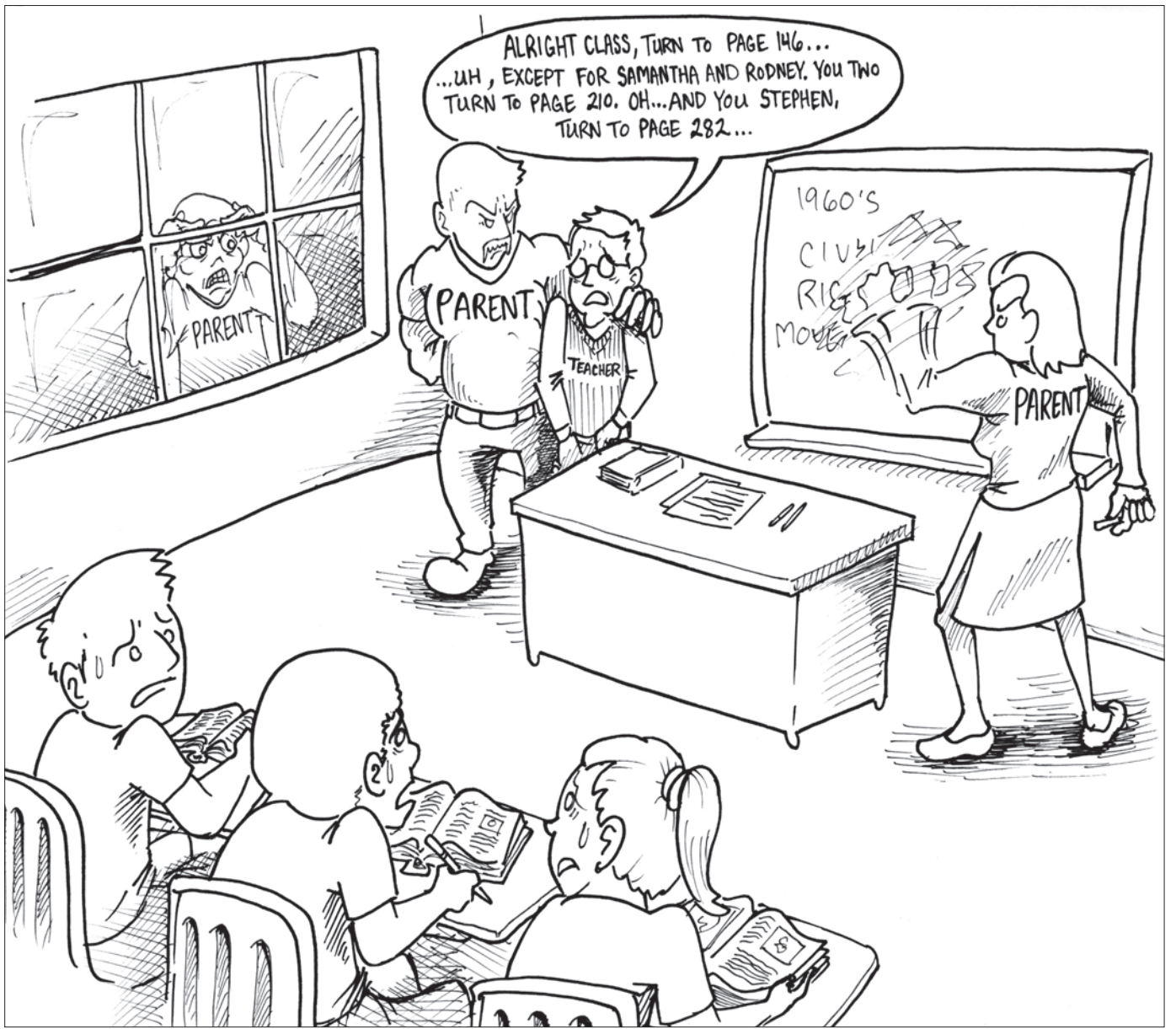
While parents should be active in their children's education, how much control should they have over public school curriculum? To be able to request alternative lessons for any part of the curriculum they do not agree with is ridiculous. Entire parts of history could be ignored simply because parents find them unpleasant. Science theories could be skipped and math teaching methods changed.

The danger of this bill is a generation of students lacking common knowledge – things they need to know when they are outside of school. How can a child that was allowed to skip lessons on gravity or World War II move on to higher education?

Standardized testing will not make allowances for these children, and neither will professors. This bill is only encouraging ignorance.

Granted, most if not all parents will be fine with their students learning basic science and math. But other lessons, such as controversial moments in history, force students to think critically, which is needed to succeed in the workforce.

An alternate way for parents to be involved in their child's education needs to be found. Rather than allowing parents to deprive their child of shared knowledge, state officials should encourage concerned parents to stress family values and beliefs at home. If a parent thinks slavery is too terrible for his or her child to learn about, instead of keeping the child ignorant of our nation's dark past, he or she should sit down with the child and explain why it is a horrible thing.



Parents should be allowed to voice concerns with school curriculum, but there needs to be unity in public education. Otherwise we will see a generation with large discrepancies in common knowledge. Occasional, alternate

lesson plans on controversial topics may be harmless, but the ability to object to literally anything in the curriculum is too much. Parents should take responsibility for their children's education outside of the classroom, and if they

don't like what is taught in public schools, there is always private school or home school.

Lawmakers in New Hampshire need to think about the possible impact their decisions on education will have on future

generations before they pass laws. Hopefully they will do this before Hoell proposes his next bill, which will seek to stop mandatory attendance in public schools to create a market-based approach to education.

Which advertisers win at Super Bowl? Not many

Spend \$\$ to make \$\$

30-second Super Bowl ad costs through the years

Year	Cost ¹
2012	\$3.50 M
2011	\$3.00 M
2010	\$2.65 M
2009	\$3.05 M
2008	\$2.73 M
2007	\$2.73 M
1997	\$1.63 M
1987	\$1.10 M
1977	\$582.0 K
² 1967	\$261.1 K

¹Adjusted for inflation. Source: Business Insider.
²First Super Bowl

Go see Volkswagen's Super Bowl ad, “The Dog Strikes Back,” on YouTube and let me know if you like it. I'm guessing you will.

Yet, it's hard to imagine exposure during the Super Bowl is worth the cost. The average CPM (cost per 1,000 households) during primetime TV was just over \$22 this past year. The CPM for the Super Bowl is over three times that at about \$76. If the brand wants to gain exposure to its target audience, there are far cheaper and better targeted alternatives.

So exposure and its associated objective of gaining awareness can't be the reason for advertising in the Super Bowl.

Brands and agencies representing mass-marketed and frequently consumed products by the majority of Americans might argue their target audiences widely overlap with the 160 million who tune in for at least part of the game. That argument fails first on the facts of CPM. I love Honda's 2012 Super Bowl ad, but will it succeed?

What percentage of the audience are viable targets? Let's take car manufacturers like VW and Honda. Americans on average now keep their cars for over 10 years. Let's suppose maybe even two in 10 is in the market for a new car. That means 80 percent of the audience might even like the ad, but the information is immaterial to them. What we know from research is they won't much like the ad because they won't even pay attention. Audiences tune out if product involvement is low.

Look at last year's least popular ads, and you'll find automotive leading the way. All of those Super Bowl advertisers

are spending \$3.5 million for 30 seconds to talk to a fraction of the audience.

The second major issue is a matter of relatedness and context. Does the brand and the advertising fit with the sports/entertainment context of the Super Bowl?

Budweiser, Pepsi and Coke may seem to make sense, as they are a part of the fan experience in many sports venues. The question is do they really gain anything else by being in the Super Bowl, given that they already hit this audience hard and heavy the rest of the year? My studied guess is that brand loyalty among sports fans for these sports advertisers is no better off because of the Super Bowl, since they have already saturated this market.

Here's what we know about how advertising succeeds in national and international sporting events:

1. The brand advertising must somehow relate to the event. We more easily process information that is congruent or similar. So ads that are entertaining and tie into the sport/event make sense. Last year's information-based Verizon iPhone 4 announcement and Home-Away ad (both ranked in the bottom 20 percent in USA Today's Super Bowl Ad Meter) exemplify this failure. What? You don't remember those? Me neither.

2. The brand must be prominent and familiar. Prominent, well-known brands are already stored in memory and easy to retrieve. Unknown brands must be learned and associated within the current mental framework accessible (viz., the Super Bowl) to be recalled. Among official Super Bowl advertisers, creative ads where the product is only tangential



Kirk Wakefield | Professor

to the content will suffer (see last year's Lipton Brisk ad with the Eminem claymation). In an entertainment environment, we simply won't work that hard to make the mental connection.

3. The brand must add value to the event. Viewers must believe the event is better off because of the brand. They would miss the brand if it wasn't there. When fans connect the brand and the event like that, the two share the same mental space. That's when the fan's passion for the event transfers to the brand. The Doritos campaign involving fan creations of ads for the Super Bowl achieves this goal.

What brands will fail in the Super Bowl?

The reason to be in the Super Bowl (compared to other media options) is for fan passion to transfer to the brand. This can happen if the brand is related, prominent and adds value to the event.

With that in mind, let's use H&M's David Beckham ad as a likely failure.

David Beckham has nothing to do with American football. His Q-score (a measure of celebrity popularity) in America is in the neighborhood of 20, which maybe better than Eli Manning (19) or Tom Brady (15) but not anywhere close to Peyton Manning (40) in recent years. H-M, a UK-based department store, is not prominent or familiar to the audience.

Obviously they are trying to introduce themselves in a big way through the Super Bowl. But one look at the ad itself will tell you the audience will not work that hard to encode the message H-M is trying to communicate.

Since the ad content is irrelevant to the Super Bowl, few in the audience will associate the brand with the event. No one will be watching next year for the H-M ad, and no one will miss it if they are smart enough to save their money in 2013.

Another likely set of losers belong to Hollywood. Movie trailers are already readily available to movie-goers. Hence, the entire exposure is pretty much wasted. The intended audience has already seen it or will see it soon.

Not many would be surprised if we conclude that some members of Hollywood suffer from pride, which would explain a lot of why the networks can continue to raise Super Bowl ad rates and advertisers continue to pay them.

Kirk Wakefield earned a MBA in entrepreneurship at Baylor in 1981 and is the Edwin W. Streetman professor of retail marketing at Baylor.

the Baylor Lariat | STAFF LIST

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Opinion

The Baylor Lariat welcomes reader viewpoints through letters to the editor and guest columns. Opinions expressed in the Lariat are not necessarily those of the Baylor administration, the Baylor Board of Regents or the Student Publications Board.



MATT HELLMAN | LARIAT PHOTO EDITOR

Tragedy on I-35

At approximately 1 p.m. Thursday, a Baylor student traveling on the University Parks exit ramp on Northbound I-35 lost control, flipped a minimum of three times, and ended up in an upside-down position on the ramp. The female driver, as well as the male occupant in the passenger seat, were taken to Hillcrest Hospital. No information about their condition had been released as of Thursday night.

Bond boom

Baylor bonds meet with high demand

By DANIEL C. HOUSTON
STAFF WRITER

Baylor sold \$120 million worth of bonds this week to finance key construction and renovation projects approved by the board of regents in November.

The university sold all the bonds within a two-hour period Wednesday, Dr. Reagan Ramsower, vice president for finance and administration, said.

"We had very good demand, very good response," Ramsower said. "There were offers to buy a greater dollar amount of bonds than we had supply."

The money raised will cover

the full cost of constructing the East Village Residential Community, and will fund future projects including Phase 2 of the Baylor Research and Innovation Collaborative construction and the renovation of the Marrs McLean Science Building.

The Fitch Group rated Baylor's bonds as a "stable" investment, citing Baylor's consistent increase in student-generated revenues, such as tuition, as reasons to believe the university will be able to make good on its payments.

The ratings report also noted the university's flexible budgetary methods allow it to adjust expenditures if revenues don't meet expectations. Baylor's operating margin remained positive in 2011, but weakened for the third consecutive year, according to the report.

LaRue receives Distinguished Alumni Award

By ROB BRADFIELD
STAFF WRITER

Baylor graduate Dr. Cleophus LaRue has nearly a lifetime of books, research and academic honors to his name. If it wasn't for his own drive and the willingness of a few people in power to take a chance, however, he might not have come to Baylor at all.

LaRue, Princeton Theological Seminary's professor of preaching and rhetoric, was among this year's recipients of the Baylor Alumni Association's Distinguished Alumni Award, an award given every year to former students that have gone on to live extraordinary lives.

LaRue earned two degrees from Baylor and has become one of its most academically prestigious graduates. LaRue said he first learned about Baylor from Bunny Steele, a high school journalism teacher in Corpus Christi. LaRue said it was Steele, a Baylor graduate, that first inspired him to study journalism, and it was her enthusiasm about Baylor that drove him

to apply.

"I just got it in my mind that I wanted to go to Baylor," LaRue said.

Before he applied, LaRue spent several years working for KIII-TV3 in his native Corpus Christi, preaching at South Texas Baptist churches and attending Texas Arts and Industries University in Kingsville.

LaRue openly admits his grades at Texas A&I were not exceptional, even though he graduated in the top 5 percent of his high school class. This proved a problem when he finally decided to apply to Baylor and was initially rejected. LaRue said his grades in junior college didn't meet the standards for transfer students at Baylor.

LaRue, with help from Steele, appealed to local school official Glen Huston, who decided to give LaRue a chance. Huston set up an appointment for LaRue with Dr. Ralph Storm, a Baylor regent. Storm remembers their conversation to this day.

"He came to me and I saw a



LaRue

man that was struggling," Storm said.

Storm said he was most impressed with LaRue's strong desire for education.

"He told me, 'My people are becoming more educated and they expect their pastor to be more educated as well.' That seemed reasonable to me," Storm said.

Storm sent LaRue's case to future Baylor President Herb Reynolds, who sent LaRue a personal

letter telling him he had to succeed or go home. LaRue did not disappoint.

During his time at Baylor, LaRue studied both journalism and theology, excelling at New Testament studies. Eventually, LaRue earned a master's degree in theology and entered Baylor's church history doctoral program.

Just before beginning his doctorate at Baylor, John B. Davidson, a religion professor LaRue became close to during his undergraduate career, began talking to LaRue about expanding his doctoral options beyond Baylor. At that time, the Texas Baptists were embroiled in what LaRue calls the "battle for the soul of the Southern Baptist Commission." That conflict and the urgings of his professors led LaRue to apply to the Princeton Theological Seminary. LaRue said his decision to leave Texas boiled down to one big question.

LaRue asked himself, "Would I stay there and be content being a pastor at a reasonably sized church in Central Texas, or make a com-

plete break?"

He made the break and went to Princeton.

During his time at Princeton, LaRue studied under renowned preacher Thomas G. Long, who Baylor named one of the 12 most effective preachers in the English language in 1996. While at Princeton, LaRue came into contact with several prominent individuals, including former Baylor President Dr. Robert Sloan.

After completing his doctorate of divinity, Long approached LaRue about becoming a full-time professor, and LaRue accepted.

Since joining the Princeton faculty 15 years ago, LaRue has become a respected authority on preaching in the African-American community and has written and/or edited five books on the subject.

In 2001, he took a trip to India with students from Princeton and has since traveled around the world teaching and learning about Christianity in other countries. His most recent trip was to the Philip-

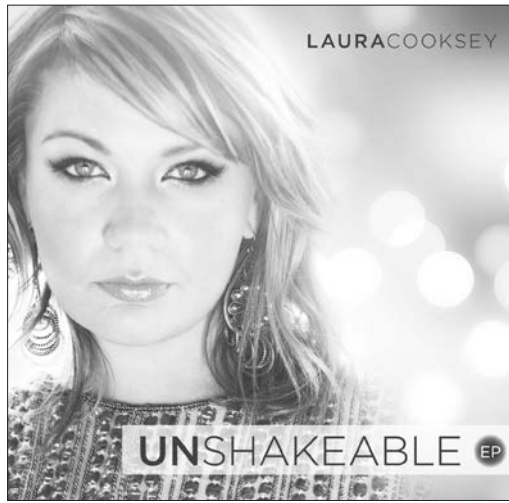
pinas in January.

His outstanding academic records are what led the alumni association to present him with the 2012 Distinguished Alumni Award. Ella Wall Prichard, Baylor graduate and former regent, was one of the association members who recommended LaRue for the award.

"There's only a handful of Baylor graduates who have taught at the premiere institutions of the country," Prichard said. "We have lots of professors at Baptist universities, but he's up there with the very, very top graduates from an academic perspective."

LaRue was in Waco on Jan. 27 to accept the award. Even though he has moved on to the heights of the academic world, LaRue still remembers the university that gave him a chance, and the people that believed in him along the way.

"I give God thanks," LaRue said. "I've had a good life because of the foundation that I had at Baylor and the work I've done at Princeton over the past 15 years."



COURTESY PHOTOS

Baylor alumna Laura Cooksey works with Disney theme parks, Women of Faith conferences and has produced a solo album on iTunes.

Alumna utilizes music degree, talent to succeed on iTunes

By KAYLA REEVES
REPORTER

Baylor alumna Laura Cooksey is thriving in the world of Christian music with her debut album, "Unshakeable."

Cooksey graduated with a Bachelor of Music degree from Baylor in 2001. Since then, she has accompanied Christian artists like Nicole C. Mullen and Natalie Grant, been featured in a nightly show at Disney theme parks and led worship for Women of Faith conferences.

After her Baylor singing group, Sign of Jonah, parted ways, Cooksey moved to Franklin, Tenn., with her husband, 2003 Baylor graduate Kyle Cooksey.

Soon after, the producer of the Disney light show "Magic, Memories and You!" asked Cooksey to sing a demo for the show.

The producer ended up liking Cooksey's demo so much that Disney kept her voice in the show permanently, making her name known to more of the music industry, she said.

Her first album, released in January, is a compilation of six songs, three of which Cooksey co-wrote. The album has a five-star rating on iTunes.

Her music is "worship-driven

pop with some soulful influences," Cooksey said, comparing it to the sound of Sara Bareilles or Natalie Grant.

"Some of it is not overtly Christian," she said. "The last song on the EP, 'Here We Go,' is not obviously talking about Jesus, but it is biblically based."

Baylor School of Music played a big part in preparing her for this success, she said.

"Whether you're singing pop music or classical music or operatic music, good singing is good singing," Cooksey said. "They taught me a whole lot of technique, and those music theory classes that were not my favorite at the time came in handy later."

Dr. Jean Boyd, professor of musicology at Baylor, taught Cooksey in a music history class.

"I do remember a bright and beautiful young woman who I felt had the drive and talent to go far in her profession, and apparently I was correct," she said.

Boyd said it is not easy to study music.

"The course of study one takes to get a Bachelor of Music degree is rigorous and long," she said. "Being a music major is for the very talented and those with the strength of body and soul to finish the degree. Laura was one of

those people."

Of all the things Cooksey has done, she says working with Women of Faith, a national Christian women's organization, has been her favorite.

"Just to lead thousands of women in worship every weekend has been really, really special," Cooksey said. "Other than that, I loved traveling with other artists to Third World countries or places where people don't speak our language, but they still know the songs. It shows that music really is a universal language."

Cooksey will be going on a nationwide tour with "American Idol" star Mandisa starting this month, and then will continue her work with Women of Faith in the spring and summer. Her goal is to get her music and her message out there, she said.

To anyone who dreams of being a successful musician, Cooksey said she both advises having faith in God's plan and confidence in yourself.

"Bloom where you are planted," Cooksey said. "Be faithful with wherever the Lord has placed you, whether it's in Baylor Chapel or singing at Common Grounds. Whatever it is, do it with everything you have and people will take notice of it."

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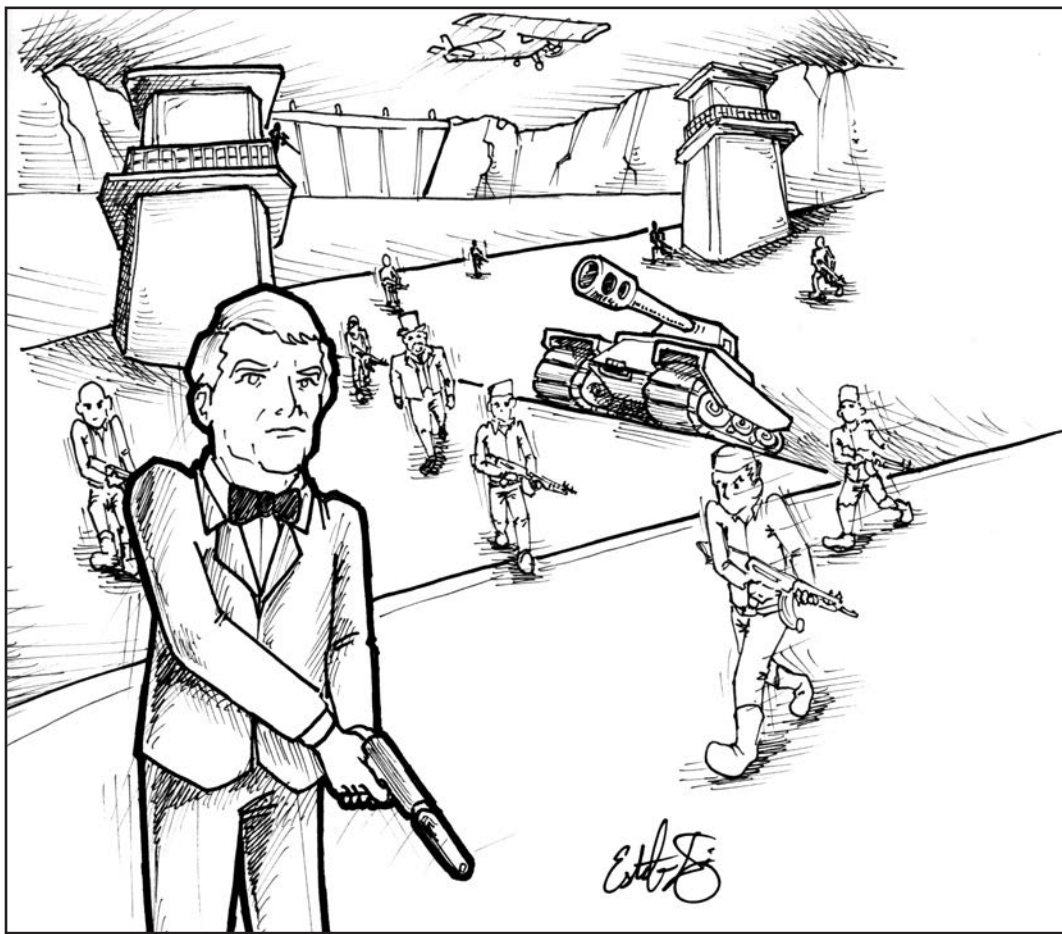
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'GoldenEye' hits the mark for greatness in gaming

Editor's Note: This is an article in our ongoing "Great Video Game" series in which readers and staffers alike are asked to submit a few hundred words about a video game that they consider to be great. This week's submission is "GoldenEye 007" for the Nintendo 64.

By **TREVOR ALLISON**
REPORTER

O, "GoldenEye 007," the delight of my youth. This game brought infinite enjoyment to an innumerable number of gamers from 7-years-old — as I was when it was released — to 30-plus years old — as it was for my uncles with whom I played the game — and probably even further.

Rare's masterpiece for the Nintendo 64, "GoldenEye 007" was unlike anything we had ever seen. It wasn't the first first-person shooter game for a console, but it was the first great first-person shooter. That was a mouthful. Basic gist: "GoldenEye 007" was mind-blowingly awesome. It still is, actually.

Why was "GoldenEye" great? First, you get to be James Bond.

You actually get to play as Bond. James Bond. If you've never been a 7-year-old boy, you may not understand how big of a deal this is. If you have, then you know why this is such a big deal. At that time in my life, killing bad guys was seen as the highest calling in life.

It was also the first great multiplayer game — anything including the Mario Brothers notwithstanding. You could finally go head-to-head with your friends in a simple game that didn't involve mushrooms, turtle shells and go-karts. Not only could you shoot bad guys, but you could shoot bad guys controlled by your friends. Somehow, I think that was actually more fun, but I'm still not entirely sure why this is. But it doesn't matter why, because it was awesome and even now I love playing with friends.

Now I will give some reasons involving actual gameplay. It was the first game where users had the ability to zoom in and take advantage of the scope or sights on a particular gun. This added realism not yet experienced in console games.

Also, if you shot bad guys in different parts of their body, they would react different ways. Adding to the realistic feel, headshots

eliminated bad guys much quicker than shots to the legs or arms. "GoldenEye 007" also kept track of what percentage of your shots hit or missed and which parts of the body you hit most, which was another way to prove your supremacy over friends.

As great as "GoldenEye 007" was (or still is, to those of us who continue to play it regularly), its legacy might be even greater. "GoldenEye 007" paved the way for other free-roaming shooters such as the "Halo" and "Call of Duty" franchises, which are some of the most popular games today.

"GoldenEye 007" is certainly one of the greatest games of all time, not only for its exciting gameplay but the innovations it brought and the impact it still has on video games in the present.

Does reading this article make you think of a video game that you consider great? Please send us an email at lariat@baylor.edu with a suggestion for a "Great Video Game." Please include a few hundred words on why you consider your game to be great and you just might find your opinion here.

'The Sports Page' reveals past era

By **CANDY RENDON**
REPORTER

Playwright and Baylor graduate Larry Herold will showcase his play, "The Sports Page," at the Stage West Theatre in Fort Worth next week.

The play was the winner of the 2011 Pandora Productions New Play Festival award and the 2010 Texas Playwriting Competition and was a finalist for several other prominent playwriting awards.

Herold introduces the screenplay with a synopsis explaining the world that he brings to life in "The Sports Page."

He writes, "Waxahachie, Texas. The NFL's Dallas Cowboys are holding training camp. A young man arrives, yearning to join the pantheon of big-time sportswriters. But when he encounters a pair of crusty scribes, a glamorous female TV reporter, a wily P.R. man and a star player who refuses to speak to the press, his life takes an unexpected turn."

Herold, who wrote the play, explained his passion for sports writing and writing the play.

"This story is so near and dear to sports fans," Herold said. "People remember when journalists used to be the only ones telling the public what was going on with sports. That relationship between the public and the sports writers was very romantic, and this play shows that relation."

"The Sports Page," follows Scott Young, a 27 year old sports writer eager to get his career moving forward during the big 1960s shift from editorial sports journalism to television broadcasting. Young's pursuits are further challenged by Jane Jordan, a young female reporter growing in popularity with

television viewers.

From the skinny ties to the cigarette smoke, the play paints all the details of the transitional experience during the '60s.

"People didn't know that television was going to be this huge thing bringing them right to the game, but it was just getting started," Herold said. "All kinds of things were picking up. Newspapers were losing a lot of their readers when television became the popular medium for sports coverage. Many writers had to adapt. And then the women wanted to get in on it."

Jerry Russell is the founder of Stage West Theatre and explained the varying perspectives in the play.

"This is a fascinating story of sports history going through one of the biggest changes in media," Russell said. "There is certainly a local hook present with the play, but what interests me the most is that national aspect."

"Scott is young and ambitious. He shows up thinking he will be this great newspaperman. All of a sudden, television finds him. Does he consider making the switch?" Herold said.

"The Sports Page" deeply examines its characters' faults and struggles to bring audience members a clear view towards the story, Herold said. When asked how he came to create the roles, Herold explained his recollection of different colleagues and co-workers he encountered over the years.

"Well, first you need to get your ideas from experiences throughout your life, and I happened to know a lot of writers over the years. Then, like other writing, you kind of grab your words from the air to piece together your story the way you want it. It's a mixture of things,

kind of like soup," Herold said.

"What draws me most about the characters is that you have a couple of longtime, grizzled sports writers," Russell said.

Herold recently finished the play's video trailer, where he says he is taking advantage of television's present role with the media. Herold posts several interviews on YouTube, looking into the history of sports journalism and "The Sports Page."

In one of these interviews, Mark Oristano, a sports journalist who once covered the Dallas Cowboys, emphasized the play's guided attention to historical detail.

"In Texas, football is certainly a huge part of our lives, but back then it was very rare to find games televised. Now every game is on." Because of Herold's play, viewers will see both the highs and lows of sports coverage today, Oristano explained.

Herold, who resides in Dallas, received his B.A. in journalism from Baylor and continued his story writing with an MFA in creative writing from Texas State University. He is cofounder of Times Square Playwrights in New York City and is a member of the Playwrights' Center and the Dramatists Guild.

For more information, visit www.larryherold.com/the-sports-page. Tickets are available through Stage West Theatre at boxoffice@stagewest.org. The play is showing 7:30 p.m. on Thursdays, 8 p.m. on Fridays and Saturdays and 3 p.m. Sundays. The play will be running from Thursday until March 18.

Links to the YouTube videos mentioned in this article can be found on the Baylor Lariat website at baylorlariat.com.

FUN TIMES

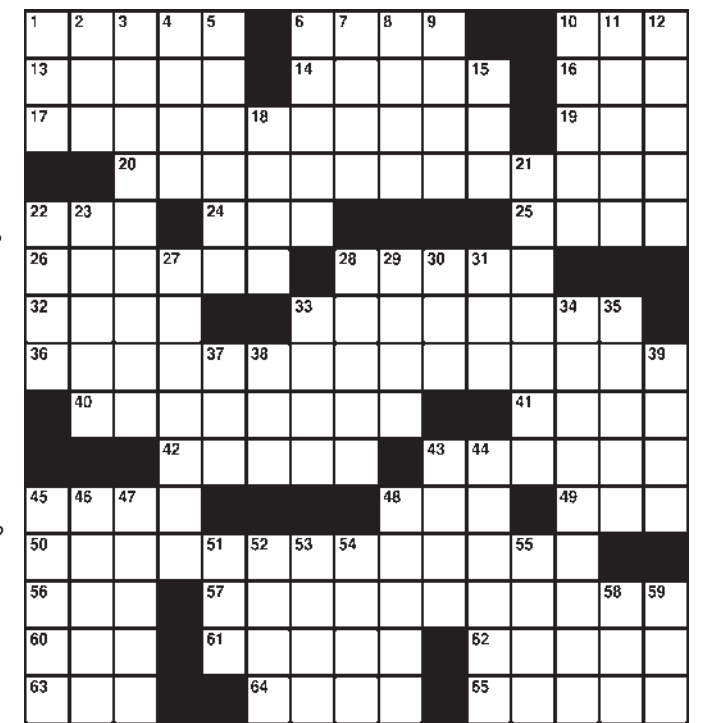
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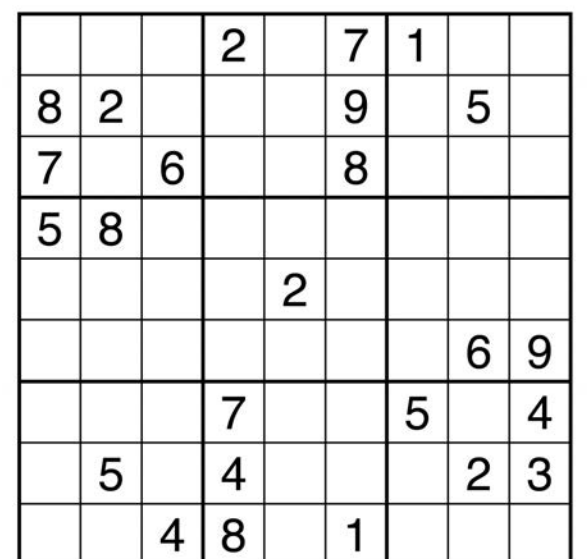
- 1 Pre-Columbian Indians
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- 10 Persian, for one
- 13 Wild weather
- 14 Heavy reading
- 16 Suffix with Seattle
- 17 Communications problem?
- 19 Sleep acronym
- 20 Summary of a shrinking mass?
- 22 Capital of Colorado?
- 24 T designation
- 25 Marlin's son, in a 2003 film
- 26 Caused an insurrection
- 28 Court maneuver
- 32 Jungle noise
- 33 Characterize
- 36 Title for the longest bridge?
- 40 Two-part answer
- 41 Vet
- 42 Bangkok natives
- 43 Pennsylvania home of Lafayette College
- 45 Control
- 48 Well-chosen
- 49 Colorado native
- 50 Construction site order?
- 56 Signs of press conference uncertainty
- 57 Hardly the award for Chernobyl?
- 60 Type of screen, briefly
- 61 Put down
- 62 Prey catcher
- 63 "___-hoo!"
- 64 Marine: Abbr.
- 65 City south of Florence

Down

- 1 Co. for surfers
- 2 Degree in math?
- 3 Work together
- 4 Florence's river
- 5 Is suspicious
- 6 Firewood measure



- 7 Activity centers
- 8 Apple's G5, e.g.
- 9 Take out
- 10 Enchantress who lived on the island Aeaea
- 11 Starters
- 12 Presto, for one
- 15 35mm camera initials
- 18 Continue violently
- 21 Draws in
- 22 Medicine, one would hope
- 23 Modeling aid
- 27 Agamemnon's avenger
- 28 Lowly workers
- 29 "This ___ joke!"
- 30 Taper?
- 31 Its processing produces slag
- 33 Actress Conn
- 34 Critter in a domed shell
- 35 Cereal killer
- 37 "Forget it!"
- 38 "'Twas white then as the new-fa'en ___": Alexander Anderson
- 39 Thing to do in style
- 43 Foil alternative
- 44 Diamond turns
- 45 For real
- 46 Transmission repair franchise
- 47 Screw up
- 48 Stop on the Métro?
- 51 "Charlotte's Web" monogram
- 52 Beach flier
- 53 Yu the Great's dynasty
- 54 Famous last words
- 55 Berry used as a dietary supplement
- 58 Bass ending
- 59 Protein-building polymer



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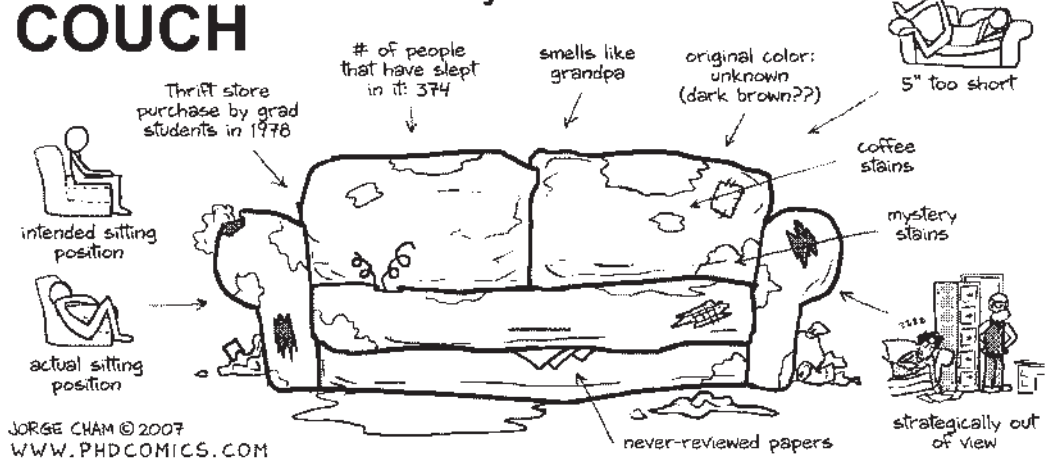
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No. 1 Lady Bears, not Lady Griners

Women's basketball proving perfect record is team effort

By KRISTA PIRTLE
SPORTS WRITER

The No. 1 Lady Bears are undefeated this season, beating their opponents by an average of 30 points.

It would be one thing if Baylor's schedule was a walk in the park, but it has the top RPI in the nation, playing against No. 2 Notre Dame, No. 3 Connecticut and No. 8 Tennessee to name a few.

Many people credit this success to 6-foot-8-inch junior Brittney Griner and only Griner, saying Baylor will fall back into mediocrity once she graduates.

Baylor head coach Kim Mulkey laughs in response.

"Well, we won a national championship without Brittney Griner," Mulkey said. "Do I need to say anything else? Brittney has never won one. The team, the program, we're going to continue to go on. We recruit well, one of the top. We may not have that presence of 6-8 or another that dunks, but there will be great players that continue to come here. We've proven in 12 years that we're going to keep on keeping on."

Alongside Griner in the green and gold are three fellow All-Americans: sophomore Odyssey Sims and juniors Brooklyn Pope and Destiny Williams.

"While Brittney and Odyssey get all the attention, we've got All-Americans around them," Mulkey said. "Destiny Williams is averaging a double-double. Brooklyn Pope is coming off the bench. They're not surrounded by average [players] but by All-Americans. That's what makes us a better team: We have depth, we score, we are not selfish and we accept roles. They came here with the understanding that they would play with Brittney Griner. That tells you how unselfish they are."

At point guard, Sims brings a spark to the offense and intensity to the defense, leading the Big 12 in steals with 3.5 a game.

In the comeback win against then-No. 2 Connecticut, head coach Geno Auriemma noted his team was more focused on containing Sims than Griner, as are other coaches.

"She's a great penetrator and tremendous one-on-one player and an unselfish kid as well, obviously," Kansas head coach Bonnie Henrickson said. "She got them going in transition. I mean, they're a great one-two punch and have been since they played together, absolutely."

Opposite of Sims are juniors Nae Nae Hayden and Jordan Madden.

"It's a confidence thing for everybody," Mulkey said. "I've told

Nae-Nae (Hayden) and Jordan (Madden) that they will decide if we make it to a Final Four and win a national championship. You know how they are going to guard Odyssey, you know what you're going to see with Brittney, but with Nae-Nae and Jordan, they have to accept the challenge to defend on the defensive end, make big shots, get steals and run the floor."

Senior Terran Condrey comes in off the bench to fill one of these spots.

Condrey silently makes plays and can be counted on to hit the shot to swing the momentum back in favor of Baylor.

The forward position is also overflowing with talent, made up of Pope and Williams.

Pope would start on any other team in the nation but comes off the bench for Mulkey and averages eight points and five boards a contest.

"While Brittney and Odyssey get all the attention, we've got All-Americans around them."

Kim Mulkey | Head coach

Williams starts and offers a difficult choice to opponents: they can choose to jump from guarding her to helping on Griner, leaving Williams open for an elbow jumper, or help off the weak-side wing, leaving that player an open three or a open driving lane.

"It is hard to keep Destiny Williams off the board when you are trying to keep Griner off the boards; same thing with Brooklyn Pope and it's the depth in those positions, too," said Oklahoma head coach Sherri Coale.

In short, Griner may be the face of the program, but she has so many solid athletes around her that it's hard for opposing teams to truly match up.

"I'm just lucky to have the teammates that I have around me," Griner said. "I wouldn't trade any of them. Everybody contributes. It's just different nights that different people step up. That's the one thing that I love about our team. Somebody will step up if someone else is having an off night. We do a great job on finding each other. Whoever has the hot hand, we will get them the ball."

Experience and the drive of unfinished business looks to propel the Lady Bears to the NCAA Championships in Denver come March.

"They want to win a national championship; that's why they're here," Mulkey said.



MEAGAN DOWNING | LARIAT PHOTOGRAPHER

No. 22 Sune Agbuke tosses the ball up while No. 32 Brooklyn Pope blocks Kansas out on Saturday at the Ferrell Center.

Baylor Sports this Weekend

Today: Equestrian When: 11 a.m. Who: New Mexico State Where: Willis Equestrian Center	Saturday, cont.: Women's Basketball When: 7 p.m. Who: Kansas State Where: Manhattan, Kan.
Track & Field When: All day and Saturday What: New Balance Invitational Where: New York, N.Y.	Acrobatics & Tumbling When: 9 p.m. Who: Azusa Pacific Where: Azusa, Calif.
Saturday: Women's Tennis When: 12 p.m. Who: Florida Where: Hurd Tennis Center	Monday: Women's Basketball When: 8 p.m. Who: Oklahoma Where: Ferrell Center
Men's Basketball When: 12:45 p.m. Who: Oklahoma State Where: Stillwater, Okla. <i>Preview story Online</i>	

Two track stars keep Baylor success going

By SAVANNAH PULLIN
REPORTER

Rules are made to be broken. The same could be said for records.

The Baylor track program has a strong past. It has presented at least one top 20 performance every year since 1980 and lays claim to 2004 Summer Olympic gold medalist Darold Williamson and world-class track star Michael Johnson.

Sophomore transfer Erin Atkinson and sophomore Hunter Brook both proved last weekend they are ready to fill those shoes. Both Atkinson and Brook broke Baylor school records while competing in Arkansas.

Atkinson threw for 67-6 1/4 in the women's weight throw. To put that into perspective, the average giraffe is 16-20 feet tall. She essentially threw further than the length of three giraffes laid on top of each other.

The throw was far enough to win the meet and move her into sixth in the NCAA.

It was also enough to shatter a school record to which she already held the title.

Atkinson transferred from Southern Illinois after last season.

"I transferred for a lot of reasons," Atkinson said. "This is just a better place for me. It's a better environment."

Atkinson said a lot has changed since she's been at Baylor, including her maturity.

"I've really grown up and been able to listen to my coaches more," Atkinson said.

It seems as if head coach Todd Harbour predicted Atkinson's record-breaking weekend during an interview last week.

"Erin Atkinson's ready to pop a big weight throw," Harbour said. "I'm looking forward to seeing what she does."

Atkinson said she had been training hard, but did not have any special expectations.

"I knew I threw it far, but I didn't know how far. I can't really convert meters into feet in my head," Atkinson said.

Like Atkinson, Brook also broke a record that he held beforehand. Brook had broken the

school heptathlon record early last season, but it was broken by sophomore teammate Henry Vildosola.

Brook reclaimed the Baylor heptathlon record with a score of 4,944 points, a 322-point improvement on Vildosola's record.

During a heptathlon, Brook competes in seven events, including the 60-meter spring, long jump, high jump, 1,000-meter run, and other events.

Brook, a Houston native, finished in 18th place in the heptathlon last season at the Big 12 Championship.

In high school, he competed in multiple events, including hurdles, jumps and running, but he did not start competing in the heptathlon until he came to Baylor.

Brook's calm and confident demeanor with the media seemed to match perfectly with his competitive strategy.

"I just went up there wanting to do exactly what we did in practice," Brook said.

Like Atkinson, he looked at this meet like every other competition.

He said he went out there ready to perform and do his best, not even thinking about breaking a record.

To prepare for the meet, Brook said started going to bed early, eating right, and really thinking about the meet and the benefits he could bring to his team.

He also prayed multiple times throughout the week and before the competition.

Brook's strategy for competing is simple. He takes one event at a time and focuses solely on that performance.

"Once you start thinking about it, that's when you start messing up," said Brook. "The hardest thing to do is to forget about the event you just did."

Brook said he did not look at the points total at all throughout the entire meet.

"I was just excited to be done with it more than anything, especially after the 1,000. It was tough," Brook said.

When he found out he had broken a Baylor record, he said he was pretty excited and shocked, but still wanted to do better.

"You can't have a perfect meet."

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BOWL from Page 1

work out.”

“The math” refers to the cost of reaching viewers, which is measured in dollars per 1,000 viewers. Wakefield said advertising during the Super Bowl costs companies \$76 per 1,000 viewers, while the average rate for the rest of the year is \$22 per 1,000 viewers.

Even with the increased spending, the spectacle of the Super Bowl brings a boost in exposure. Corey Proffitt, product communication spokesperson for Volkswagen of America, said his company sees the Super Bowl as a valuable interaction with potential customers.

“We view it as a product to get consumers talking about the brand,” Proffitt said of the company’s Super Bowl ad spot. This year, Volkswagen produced a 60-second ad to promote its redesigned 2012 Beetle.

Proffitt said the company recognizes that many viewers have fond memories of the Super Bowl, and Volkswagen sees the event as a chance to remind them of their fond memories of the company as well.

“We feel this is an opportunity to tap into people’s stories with

Volkswagen, just like the Super Bowl does,” Proffitt said.

He said Volkswagen, which is advertising during the Super Bowl for the third consecutive year, views the advertising as a successful expenditure, citing positive feedback from social media outlets.

Despite a positive outlook from Volkswagen, Wakefield said the ads aren’t worth the money because people watch the Super Bowl to have fun, not to think about buying products.

He said even the companies that spend the most, such as Coke, Pepsi and Budweiser, and whose products are consumed frequently by the public, still don’t necessarily gain any new customers.

Another factor that makes Super Bowl advertising difficult is the diverse audience, Wakefield said. A significant part of advertising is appealing to a target audience. With more than 160 million viewers, this

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is difficult to do.

Wakefield gave the example of movie trailers shown during the Super Bowl.

“The majority of people are not in the target market for any given movie. Not everyone cares about that genre,” Wakefield said. “Second, if you are a frequent movie-goer, you’ve already seen it, or you will see it soon.”

The problem, Wakefield said, is that companies are spending millions of dollars to expose viewers to something they either don’t care about or will see anyway.

Hile said she is entertained by the commercials, but doesn’t feel as if they influence her purchases.

“I think that the commercials bring brand awareness, but I’m not sure they really compel me or anyone else to purchase products,” Hile said.

Peterson also said he thinks the commercials may be helpful to some brands but sees their effect as limited. “I might be open to buying a product I see on a commercial,” Peterson said, “but I feel like most of my decisions on products I purchase are already made at this point in my life.”

NATE from Page 1

because there are lots of parts,” King said.

King said it is important for ITS to have the information that NATE stands for, and she hopes the acronym and character will help stu-

dents remember those items and recognize the importance of reporting problems.

“Most students just blow [IT problems] off, but if we’re having capacity issues, we need to know,”

she said. “We are really hoping that students use it, and we hope that it is well received and seen as a sincere attempt to provide a better service.”

MUSCULAR from Page 1

the cost to fund one minute of research for the diseases, Wheeler said. Those who reached this goal will receive a T-shirt.

Wheeler said the MDA is open to any donation.

Morris said they need to have as many Baylor students as possible and the community involved.

Wheeler said the celebration will include a pep rally. The Baylor Spirit Squad, Baylor softball coach Glenn Moore, the Baylor softball

team, local Uproar artist Holly Tucker and Bruiser the mascot will be at the event to show their support for the MDA.

Moore is going to be the “Celebrity Starter” for the walk. He is “community-minded,” Morris said, noting how Moore changed the practice times on Saturday so the full coaching staff and women’s softball team could attend the event.

“We have a responsibility as

coaches to expose our team to opportunities to commit their time and resources to a cause.

Though we are giving, we receive more than we give,” Moore said.

As part of the celebration, Wheeler said attendees, including those individuals with a muscular dystrophy disease, will take a “non-athletic” victory lap around the track of the indoor football field.

CENTER from Page 1

drafted several different designs for the stadium according to the broad guidelines provided, which include ensuring ease of travel to and from campus.

She said the university is not in a position to comment on “anything related to construction” because it has yet to approve any aspect of the plans.

“We are still in that architectural rendering stage,” Fogleman said. “All of those designs some of

which I’ve seen, several of which I’ve never seen show all kinds of possibilities, but we are a long way from making any kind of decisions.”

The model depicts an open patch of grass and what appears to be a crossing set of walkways where the alumni center currently sits. Upon review of the model, Joos said he is unsure what the crossing pattern is supposed to represent, but said it could just be a “design

element” at this point.

He stressed the project is still in a very early stage and the specifics, such as bridges and walkways leading to campus, are still subject to change. “It’s still very much a concept and we’re still figuring out how to put it together in a cost-effective manner,” Joos said.

Brian Nicholson, associate vice president for facility, planning and construction, was not available for comment by Thursday’s deadline.

NATO surprised by U.S. combat plan

By DAVID S. CLOUD
TRIBUNE WASHINGTON BUREAU

BRUSSELS — A U.S. proposal to step back from leading combat operations in Afghanistan by the middle of 2013 divided NATO on Tuesday as some allies objected to being caught by surprise, and France suggested that the alliance completely end its involvement in fighting over the next two years.

Germany, Britain and other NATO members complained in closed talks at alliance headquarters here that they had been blindsided by Defense Secretary Leon E. Panetta, who described the U.S. plan to reporters on his way to Brussels on Wednesday, according to a senior NATO diplomat.

European governments, after backing the unpopular Afghan war for years despite little public support, said the U.S. plan was being viewed in news reports as an indication that Washington was eager to leave Afghanistan, which would make it harder for them politically to keep their own troops there, the diplomat said.

Reflecting those concerns, officials confirmed that France intended to pull its 2,500 remaining combat troops from Afghanistan by the end of 2013, and they suggested that the rest of the alliance consider whether to do the same, according to a senior French diplomat.

Removing all combat forces in 2013 would be a year ahead of schedule, but French officials say the faster timetable would help the alliance extricate itself from the decade-old war. “We must not leave the most difficult tasks for the end,” French Defense Minister Gerard Longuet said in an interview.

U.S. officials favor handing over lead responsibility for fighting the insurgency to the Afghans next year, but keeping U.S. and allied combat troops there until the end of 2014.

U.S. officials insisted that the transfer of duties to the Afghans did not mean the U.S. would cease combat operations entirely, but several U.S. and NATO officials initially had trouble explaining what the change would mean in practice.

The announcement also seemed to spook both Afghan officials and U.S. military commanders, who worried that it meant U.S. troops would be pulled out more quickly than expected — an impression that, despite multiple efforts, U.S. officials did not entirely dispel.

A senior NATO official briefing reporters explained the U.S. plan this way: Panetta “said that the combat role will come to an end. But he also said that combat will continue, and that’s exactly what I am saying.”

The U.S. plan also seemed to rattle NATO Secretary-General Anders Fogh Rasmussen. He said

Thursday morning that Afghan army and police personnel would be in the lead “by mid-2013,” as Panetta had said, but at an evening news conference he said he needed to “clarify a few issues.”

Apparently concerned that the U.S. announcement would lead other members of the alliance to withdraw their troops next year, Rasmussen pulled back from his earlier optimistic statement that Afghan troops would assume security responsibility throughout the country in 2013, with NATO taking a support role.

“It may be 2013. We don’t know yet. It depends on the situation on the ground,” he said.

Panetta offered reassurance that U.S. forces would still engage in combat even after the Afghan army takes the lead role next year. “Everyone understands that there’s going to be a transition here,” Panetta said after a day of meetings at NATO headquarters.

“The Afghans will be in the lead, and we will continue to provide support.”

Panetta said U.S. forces would train and advise Afghan units, conduct special-operations raids and be available to assist other troops in emergencies.

He said they would only “engage in combat operations as necessary,” a major shift away from the U.S.-dominated approach of the last decade.

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