



## Fresh Ingenuity BU business program is No. 4 in nation

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## One Book, One Waco ‘Sun, Stone and Shadows’ author visits campus

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## Helping Out Charity walk raised funds to aid the homeless

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JED DEAN | PHOTO EDITOR

### Simply Stunning Symphonic Band

The Baylor Symphonic Band presents its first concert of the fall semester, led by conductor Isaiah Odajima, Associate Director of Bands. The band played a wide variety of pieces, including some from Ticheli and Zdechlik.

# 25 percent Waco adults uneducated U.S. Census Bureau survey finds Central Texas education levels subpar

By TRENT GOLDSTON  
STAFF WRITER

A Baylor analysis of the latest American Community Survey from the U.S. Census Bureau reveals that Central Texans are lower educated in comparison with the national average.

According to the study, nearly 25 percent of adults in Waco did not graduate from high school.

Dr. Larry Lyon, director of

the Center for Community Research and Development, said that these findings are part of a long-term issue for Waco.

“The survey indicated that Waco has a problem with the level of formal education,” Lyon said. “In spite of MCC and TSTC and Baylor all being here, the level of education that local residents achieve is even low by Texas standards, and Texas is lower than the rest of the nation.”

Lyon said that the mayor’s office is currently working to develop early intervention programs to help prevent high school dropouts.

“Our problem is best solved by catching the kids early and making sure they are still in school through graduation,” Lyon said.

This problem is not only due to high school dropouts, but also due to Central Texas’s ability to retain college graduates.

In Waco, 11.5 percent of residents over the age of 25 have bachelor’s degrees.

Dr. Carson Mencken, a sociology professor, said that despite the number of opportunities for higher education the Waco area has to offer, few choose to stay here.

“We are losing college graduates,” Mencken said.

see TEXAS, pg. 6

# Plans for Brazos cleanup in the bag

By MEGAN KEYSER  
STAFF WRITER

Waco Parks and Recreation has laid the foundation for a new Brazos River cleanup to be implemented by the beginning of next year. This new plan is a result of a continued problem with trash and debris along the Brazos.

There are many reasons for the large amounts of debris in the river, but the weather has the biggest impact.

“We didn’t get rain for a long time, and as a result a lot of trash gets blown into the creeks,” said Graeme Seibel, parks and recreation operations supervisor. “When you do get the rain, it pushes the debris back in the river.”

In the coming months, Waco Parks and Recreation has plans to begin a new Brazos River cleanup that will include new boats, vegetation control and

staff members designated for work specifically on river cleanup, Parks and Recreation officials said.

“During this budget year, (City) Council allocated funds to hire two employees and then we also requested and TIF (Tax Increment Financing) Board allocated funds for equipment,” said Rusty Black, director of Parks and Recreation. “This is the first year that funds specifically for that purpose have been allocated.”

Boats currently being used in river cleanup allow workers to remove debris when they need to, but new boats with vacuum capabilities and baskets to hold debris will make it possible to catch a lot of debris before it reaches the river, officials said.

One of the new boats will be a pontoon boat with a basket in the middle, Seibel said.

Another boat will have a device called an elephant back.



SARAH GROMAN | STAFF PHOTOGRAPHER

A piece of trash lays in brush near a creek off of the Brazos River. A cleanup plan is in full swing and Waco Parks and Recreation is gearing up to spearhead the cleanup.

The device will vacuum debris from the river and will be permanently attached to the boat, said Black.

It will take three months for the boats to arrive, but shortly after the first of the year, Black hopes to have a strong program

in progress, Black said.

Along with the upgraded boats, the new cleanup program will work on vegetation control in order to remove some vegetation that traps debris.

see CLEAN, pg. 6

# Facebook to end Beacon tracking in settlement

By BARBARA ORTUTAY  
ASSOCIATED PRESS

NEW YORK — Facebook is shutting down its much-maligned Beacon marketing program, launched nearly two years ago amid fanfare only to generate a storm of privacy complaints over the tracking of user activities at partner Web sites.

Facebook agreed to end Beacon and create a foundation to promote online privacy, safety and security as part of a \$9.5 million settlement in a lawsuit over the program. A federal judge in

San Jose, Calif., still must approve the terms.

Meanwhile, Facebook is teaming up with the Nielsen Co. to help advertisers grab the attention of the hordes that are spending more of their time at the Internet hangout. Sheryl Sandberg, Facebook’s chief operating officer, is expected to unveil the new marketing program, called “Nielsen BrandLift,” at an advertising conference Tuesday in New York.

Facebook thought the Beacon marketing program would help users keep their friends better

informed about their interests while also serving as “trusted referrals” that would help drive more sales to the participating sites. Sprinkled in with status updates and photos were alerts on what items their friends had bought or reviewed.

But users complained that friends could learn of holiday gifts they had bought at the online retailer Overstock.com or learn of the mindless movies for which they had purchased tickets through Fandango.

Users were able to decline tracking on a site-by-site basis,

but not systemwide — at least not initially. Many users simply didn’t notice a small warning that appeared on a corner of their Web browsers; the box disappeared after about 20 seconds, after which consent was assumed.

After an uproar, Palo Alto, Calif.-based Facebook ultimately let users turn Beacon off, and CEO Mark Zuckerberg publicly apologized for it.

The service never really

see BEACON, pg. 6

# BAA considers proposal to join with university

## ‘Reverse of course’ confuses alumni

ADEOLA ARO  
STAFF WRITER

The Baylor Alumni Association said on Tuesday that it would strongly consider the merits of the Baylor Board of Regents’ newest proposal to cease the association’s independent status.

“The BAA has always given any request from the Baylor administration full consideration in keeping with the responsibilities with which it is entrusted,” according to the Baylor Alumni Association statement released on its Web site Tuesday. “Through the formation of a study committee composed of alumni and faculty, the BAA will thoroughly study the proposal.”

The response followed the board of regents’ proposal on Saturday asking the association to dissolve its independent status and come under the guidance of the university. This response comes less than a month after the university took actions to completely separate the association by removing them from the university’s server and revoking their use of a Baylor toll-free phone number.

Though the BAA stated Tuesday that it would consider the regents’ request, their statement also expressed concern regarding the timing and nature of this announcement.

In an interview with the Lariat Tuesday night, Jeff Kilgore, executive vice president and CEO of the Baylor Alumni Association, said:

“It is confusing to many alumni that have now heard that within the last month or so the new leadership has decided to reverse the course and the efforts of the last two years which has cost the university alumni approximately half a million dollars, not withstanding time and staff efforts and distraction of performing its regular duties. Now within less than a few months to completing the recent round of their separating process to now on the eve of alumni 150th anniversary of gathering together freely to support their alma mater and to ask them to dissolve completely leaves many questions in the minds of alumni.”

In an official university statement Tuesday, Lori Fogleman, director of media communications, told the Lariat that Baylor’s position on the proposed merger remains the same in that the decision rests with the Baylor Alumni Association.

“It is our understanding that the association and its board are considering the proposal, and we expect that in the near future there will be conversations between the association and the university about the proposal,” Fogleman said. “At this time, the proposal is in the hands of the alumni association and its board for their consideration.”

The regents’ proposal, which asks the BAA to dissolve its charter and turn over all assets, draws from studies conducted with 100 different private universities, said Dary Stone, chairman for the board of regents.

“It is more efficient, more powerful and more organized,” Stone said. “All we are suggest

## Baylor Alumni Association response

As you may have learned by now, this past Saturday, September 19, the Baylor Board of Regents and Baylor Interim President David Garland submitted a proposal to the Board of Directors of the Baylor Alumni Association (BAA) during its regularly scheduled board meeting. This proposal requested that the BAA dissolve its charter and turn over all of its assets, personnel, and operations to the university as well as editorial control of the BAA’s alumni publications. In return, Baylor would absorb the BAA as a department of the university, and the BAA’s governing board would be reconstituted as a board of advisors.

The planned agenda for the BAA’s board meeting was to observe and celebrate the BAA’s 150th anniversary of supporting Baylor and serving alumni and to hear a report concerning the alumni association’s new five-year plan, “United for Baylor,” which is designed to increase scholarship giving to children of alumni and to encourage alumni to raise money for Baylor. The university’s Board of Regents and administration, however, demanded an audience on Saturday with the BAA’s board during this celebration and regular business meeting to present their proposal for the BAA to terminate its existence as a self-governing organization. Numerous responses and requests from the BAA to regents and Garland to defer this discussion until the next BAA board meeting were rejected. For the past three years, the Board of Regents has rejected the BAA’s continued requests for an official audience with regents to address any concerns and to discuss mutual efforts focusing on restoring unity and moving Baylor forward. In addition to requesting the dissolution of the BAA’s charter, the proposal characterized the BAA’s historic role as a trusted communicator with alumni as being a “watchdog.” Being a trusted communicator is only one of numerous roles played by the Baylor Alumni Association, which comprises 19,000 of the school’s strongest cheerleaders and dedicated fans.

The BAA’s governing board will strongly consider the merits of the proposal received from the Board of Regents and interim administration. The BAA has always given any request from the Baylor administration full consideration in keeping with the responsibilities with which it is entrusted. Through the formation of a study committee composed of alumni and faculty, the BAA will thoroughly study the proposal.

The request for the BAA to dissolve raises questions with many alumni, considering that only two years ago both the BAA and the Baylor Board of Regents agreed upon and expressed their commitment to the independence of the BAA, strategic plans that support the mis-

see EMAIL, pg. 3



# Prank brings remembrance of safety tips

## Point of View



BY LAURA PATTON

How often do you answer your front door without checking who might be on the other side? Last week, my neighbors were sitting at home when they heard a knock on the door.

As one of them is too short to reach the peephole, she opened the door without looking, thinking it was a friend stopping by. What waited on the other side of the door was a man dressed in black, with fabric covering his face.

Her reaction was obvious: she screamed, slammed the door shut, and immediately called the police. His reaction was harder to interpret. He never moved, allowing her to shut the door without any trouble. While it was most likely a sick, stupid prank, it was enough to terrify my neighbor.

The police arrived almost immediately, and reassured us that it was most likely nothing.

But what if it hadn't been? In my three years in Waco, I've never had so much as a mysterious scratch appear on my car, and I've never thought about how lucky I am to be able to say that.

Since then, my roommates and I have taken measures to keep us safe at home. The police gave us some advice that I think is really important to keep in mind.

Lock your doors at all times. It seems like the most obvious thing in the world to do to keep you safe, and it probably is, but after two years of living off campus without trouble, it is something that I don't always do.

People are always coming and going from my house, and sometimes it's just easier to leave the door unlocked. But if the door is unlocked, it is that much easier for someone to walk in and take your TV or laptop, and if you're sitting upstairs and don't hear or think about the movement, you're out of luck.

Keep a light on when possible. If there is a light on, the potential thief will most likely move on to another house, so leave on an inside light or too when you leave. Your house is more likely to get broken into if it is dark and there are no cars out front.

Speaking of cars, keep it clean. If there is an iPod, GPS, or anything sitting out in view, don't count on your window staying whole for long.

The upside to all this is that it's your stuff being targeted, not you. While replacing your new flat screen or your laptop with every assignment you will need to pass your classes will be a costly hassle, you, physically, are not being targeted.

While the crime rate in Waco is high, the police officers told us that a vast majority of the crime seen in the Baylor area is property theft, usually things that can be easily carried. Generally, theft occurs during Christmas break or spring break, when campus clears out.

Here's what freaked me out the most: Gates don't do a whole lot for security. If someone wants to rob a gated community, he will. The fences can be jumped with ease, especially for someone who bases his livelihood on theft, and there's no telling how many people could walk through the gates as cars pass through. Don't get caught up thinking that because you have a gate it is all right to leave your doors unlocked during the day (guilty). They're not stopping anyone.

So do you need to keep a gun in the house and a bat by the door? Probably not. For the most part, campus-area thefts occur when students appear to be out of the house.

Leave a light on downstairs, keep your car parked as close to your house as possible, and make sure your windows are locked at all times.

My neighbors are thankful that they were just part of some stupid prank and not something more serious. It served as a good reminder to be more aware of who is around us and to be more careful at home.

Laura Patton is a senior journalism and international studies major, from San Antonio.

### Opinion Policy

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.



# Give thanks for economy's upturn

## Editorial

The economy looks quite different than it did even just a year ago, when the U.S. was hit by the second greatest economic calamity of all time. Now, many experts believe we are beginning to see some hope emerge from the turmoil Americans have seen this last year.

The New York Times reported Thursday that while the economy has been on the decline for nearly two years, the net worth of Americans rose by \$2 trillion to an estimated \$53.1 trillion in the second quarter compared with the first three months of the year.

While this is not the time to be reckless, the worst of the most recent economic crisis is behind us. Financially, conditions could be much worse and Americans should be thankful.

Fortunately, several banks have gained control over their balance sheets.

It is the opinion of the Baylor Lariat and of many financial experts that it's time for Americans to be more positive and quit listening to the naysayers. It is time to give thanks for the economic improvements seen recently.

Is the crisis over completely? No. Will there be repercussions and a slow process to being financially stable again? Yes. However, many companies and individuals have become more systematic in how they deal with monetary issues.

Companies are now much more financially efficient. Many have used this unfortunate time to reduce staffs, close several manufacturing sites and become much more productive than they were a year ago. Consumers have taken note and they make up 70 percent of the overall U.S. GDP.

We are relieved to see that savings rates were 8 percent a decade ago, 0 percent at the start of 2008 and are now back up to 4 percent. Whereas this will lead to tepid growth in the coming years, it will help America in the long run as

everyone becomes more fiscally responsible and slowly emerges from financial bunkers in order to pick up the pieces of this nation.

The bad news is that Americans will be paying for this financial recovery for years to come, through higher taxes that will show up at some point to get the government's balance sheet under control.

The good news is major banks will not fail and even though we will probably have as many as 200-400 regional banks fail or get bought out by larger banks, the system will be able to handle that stress and the depression scenario is off the table.

It is important to understand that the yield curve has gotten much healthier and is no longer inverted or flat for both short-term and long-term rates.

Banks are starting to lend again and companies and individuals are both getting healthier by the week. Many companies are reporting "less bad" news and inventories are getting pared down significantly. "Less bad" is the beginning of "good," meaning the nation is headed in the right direction.

Last year, there was a frightening drop in many banks' stocks as people began to fearfully cash-out all at the same time, "It's a Wonderful Life"- style. Wall Street was imploding and depression scenarios were rampant. Lehman went bankrupt and Merrill Lynch, Washington Mutual, and Bear Stearns were days away from also going bankrupt if the government had not helped construct acquisitions/mergers with JP Morgan and Bank of America.

Without government intervention and TARP funding Citigroup, Bank of America, Goldman Sachs and Morgan Stanley would also have likely gone under. The nation was how close we were to financial Armageddon.

Many people do not like government inter-

vention of any kind as it flies in the face of "free enterprise," but most likely America would have witnessed a second depression similar to the 1930s if these additional banks had been left to their own devices.

The largest 20 banks in the world make up 75-80 percent of our overall banking system and we would have seen the financial world implode like never before.

So while growth will certainly be slow, most experts believe the "worst-case scenario" depression scenes many American envisioned are no longer a likely occurrence.

Consumer statistics have already shown positive movement over the past few months.

In the second quarter, growth was still negative but not near as negative as in the first quarter. Many economists predict a flat to positive GDP in the third quarter. Consumers are becoming more positive (or at least less negative) and are coming out again though they are looking for values as never before.

There is a possibility this nation may see bargain-hunting become an Olympic sport, but the nation will certainly see finical improvement (be it slow financial improvement) in the near future.

Yes, there will be many issues with commercial real estate and the housing market will likely continue to lose value for many more months. Sure, unemployment will stay high for some time, as it usually doesn't get better for 18-24 months after the worst of a recession and currently stands at 9.7 percent, the highest level in 26 years. However, Americans recently have been fortunate enough to see some positive movement and will continue to see it as we finish off 2010.

The worst is behind us. The hope and healing has begun. It is time to move forward.

# Most modern music has lost meaning

I blame Elvis.

With Chuck Berry, Little Richard and other icons from rock's first generation, he pioneered an incendiary idea: that music could be more than a medium of entertainment, that it could and should also be a tool of cultural revolution. It was not, after all, just music that moved town fathers to ban rock concerts and angry men with sledgehammers to smash jukeboxes containing rock records.

No, it was what that music "meant," the notion of white kids mixing with black ones, of status quo under siege, of girls having sex before they were 30. More, it was the realization that the staid old lives the town fathers lived and the staid old things those angry men believed were about to be washed away upon a tide of change.

That big bang still echoes; nearly 60 years later, we are still wed to the idea that the music that has "meaning" is the music that causes unease. But it takes more to do that now than it did in Elvis' day.

So pity Kanye West, the mercurial rapper who is in America's dog house for his antics at last week's MTV Music Video Awards. If you haven't heard about it, you need to get out more. Suffice it to say he rushed the stage as doe-eyed teenage country music star Taylor Swift was giving an acceptance speech, grabbed her mike and declared that she didn't deserve the award, Beyonce did.

## Point of View

BY LEONARD PITTS



It was par for the course for West, whose previous stunts and intemperate outbursts have earned him a reputation as unhinged and self-centered. Some have suggested this incident, along with Serena Williams' tennis court meltdown and Rep. Joe Wilson's boorish behavior in a joint session of Congress signals a loss of American civility.

Maybe it does. But I feel it also suggests a popular culture that has run out of things to rebel against. Think about it: everything those city fathers and angry men of six decades ago feared has come to pass and then some. What was once the outrageous is now the everyday.

As popular music's ability to shock has declined, its attempts to do so have only become more naked and needy. From Britney kissing Madonna on MTV to Janet Jackson's bared breast at the Super Bowl to West's serial episodes of juvenility, pop musicians now give us stunts that

seem more desperate than truly dangerous.

It is perhaps enough to note that whereas John Lennon took a stand against war that nearly cost him the ability to stay in this country, the best many of his modern counterparts can find to stand against is the idea their pants should fit their waists. Popular culture is increasingly home to artificial outlaws and fake rebels, revolution on the cheap that looks like the real thing unless you look too close. Then you recognize the rictus grin of the birthday party magician, sweat pebbling his brow as he prays no one sees the rabbit in his cummerbund.

A few days after the MTV show, I got an e-mail from my friend, Grayson Hugh, who is the greatest singer/songwriter you've never heard. He was fuming over West's behavior: "...It pains me (and angers me, too) to see 'celebrity' musicians being so ungrateful and ungracious."

But what else can we expect in an era that accepts ungraciousness and ungratefulness as synonyms for courage and rebellion? This is not, let me add, an argument about sound or style, but substance. Revolution is not a stunt.

And I submit that we actually have no shortage of conditions that still require rebellion. What we lack is the will to act. That's sad. Once upon a time, music was brave.

Now we have only echoes of the bang.

Leonard Pitts Jr. is a columnist for the Miami Herald.

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# Entrepreneurship program jumps in rankings

By LAURA REMSON  
STAFF WRITER

Hankamer School of Business' entrepreneurship program was honored Tuesday with the No. 4 spot in an Entrepreneur Magazine/Princeton Review ranking of the Top 25 Undergraduate Programs.

This ranking is up from 2008, when Baylor was ranked No. 12, and 2007 when Baylor came in at No. 23. Taking top honors this year is Babson College, which received the top spot for both undergraduate and graduate programs.

Rounding out the top five undergraduate programs this year are University of Houston, University of Arizona and Temple University. In comparing previous years' data, four of the top five schools remained the same, with Baylor kicking out the University of Dayton, who in 2008 was in fifth, but dropped to seventh this year.

## EMAIL from pg.1

sion of the university, and a harmonious relationship. A survey of BAA members and non-member alumni during this same time period found that 83 percent of respondents believe the BAA's independence enables it to be a strong partner with the university while providing alumni with their own voice. The same survey revealed that 96 percent of those polled believe the BAA should serve as an organization that responsibly and candidly represents the collective interests and values of Baylor alumni and provides a forum for the Baylor family to address issues concerning the well-being of the university. As we would with anyone else, we certainly believe that a group of twenty-one individuals on the Board of Regents and the interim president are entitled to their opinion. This opinion requires us to study and consider the many ways that this proposal will affect our organization and Baylor.

The regents' urgent demand to present this proposal at this particular time raises a number of questions. Why has the current Board of Regents, under new leadership since June, taken this 180-degree turn away from its historic support of the BAA's independence? And why now? We are not sure what the answers to these questions are, but we believe we must respond fully and faithfully to the proposal, as any good fiduciary would, in a way that is best for Baylor. That will be our guiding

## BAA from pg.1

ing is doing it in a way that every other private school in the nation is doing it, which is a much more strategic method."

Baylor's own variation of an alumni support system, The Baylor Network, reaches 80,000 alumni, Stone said, adding that if the two efforts were combined, it would establish a more synergic and powerful network.

"The Baylor family consists of 140,000 living alumni, which by the way the university is able to communicate with 122,000 of those alumni," Stone said. "If the alumni association were a part of the university they could be a part of communicating with a very large number of alumni as opposed to the smaller number of alumni, which represents their membership. They can communicate with 10 times the number they are communicating with now."

Kilgore, however, said that membership is not down, but remains consistent with other Big 12 schools. Membership reviews for the past five years have continued to exceed record growth during a time period that regents have further separated the BAA and the university, he said making the job more difficult.

The Baylor Network, Kilgore said, plays a great role in new graduate networking whereas

"We have a really good team and we are working on a lot of innovative projects," said Dr. Kendall Artz, chairman of the management and entrepreneurship department.

Artz explained that receiving outside recognition is a big validation of the work that's being done in the department.

"It's a very favorable ranking," said Dr. Leslie Palich, associate director of the entrepreneurial studies program. "Of course we are pleased with fourth place."

At the same time, national ranking systems are very fluid.

"We are little bit concerned because of the previous rankings. It's a little hard to predict," Palich said. "A program can fall out of ranking more easily than we would like, but we have been fairly consistent."

Palich sees the history of Baylor's program as one of its strengths.

"It doesn't hurt that we've been around for a long time. It

light as we consider the proposal. The BAA's membership of more than 19,000 continues to represent the strongest, most actively engaged members of Baylor's alumni base. The association's own membership base has never been stronger and ranks among the typical membership percentages of its Big 12 counterparts. As a financially self-sufficient group, the BAA provides \$1.8 million in programs and services that engage alumni and encourage them to support the university. Under the terms of the proposal, this is roughly \$1.8 million that the university would begin funding with its own funds to provide the same services. This past fiscal year, the BAA engaged more than 24,000 participants in its programs and had nearly 1.5 million communication contacts with alumni and friends. In addition, BAA members' financial support of Baylor remains a critical component of the university's health. Members of the BAA constitute more than half of all alumni donors to the university, directly contributing \$14.2 million to Baylor during a recent fiscal year. The alumni association's operations have never been stronger, running a balanced budget and maintaining its history of receiving unqualified audits. This success has come alongside the efforts of Baylor regents and administrators over the past year to change and sever the functional and service-oriented connections between Baylor and the BAA in a manner that departs from the historic partnership between the

goes back to the '70s, and no one had a program like that," Palich said. "When we look at these rankings, there are really outstanding programs. We were one of the first programs in the country, but that's not the case anymore."

Part of the ranking is based on the percentage of program professors who are involved in business. Baylor is one of three schools in the top ten where 100 percent of professors fall into this category.

According to their news release, Entrepreneur magazine also used in-classroom teaching of business fundamentals, student opportunities outside of the classroom and the department staff.

"Everybody who is involved in the entrepreneurship program has, at some point in their life, been involved in a business," Artz said.

He explained that growing up in his household, business was

two organizations.

All of the above stated successes are germane to the mission and purpose of the BAA, and the facts show that the BAA and alumni are performing well. All of this must be considered when we study this proposal, as well as whether or not this proposal allows the BAA to expand its services in a way that is best for Baylor.

Baylor University is unique as an institution of higher education, maintaining a delicate balance between learning and faith while being governed by a self-perpetuating board of twenty-one individuals who have limited checks and balances to their authority as far as determining the future course of Baylor. Because of that special status, and for hundreds of other reasons, many alumni and the strongest supporters of Baylor have believed that the university is best served by an association that is self-governed and endowed with an independent voice—an association whose uniqueness in the world of private higher education matches the uniqueness of the institution it serves.

We must carefully study whether or not this mission holds true today as we consider this new proposal. As leaders of the alumni association, we hope that this candid, simply stated personal response will be clearly understood by you—our fellow Baylor alumni and friends.

David Lacy '79, BAA president for 2009  
Jeff Kilgore '90, MSEd '92, BAA executive vice president and CEO.

democratic model. In that model there is a need and desire to control all the messages. If you believe in the corporate model there is not a need or value in others having either differences of opinion or messages of which to exercise an independent voice.

"In an academic model, those freedoms are embraced and welcomed and not perceived as a threat or something critical or negative. That is crux of the matter," he said. "That's not saying either side does not love Baylor or either is not well intended. That means they have a difference of opinion and I like to think of my Baylor as a place that is and has been historically a big enough place to realize a greater value and having a model that is inclusive of all of that."

Board of Regents chairman Stone cited the BAA's many contributions to Baylor as reason for the merger.

"Baylor as a university absolutely honors and appreciates the alumni association and their leadership and for that reason we want them to be a part of Baylor and its initiatives," Stone said. "We would love to have the BAA leadership to be a part of leading the university's alumni engagement efforts like the Baylor Network."

always a part of his life.

"I grew up and my family was involved in a family business, in an aerial spring, agricultural business," Artz said. "From when I was very young, I was involved. You learn the lick of things differently."

Artz doesn't anticipate changes in the department to come directly from this new ranking.

"We don't make course decisions with rankings in mind," Artz said. "What we do is make course offerings for what's best for the student."

However, there are still changes going on within the department. Artz explained that these changes are based on the student body and faculty.

"We just started the entrepreneurship living and learning center in the fall. We have 75 students (in that program)," Artz said. "We just started the Baylor Angel Network. We have students now who are working closely with new business and

people who are going to fund future businesses."

The Baylor Angel Network is a program that offers students the opportunity to grow their entrepreneurial ideas in a safe, student environment.

"Students love it. The Angel investors are folks who are willing to put up money on new venture ideas that haven't been tried," Palich said. "Students get great experience from that."

The Entrepreneurship Living-Learning Center is a group of entrepreneurship-minded students living in North Village this fall. This living-learning center represents the ninth one at Baylor and joins the Engineering and computer science and Air Force ROTC learning centers.

Carter Hopkins, Shreveport, La., senior and entrepreneurship major, found this year's ranking a surprise.

"I think it speaks a lot for our school," Hopkins said.

As for finding a job after

graduation, Hopkins is unsure of how much of an impact this ranking will have.

"I don't know how much it will help me out," Hopkins said. "As an entrepreneur, you're starting your own business."

For Hopkins, there's a pull toward the entrepreneurship major because of how independent it is.

"I like the challenge of starting something new and doing something different," he said. "I like the idea of working my own hours and working for myself."

Palich gives Baylor students the credit for the program's high ranking.

"I think it's the attitude students come in with. I've been teaching at Baylor since '91, and I have been just tremendously pleased with the students we have," he said. "They are respectful and easy to work with, but they are inquisitive. They have a special skills set you don't find in other places."

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## BEARBRIEFS

**The Baylor Investment Society Meeting** will be held at 6 p.m. today in 205 Cashion Academic Center. Chris Zane, an equity analyst at Launchpad Capital, will speak about private equity. This event will be a great networking opportunity, and all majors are welcome to attend. Free pizza will be served.

**F.A.C.E.S** will meet at 7 p.m. today in the faculty lounge of the Bill Daniel Student Center. Come to learn how to get involved in F.A.C.E.S. and throughout the community.

**Artist Lee Edwards** is speaking at the Martin Museum of Art in the Hooper-Schaefer Fine Arts Center from 3 to 4 p.m. today. He will present a gallery talk regarding his work.

To submit a bear brief, e-mail [Lariat@baylor.edu](mailto:Lariat@baylor.edu).

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# One Book, One Waco editor visits campus

By LENA WATERS  
REPORTER

Jorge F. Hernandez, Mexican novelist, short story writer and editor of this year's One Book, One Waco selection, spent Tuesday visiting with the Waco community, signing books at the campus bookstore and speaking to a group of students.

"I wasn't expecting what I've experienced in Waco," Hernandez said. "I have found everybody has been smiling at me. I have felt very happy to be among people here. I have received no more than blessings for the book."

Hernandez was born in Mexico City but grew up in Washington D.C. He is a tutor of creative writing in Mexico and is the editor of the fall selection for One Book, One Waco, "Sun, Stone, and Shadows: 20 Great Mexican Short Stories."

The vision of One Book, One Waco is to bring together the

Waco community by reading the same book and providing opportunities to dialogue about the themes and issues presented.

This anthology is a collection of the best Mexican authors from the first half of the 20th century. It covers a wide range of everyday life and fantasy in a way that reflects Mexican history.

"I hope readers who have no idea what Mexico is can get a pretty good picture of what life is like there," Hernandez said. "It's a magnificent land where we can actually prove that we feel and sense and live differently from other cultures. The way we dream and imagine things is very different from other cultures."

Hernandez, in a lecture hosted by the Honors College, discussed these ideas with students and spoke to them regarding this craftsmanship behind the book and also the craft of being a reader.

"I want to tempt students at Baylor University to prove to the

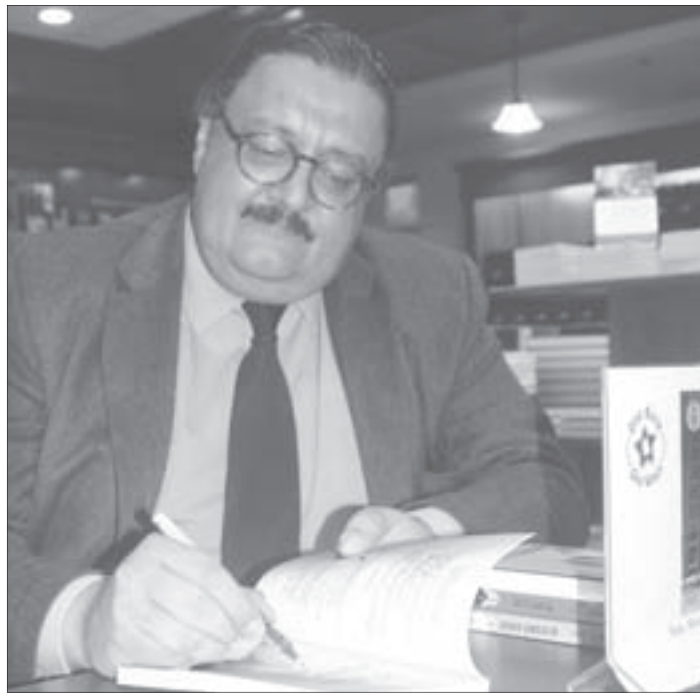
world that they can be as good readers as they are very good fans of football," Hernandez said. "I hope readers leave their reading experience with the sensation of having actually traveled to Mexico, the cheapest way possible, which is through a book."

While the book is made up of many authors, Hernandez said his job was that of a complete editing process.

He read a wide variety of stories, ultimately deciding which would be best for the anthology.

His other roles included contacting the authors or their widows to agree on how the stories would be presented, writing the prologue and introduction to see the book through binding and publication.

A project that began as a conversation among friends, according to Hernandez, became a reality when the National Endowment for the Arts approached Hernandez about the creation of an anthology for



SARAH GROMAN | PHOTOGRAPHER

Jorge F. Hernandez, editor of "Sun, Stone, and Shadows," signs his book at the Baylor bookstore on Tuesday afternoon.

the NEA's "The Big Read Program."

"Sun, Stone, and Shadows" has the distinction of being the first book published expressly for The Big Read Program," said Dana Gioia, Chairman of the National Endowment for the Arts, U.S.A. "Its stories, selected with U.S. readers in mind, represent a remarkable array of Mexico's rich and vibrant literary history."

One Book, One Waco chose the book for this fall's selection to reach out to the Hispanic population and to generate an understanding of Spanish culture, said Dr. Lewis Snell, chair of the One Book, One Waco book selection committee.

Hernandez not only hopes for that vision to become a reality but also to come back and be a part of it.

"I'd love to be invited back and confirm that everybody read it and that everybody had a ball," Hernandez said.

# Reel World Sense: Television writers should emotionally invest

By ASH ANDERSON  
A&E EDITOR

After the Emmy Awards on Sunday night, I was, to say the least, discouraged. "Mad Men" wins again? Surprise, surprise.

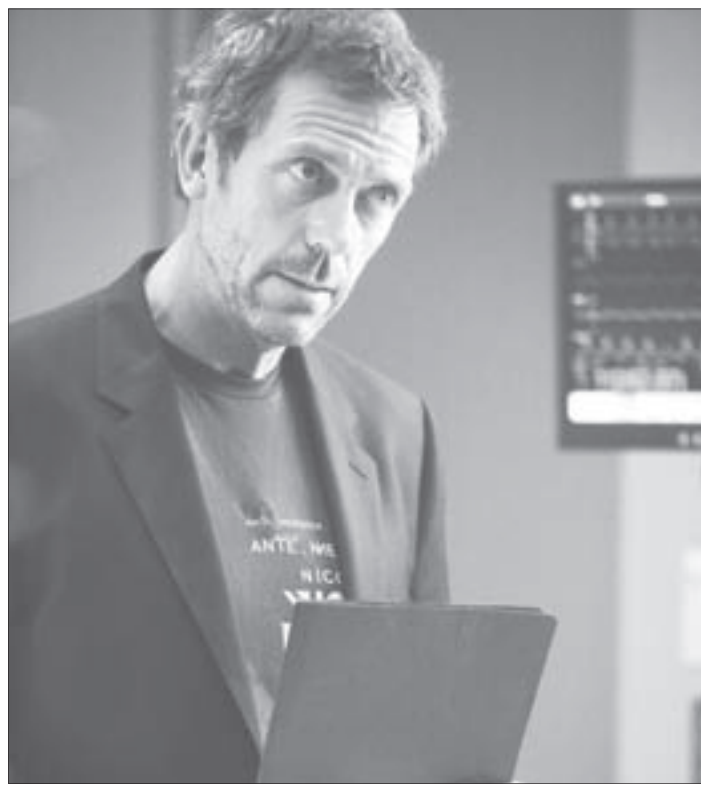
Bryan Cranston gets a repeat for "Best Actor in a Drama Series?"

Come on, the guy plays a chemistry teacher that creates and sells methamphetamine in order to provide for his family. How is he not going to win?

As a long time fan of "Lost" and "House," I'm irritated that the recent writing for network programming has been unable to capture the emotion that cable programming has been using for years.

It wasn't too long ago that "The West Wing" won its fourth Emmy in a row for "Outstanding Drama Series," something that only one series, "Hill Street Blues," had done 20 years earlier.

These shows were honest in their portrayal of human struggle. Life was not perfect, but the characters dealt with what was



COURTESY OF NBC UNIVERSAL

Hugh Laurie plays Dr. Gregory House in "House, M.D." House is a brilliant doctor but strongly dislikes dealing with patients.

put in front of them, regardless of the consequences that it had on them.

Jack Johnson once asked, "Where'd all the good people go?"

I think the more pertinent question is, "Where'd all the good writers go?" The answer seems to be that they all went to premium cable shows. Until now.

On Monday night, the sixth season of "House" began on Fox, and it was, without a doubt, some of the best — if not the best — writing I have seen in my 20 years of watching television.

The emotion captured in the two hours was far beyond anything that I have seen on network television before. Hugh Laurie, constantly praised for ability to portray the acerbic Dr. Gregory House, outdid himself. But should it go to Laurie? Some of should. But most of the credit should go to the writers.

We live in a constantly evolving world where values and morals change on a daily basis. As difficult as it is sometimes, television should try and capture the

disparity and heartbreak that people experience on a daily basis.

At the end of the last season of "House," the titular character found himself succumbing to his Vicodin addiction. Hallucinations sapped him of nearly every ounce of his sanity.

So desperate was he for relief from his visions, he put himself into insulin shock. As the finale progressed, we, the viewers, saw as House progressively realized that he could not overcome his addiction by himself.

So, with the help of his best friend and boss, he checks himself into a psychiatric institution.

This is where the new season



Ash Anderson  
A&E Editor

began.

As a psychology student, I appreciated the depth to which they explored the damaged psyche of a character who has spent his whole life hating people. What kind of message could television deliver about a misanthropic doctor?

Apparently a powerful one. Watching a character with such apparent social problems interact with a room full of patients — something he's avoided his entire life — had a huge impact on me. There really are people who go through life avoiding all human contact.

While it's no surprise that some writers don't care about anything but a paycheck, a large majority care about trying to accurately portray human emotions.

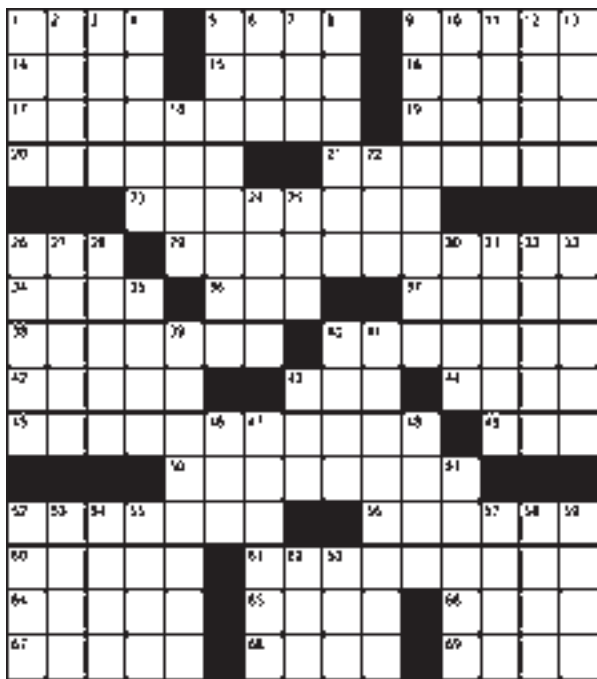
Writers owe it to themselves to try and elicit an emotional response from viewers by displaying people in real situations. They never know whose life they might be able to change.

Who says that television can't help people?

## FUN TIMES

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20 Horseshoer's workshop  
21 "All set!"  
23 Excuse designed to elicit sniffles  
26 Busy pro in Apr.  
29 Thunder on a radio show, e.g.  
34 Test the weight of  
36 To this day  
37 Bird on a dollar  
38 Minimally  
40 Undiversified, as a farm  
42 Old French money

43 Uncover, poetically  
44 Head of France?  
45 In a rage  
49 "The Waste Land" poet's monogram  
50 Made a mess of  
52 Mouth the lyrics  
56 White Rabbit's cry  
60 Arm of the sea  
61 House majority leader of the early 1970s  
64 "Uncle Tom's Cabin" author  
65 Has regrets about  
66 Baseball Hall of Famer Speaker  
67 Cousins of hamlets  
68 Leave the stage  
69 Not tagged in time

Down

1 Dog's dogs?  
2 Utah city  
3 Sandwich seller  
4 Seasons, as fries  
5 Hedonistic fellows

6 Maze scurrier  
7 Scratch (out), as a living  
8 Sentence ender  
9 Payment from a contestant  
10 Tackle box item  
11 It sells a lot of build-it-yourself furniture  
12 E-mail command  
13 Swirling current  
18 "\_\_\_ on first?"  
22 Desert Storm ration, for short  
24 Mutton fat  
25 Explosive compound  
26 Grain husks separated in threshing  
27 Lab dish inventor  
28 G sharp's equivalent  
30 It's not fiction  
31 "Snowy" wader  
32 Stops bleeding  
33 Conical residence  
35 Shelter for roughing it

39 Altar attendants  
40 Aunt Bee's grand-nephew  
41 Most destitute  
43 Tie settlers, for short  
46 "\_\_\_ voyage!"  
47 Game often played with a 24-card deck  
48 Make absurdly easy, with "down"  
51 Novelists' creations  
52 Letter-to-Santa itemization  
53 Totally enjoying  
54 Clear the snow  
55 Attached with thread  
57 Taj Mahal city  
58 "Woohoo, the weekend!"  
59 Being, to Caesar  
62 "La Cage \_\_\_ Folles"  
63 Wahine's gift

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nings and weekends during tax season. Volunteer applications available at 1700 S. New Road. For more information, contact Maggie at 254-753-7337.

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We are currently taking applications or resumes for Social Service Case Workers. Apply at 1225 S. Jack Kultgen Expressway or fax resumes to 754-1101. For information please call at Rosa at 756-7271.

Goodwill Industries is seeking a PT Learning Center Specialist/ Administrative Assistant. This position will provide services to participants visiting the Goodwill Learning Center and be an assistant to the Mission Services Director. Duties include: job search assistance, resume preparation, maintain participant database, assist with computer training, volunteer recruitment, case management, and other duties as assigned. Excellent computer skills required, particularly using Microsoft Office 2007. Must have at least

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# Taking center stage

## Senior offensive lineman inherits leadership role

By CHRIS DERRETT  
SPORTS WRITER

Before each snap in 2008, J.D. Walton could look to either his left or right and see two NFL caliber players anchoring the offensive line.

With the departure of Jason Smith to the Rams and Dan Gay IV to the Chargers, Walton takes his turn as the leader up front.

Between 2007 and 2008, the offensive line's role increased greatly with the team's expansion of the running game. Walton's effort as a starting center contributed to a 251 percent increase in team rushing yards, from 934 to 2,349.

Playing at Baylor is finally beginning to pay dividends for Walton, who transferred from Arizona State after his 2005 true freshman year. He now has one final chance to accomplish the goals he set upon arriving in Waco.

"There was an opportunity to come down, play and turn this program around," Walton said.

Walton accompanies left guard James Barnard as the only other senior on the offensive line, but even Barnard looks to Walton for guidance on the field.

"He's a cornerstone of the (offensive line) and definitely of the team," Barnard said.

During practice and game-day, Walton also provides extra incentive for Barnard to always put forth maximum effort.

"You play harder for people you like, and I think we're pretty good friends," Barnard said. "He busts his rear for me, and I bust my rear for him."

Off the field, Walton's attitude has allowed him to serve as an ambassador to recruits who share the same goals as the freshman Walton did. Left tackle Danny Watkins felt Walton's commitment to excellence was evident.

"When I came here on my recruiting trip, I was only with J.D. for 48 hours, but that was enough. I knew this was the place for me," Watkins said.



SARAH GROMAN | LARIAT STAFF

Center J.D. Walton (No. 55) blocks for running back Jay Finley in Saturday's home opener against the University of Connecticut. Walton has started 26-straight games on Baylor's offensive line.

Spending almost every waking moment with Walton (they share an apartment with Barnard) also enhances Watkins' performance, he believes.

"It's brought us closer together," Watkins said. "I can read him really well, and he can read me."

Others took notice of Walton following last season. The Associated Press named him an honorable mention selection on the All-Big 12 team, and through his classroom work he earned an All-Big 12 Commissioner's Honor Roll accolade.

Entering 2009 Walton is a candidate for the Outland Trophy, given to the nation's best interior lineman, and the Rimington Trophy, awarded to the nation's best offensive center. But all of it, Walton says, falls in comparison with the team's mission.

"It's special to get recognized. It's nice to be seen, but it's not much without a bowl game this year," he said.

With or without a bowl game, Walton's career may not be finished should he choose to pursue the next level. NFL Draft Scout, a Web site dedicated to evaluating collegiate draft prospects, ranks Walton third on its list of 82 centers across the nation. Both NFL Draft Scout and CollegeFootballNews.com believe Walton has a path to the NFL either through the draft or free agency.

Watkins realizes that no matter where Walton goes after Baylor, the next center has a colossal task in replicating Walton's career.

"He's the battle commander out on the field," Watkins said. "When he leaves this year we'll be at a loss. He's a great guy and I'll miss him."

## Sports Take: Cowboys stadium brings special ambiance

I've experienced firsthand a walk-off home run at Yankee Stadium, I've watched the Stars win a Stanley Cup playoff game and I've witnessed Dirk Nowitzki hit a game-winning shot at a Mavericks game.

But nothing comes close to my experience Sunday night, as I was in attendance for the inaugural regular season game at the new Cowboys Stadium.

You can say what you want about Jerry Jones' football knowledge, but when it comes to building a football stadium, the guy is a genius.

The reported \$1.15 billion Jones and his investors put into the stadium drew a record-breaking crowd of 105,121 energetic football fans on Sunday night.

Like anyone who was there would tell you, my visit to "Jerry World" was an incredible experience.

In my four-hour stay, I was able to witness a former U.S. President George W. Bush flip the opening coin toss, watch the Cowboy cheerleaders dance in HD, see Cowboy legends get honored at halftime and watch a pretty good football game too.

The most ridiculous part of my experience was the fact that I was in the stadium, but I was watching the game on television.

If that sounds crazy, then you have yet to witness the "Screen Monster" a.k.a. the 160-foot long, 72-foot high, \$40 million screen that hangs above the field.

It was hard for me not to take my eyes off the 30 mil-



Kevin Tamer  
Sports writer

lion LED lights and 70-foot images that completely captivated my attention. To give you an idea of how good the picture was, not only was I able to read the lips of players and coaches, but also I was able to see the sweat rolling down their faces.

While some might call it a distraction, it really is the best of both worlds.

Unlike most NFL scoreboards, which just show replays, the Cowboys' screen shows the game live, then shows multiple shots of the previous play in up to four different angles.

While the stadium brings many new aspects to the viewing experience, the football field is still 100 yards long, and the game hasn't changed.

Despite a losing effort to the Giants, the new stadium will be the setting of many wins and memorable moments for the Cowboys in the future.

It is a great place for the Cowboys to continue their legacy as America's team and a great place for fans to cheer them on.

I was able to experience that on Sunday night; I hope you get the chance too.

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TEXAS from pg.1

Waco's proximity to cities such as Dallas, San Antonio and Houston pull many college graduates out of the area. The job opportunities in those cities are greater and the cost of living is not substantially higher, Mencken said.

Lyons said that these two problems are intimately connected.

"Without a skilled work force, you can't bring in high-tech employers and without those kind of employers you cannot have high wages, and without high wages then you have poverty problems," Lyons said. "All of those things come from low levels of educational achievement."

However, Mencken said that Waco officials are hard at work to resolve this problem.

"The mayor's office has been very active to recruit sunrise and cutting-edge businesses to Waco," Mencken said.

Lyon said this problem affects Baylor students more than they realize.

"If the (Waco) quality of life improves, it is good for Baylor as well. Baylor can't exist separately from the community," Lyon said. "It's long-term problem that we need to turn around."

Cypress graduate student Anna Garland is working toward her master's in sociology and is an employee of Baylor's Center for Community Research and Development. According to Garland, the area's educational issues are a key problem for Waco's future.

"(Waco) doesn't draw people in," Garland said. "Think about the most desirable cities. What are their characteristics? High income, high education and entertainment attractions."

Garland said that without the foundation of good education, the rest of these aspects are impossible. Mencken said that the problem of educational achievement is something that should be addressed early, and is a shared responsibility. "It's not only the responsibility of the schools," Mencken said. "It's the responsibility of the community and the families."

CLEAN from pg.1

Along with river cleanup staff, Black said new boats and vegetation control will allow for the implementation of specific river corridor cleanup.

"As they progress forward and speed up, I think it'll make the river much, much more attractive," Black said.

The cleanup, which will focus on the area near the 19th St. bridge up the Bosque River from the MLK Bridge through the water dam and around Baylor campus, will provide Baylor an opportunity to help out said Carl Flynn, director of marketing and communication for Internet technology and university libraries.

As the river is cleaned, Flynn said, Baylor can help by highlighting and celebrating the city's efforts to keep the river clean.

"I'm glad they're doing it," Flynn said. "I think it's essential."

BEACON from pg.1

caught on, though, and Facebook said late Friday it agreed to end it as part of the proposed settlement.

The lawsuit was filed in August 2008 on behalf of 19 users against Facebook, as well as Blockbuster Inc., Fandango, Overstock.com Inc. and other companies that used Beacon. It claimed the defendants disclosed users' personal information for advertising purposes, without their consent.

"We learned a great deal from the Beacon experience," Facebook spokesman Barry Schnitt said in a statement. "For one, it was underscored how critical it is to provide extensive user control over how information is shared. We also learned how to effectively communicate changes that we make to the user experience."

While Beacon was unsuccessful, out of the experience grew Facebook Connect, which lets the online hangout's 300-million-plus users access other sites using their Facebook log-ins and share with Facebook information on activities elsewhere.

Facebook's huge audience already has been luring more advertisers to the site. The company is expected to bring in more than \$500 million in revenue this year, according to Facebook board member Marc Andreessen. The rising tide of money cascading into Facebook is now enough to cover the 5-year-old company's operating expenses, a major milestone for startups.

Mission Waco volunteers walk to aid homeless

By MELISSA PERRY  
REPORTER

More than 200 participants at Mission Waco spent Sunday morning walking a mile in the shoes of a homeless person in the annual Walk for the Homeless, wrapping up a campaign that purchased new tennis shoes for about 100 homeless people.

While the presentation of shoes was a highlight of the event, the theme of the morning was relationships.

Speakers from the various ministries featured on the walk shared messages as diverse as their organizations, but one thing they all had in common was their desire to see community members get to know homeless men and women and

join the campaign to end homelessness in Waco.

Alumnus Michael Ormsby, a community social worker, challenged walkers to put themselves in positions where they have the chance to have a real conversation with those experiencing homelessness.

"We all have perceptions of the average homeless person — the 'bum' asking for money, which is often far from the reality of most of the situations of veterans and others that I meet who are experiencing homelessness," Ormsby said. "The only way to remedy that is to get to know these individuals."

Ormsby also encourages people to build relationships with the homeless by volunteering at places like the Salvation

Army, the Meyer Center for Urban Ministries or a local shelter.

By interacting with a homeless person in those types of atmospheres, relationships are less affected by what Ormsby calls the power differential, which often creates a gap between the person asking for help and the person being asked.

Participants enjoyed a cool breeze and sunny skies as they paraded through the 1.4 miles of Waco Road covered on the walk. Stops included Compassion Ministries, Caritas, My Brother's Keeper Homeless Shelter, the Veteran Affairs Regional Office, First Baptist Church and Salvation Army.

The walk also gave people the chance to learn about the trends and statistics of home-

lessness. For instance, more than 3 million people a year are considered homeless in the U.S., and the streets of Waco are home to 331 homeless individuals.

Myths about the homeless were also debunked, such as the stereotype that homeless individuals do not work. According to Mission Waco, 44 percent of homeless people across the U.S. have worked in the past week.

While many of the attendees have never experienced homelessness first-hand, the issues and problems discussed on the walk were all too familiar for others.

For Nazry Mustakim, a night monitor at My Brother's Keeper Homeless Shelter, the walk re-

minds him what it was like to fight his own battle with homelessness.

"It brings me back to the time I was homeless and makes me grateful for what God has provided me," Mustakim said. "But I still can't forget where I came from."

For David Boudier, a current homeless person in Waco, the walk was a chance for him to see his community rally together in an effort to end homelessness.

He was also a recipient of new shoes, which may seem like a small thing to some, but represented something much bigger to people like Boudier.

"I needed some shoes, and God blessed me with some shoes through his children," Boudier said.

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