



ROUNDING UP CAMPUS NEWS SINCE 1900

THE BAYLOR LARIAT

FRIDAY, SEPTEMBER 1, 2006

BU combats mental illness

Counseling Center offers help for struggling students

By Laura Frase
Staff writer

With a nationwide increase in mental illness among college campuses, Baylor is no exception with the Baylor Counseling Center scheduled more appointments last year than in years before, according to the center.

Students entering college today have a 50-50 chance of becoming depressed or experiencing some other serious mental health problem during their college years, Dr. Jim Marsh,

director of Baylor Counseling Services, said.

"This generation of college students is a high-pressured, high-achieving group of college students," Marsh said. "They expect to do well, and there's a lot of pressure."

College always has been high-pressured, but Marsh said he believes there are three reasons for the increase in cases: less of a social stigma, better medications and treatment before college.

Nationwide, 14 percent of college students have been treated for depression before entering college, he said.

This trend is alarming to Marsh, but he said the signs have been there all along.

"There really is more pressure, but also what we're seeing has always been there," he said. "There's just more acceptance and recognition of the issues."

While Baylor has had an increase in students treated for mental illness, Marsh said that the number isn't any higher than other universities nationwide.

Of the students who are treated at the counseling center, 30 percent receive treatment for depression and 20 percent for anxiety.

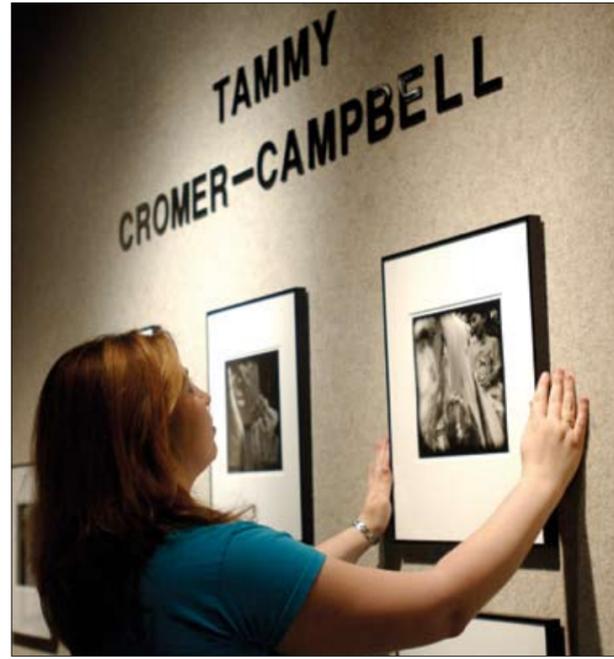
To address this rising trend, Judicial Affairs, Counseling Services, General Counsel and Student Life will debut a 2006 Mental Health Summit for faculty and staff Sept. 6 and 12.

"Our goal (for the summit) is to help faculty and staff who encounter students on a regular basis be more informed about early signs and symptoms of students in emotional distress and the available resources we have on campus," said Bethany McCraw, associate dean for judicial and legal student services.

McCraw believes "it is all of our job as part of the Baylor family - students included" to look out for early signs of problems among students.

Psychology lecturer Hugh Riley agreed and said that some faculty and staff may not be sensitized to recognizing stu-

Please see **MENTAL**, page 4



Melea Burke/Lariat staff

Museum intern Carrie Wieners, a graduate student from Collierville, Tenn., hangs pictures Thursday in the Martin Museum of Art.

Martin exhibits toxic pictures

By Lauren Hightower
Reporter

In 1993 Tammy Cromer-Campbell had a dream. She was picketing in the small town of Winona against a toxic waste facility that was causing health problems throughout the small town.

In 1994 she was hired by a local protest group to take a photograph for a lobbying poster. As she traveled around the town she found herself standing in the same place where he dream unfolded. That was when she realized that this job had found her.

Cromer-Campbell began documenting the people of Winona in black-and-white photography. Her first picture was of a young boy named Jeremy.

"When I asked Jeremy to sit down and take his picture, it was like stark reality staring me in the face," Cromer-Campbell said.

Jeremy's family had a farm in the town and used well water for their household needs. When the plant opened up, his family could smell the chemicals in their house and on their clothes when they were hanging them out to dry. When Jeremy began having convulsions, they began to believe that everything was contaminated.

Courtney Smiley is the middle of three daughters in the Smiley family. She was born one year after the facility opened. She has health problems ranging from respiratory problems to webbed toes.

She was born with three kidneys, and several tumors were

removed from her spine.

Cromer-Campbell documented each case and created a photographic documentary called "Fruit of the Orchard." The name came from a promise that the company made when they began construction on the facility. Orchards were to be planted on the extra land. However, the chemicals got into the groundwater and even the orchards produced toxic fruit.

"People thought the government would be there for them, but it was not," said Cromer-Campbell. "Most people don't even realize that it happened."

Her stunning photos will soon be shown in the Hooper-Schaefer Fine Arts Center in the Martin Museum of Art.

"I think it pulls you out of the Baylor Bubble," said Todd Neece, an Allen sophomore museum assistant. "It puts you outside of what you would normally think of."

Alongside Cromer-Campbell's exhibit is "Managing Eden," a wildlife photography exhibit by Joann Brennan, associate professor of photography at the University of Colorado Health Sciences Center.

Brennan photographs wildlife in various habitats. The focus of "Managing Eden" is to show how the hand of humanity affects every aspect of wildlife. The photos are mostly examples of human contact with wildlife, including research facilities and humans in animal habitats.

"I completely believe that the future of wildness rests in our hands," Brennan said. "The more

Please see **ART**, page 4



Kelly Moore/Lariat staff

Battling in the dog days of summer

Members of the Baylor men's rugby team perfect their scrummaging at practice Monday afternoon. Alumni of the Baylor rugby team will gather in

Waco this weekend for their 3rd Annual Alumni Festival. Activities include a "Geezer Game" for past players to play in.

Ads evolve with wired generation

By Kris Firth
Reporter

Companies used to rely on print and broadcast venues for advertising products. Now they're marketing on the Web. "Buzz marketing" occurs when companies use word-of-mouth strategies to promote products.

Today it's evolved into "viral marketing" with the arrival of the Internet, said Dr. Richard Easley, associate professor

of marketing at Hankamer School of Business.

"Viral marketing is basically cyber-stalking by companies," Easley said. "Companies are going online anonymously, under false pretenses, looking for a customer to play to their product."

Some are apprehensive about the idea of corporations using fake people to advertise online.

"If a company representative goes online pretending to

be a 9-year-old boy in a chat site to advertise a product, it's just creepy," Christine Craun, a San Antonio sophomore, said.

Easley said the idea of buzz marketing has been utilized for ages, but online advertising is much more efficient and productive for companies.

New social networks such as MySpace allow companies to reach out to consumers in a noninvasive way for free, Easley said.

"Because the market right

now is centered around the 18-35 age group, what people that age are doing is a priority for companies trying to push their products," Dr. Daniel Rajaratnam, associate professor of marketing, said.

Since more and more young people are on the Internet as opposed to watching television, the online marketing strategy is a very effective way to target consumers, Rajaratnam said.

Please see **ADS**, page 4

Hurricane pounds Pacific Mexico

The Associated Press

CABO SAN LUCAS, Mexico- Tourists fled hotels, desperately seeking flights home, and 15,000 residents of Baja California were ordered to higher ground Thursday as Hurricane John roared toward the coastal resort of Cabo San Lucas.

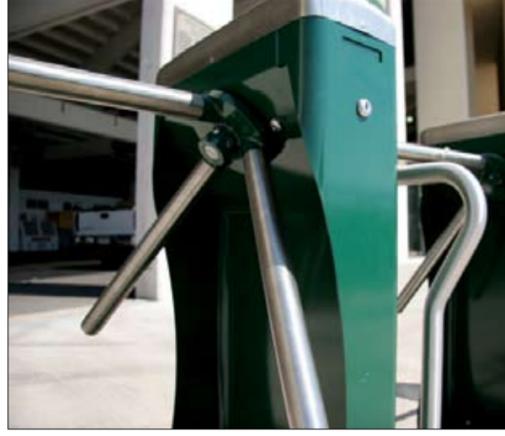
The hurricane soaked beaches on the mainland's Pacific coast Wednesday and early Thursday before it began

turning toward the Baja California, where it was scheduled to nick the peninsula's southern tip today.

Officials were preparing to evacuate 10,000 people in Cabo San Lucas and San Jose del Cabo and at least 5,000 others in La Paz, the capital of the state of Baja California del Sur.

Shop owners boarded up windows and 15 shelters were

Please see **JOHN**, page 4



Kelly Moore/Lariat staff

Fans entering Floyd Casey Stadium Sunday will have to pass through increased security, including turnstiles at entrances.

Police beef up security prior to weekend kickoff

By Christine Tamer
Staff writer

The Baylor Police Department is increasing security at Floyd Casey Stadium this football season. While police will not discuss specific security issues, fans attending Sunday's game should plan to arrive early and anticipate slower traffic.

Fans are discouraged from bringing backpacks and other large bags. Necessity items such as small purses and diaper bags will still be permitted; however, police will check these bags upon entrance.

"These great security measures need to be taken," Police Chief Jim Doak said.

Turnstiles have also been installed to help control traffic flow through central locations, and the number of patrolling officers will increase. Also, fans will only be allowed to re-enter the game through gates one and eight.

In order to get a good seat at the game, Doak advises students not to leave merely 45 minutes before kickoff.

Please see **SECURE**, page 4

Live the blessings buried under school, life stresses

I was knee-deep in trash. I flipped over a soiled cardboard box. It wasn't there. I kicked a garbage bag out of the way. Nothing. I was in a dumpster by the Armstrong Browning Library. How did I manage to throw away the only edited copy of the *Lariat's* front page? I had to get it back so our managing editor could make some final corrections before it had to be taken to press. I shined the flashlight at my wristwatch: 10:15 p.m. I was desperate. Holding the flash-

light under my chin, I shoveled with my hands and a couple of minutes later, I found it: wrinkled and putrid, but it was dry. I put the paper in my pocket, jumped out of the dump, and laughed all the way back to the newsroom. Anyone who saw me climbing out of the trash with a big smile must have doubted my sanity. But I didn't care. This will be my last semester at Baylor. And from the moment I pulled the paper out of the trash, I decided I would enjoy every moment of it. Even moments like this.

point of view

BY ANALIZ GONZALEZ



As I drove back to the newsroom, I remembered the day I opened my acceptance letter. I had jumped up and down in front of my mailbox and then ran inside to tell my parents. That day was all joy. But it quickly faded. After settling into my dorm

and starting classes, I didn't feel so privileged anymore. The homework load was heavy, and it took me a while to make friends. I even remember crying because I missed my friends and family at home. Everything was negative. And things got worse. My schedule got so crammed that I wasn't getting enough sleep. And finally, the last straw: I gained the inevitable 15. I was complaining to my dad on the phone about the stresses of college life before leaving for Baylor this summer. He listened

to my negativity and then told me, pretty bluntly, that I was missing out on a blessing. My dad didn't have it easy like me. He had to pay his way through a community college, learn English along the way and work after school to help support his mom and five siblings. Before that, he lived a tough childhood in Mexico. But he would never complain. He says he had a good relationship with God, with his family, and there was always food on the table. Some people had to scavenge through trash for food. He never

did that. Neither did I — well, at least not for food. I wish I had known as a freshman what I realized in the dumpster that day: I am blessed. If this is your first or second year at Baylor, I hope you learn that lesson a lot earlier than me. Have a blast these four years. And when college life gets hard, just don't stay in the dump too long. You are living out a huge blessing. Enjoy it! *Analiz Gonzalez is a senior journalism major from Brownsville.*

Editorial

Tightened security worth wait

Expect to arrive early Sunday to see the Bears face Texas Christian University in the football season opener — Baylor Police Department are tightening up security. While it might seem like a pain to wait in line at sporting events, heightened security is worth the added headache. Police forces across the world have stepped up defenses to combat mass acts of terrorism. Following the attempted London airline bombing a few weeks ago, security forces began cracking down on extra bags being carried on the plane and began more intensive searches of those items that were carried on. Baylor police, too, are tightening the guidelines on what may be brought into games. Backpacks and large bags are out. Small purses and diaper bags may be brought in but will be subject to search. It's an unfortunate sign of the times that we have to deal with the consequences of a few people, but Baylor is keeping ahead of the game by increasing sports security well in advance of any problem. A strict security barrier was in place at the University of Oklahoma last year when a student detonated explosives strapped to himself near the football



stadium. The restriction of backpacks and large bags meant this student wasn't allowed to come inside. This proactive measure helped prevent innumerable students from being injured or even killed. As members of the Big 12, Baylor has an enormous amount of exposure in the media and also has a large fan base. This exposure puts Baylor at an

increased risk. "We don't want people to be paranoid. We want them to be safe," said Baylor Police Chief Jim Doak. Doak points to a number of factors, like Baylor's close proximity to President Bush's Crawford ranch and the fact that Baylor is the largest Baptist university in the world, for why terrorists might target large groups of people

near campus. It's a pain to deal with the lines that are an inevitable byproduct of heightened security, but the few extra minutes are worth keeping lives safe within the walls of Floyd Casey Stadium and other sports venues where people gather. So be prepared to leave early Sunday if you want to see kickoff.

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. Letters to the editor should include the writer's name, major, graduation year, phone number and student identification number. Non-student writers should include their address. Letters that focus on an issue affecting students or faculty may be considered for a guest column at the editor's discretion. All submissions become the property of The Baylor Lariat. The Lariat reserves the right to edit letters for grammar, length, libel and style. Letters should be e-mailed to Lariat_Letters@baylor.edu or mailed to The Baylor Lariat, One Bear Place #97330, Waco, TX 76798-7330.

Corrections policy

The Baylor Lariat is committed to ensuring fair and accurate reporting and will correct errors of substance on Page 2. Corrections can be submitted to the editor by sending an e-mail to Lariat_letters@baylor.edu or by calling 254-710-4099. A subscription to the Lariat costs \$45 for two semesters.

Morriss, Drew eras bringing in talent, winning opportunities

Prominent men's fall sports at Baylor, namely football and basketball, have not yielded the enthusiasm that normally accompanies the respective sports, and rightfully so. How can you expect to draw fans when the team is typically wedged firmly in the Big 12 South cellar every year? For anyone who sat through the lean Kevin Steele years, you know what I'm talking about. As football fans we were forced to sit through one too many 30-0 halftime deficits and plenty of "here we go again's" when things broke down in the first quarter. Steele recruited tal-

ented players, he just failed to utilize them. In fact, during his reign here, Steele's recruitment process drew accolades from most all directions, but he simply could not put together a winning product on the field. Former basketball head Coach Dave Bliss had his share of problems as well. His recruitment process was obviously faulty, but what few remember from that whole fiasco is that even with his full compliment of players, he failed to breach the .500-mark in Big 12 play once. No matter what shade of

sports take

BY WILL PARCHMAN



green and gold you shone on those two situations, the colors never came out right. But things have changed. In Guy Morriss and Scott Drew, we now have two coaches with a winning pedigree, both of whom have proven in their brief careers as Baylor head coaches that they are capable of building for the future.

Morriss has already received a strong verbal commitment from one of Texas' top quarterback recruits for next season in G.J. Kinne, and Drew brought in the most prolific 3-point shooter in United States high school history in Demond Carter, and he'll be on the court in November. Both coaches can win on and off the field. What a novel concept. So I sympathize with you, Baylor football and basketball fans. I know what you have struggled through because I was there too. Going to homecoming games only to know with overwhelm-

ing conviction that our beloved Bears would see their craniums smashed by the opposing team was disconcerting to say the least. But the tides have shifted, and it is time to adjust your viewpoint on Baylor men's fall sports. Don't let the past define your habits as fans now. This is, after all, a new era. While you should recognize that neither the basketball or football teams have reached their respective goals, which is ultimately a national championship, don't let that discourage you from getting out to some

games this fall, being loud, donning your golden garb and supporting Baylor. And constantly keep in the back of your mind that Rome wasn't built in a day. If you take a trip down to the Brazos and squint into the distance, you can faintly see a bear at full gallop silhouetted against the sky. He has not quite reached Waco, but when he arrives, his Big 12 adversaries will have hell to pay. And you're going to want a front seat for that show. *Will Parchman is a junior journalism major from Austin.*

Letters to the editor

Baylor Line vital to spirit

This Sunday at 4:30 pm, Baylor's class of 2010 will experience Baylor football for the first time. For upperclassmen, Sunday marks the beginning of a season that could go down in history as the season that Baylor turned it all around. Last year we sat on the edge of our seats as Baylor took

Texas A&M into overtime. We watched breathlessly as Baylor took Oklahoma into double overtime. With last year's success as a backdrop, anticipation for this year's football season is higher than ever. Typically Baylor Line jersey sales average around 1,400 each season. This year, however, Baylor's class of 2010 will be represented by more than 2,000

students in the Baylor Line. But alas, this year's season opener, a nationally televised game against a ranked opponent, happens to fall on Labor Day weekend. After receiving an e-mail regarding Baylor Line jersey pick-up and what these new students should expect for their first collegiate football game, some students wrote back with these words: "What if I am going

home for the weekend and won't be able to pick up my Line Jersey until Tuesday?" As a freshman at Baylor, you have been given the unique opportunity of being part of the Baylor Line. But this year is your only chance to be part of such a memorable experience. If you miss out on opportunities like the one offered to you this weekend, I truly believe you will look

back and regret missing out on one of Baylor's great traditions. Remember, football season comes once a year, and you get only a handful of chances to experience Baylor football in this capacity. Our Baylor Bears are expecting to rush out onto the field with a full, excited student section clad in gold, waving their growl towels and shouting at the opposing team.

So please do not miss out on this opportunity. Come to Slime Night/UpRoar to cheer on the team, come tailgate before the game, and most importantly, come and join the 40,000 fans at Floyd Casey Stadium on Sunday afternoon and help lead our Bears to victory in their 2006 season opener. *Luke Baker Political science 2007*

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THE Daily Crossword

Edited by Wayne Robert Williams

ACROSS

- 1 Racetrack shape
- 5 Wield an axe
- 9 Board
- 14 Foal's mom
- 15 Celeb's perk
- 16 Yoga posture
- 17 Pond scum and seaweed
- 18 Panache
- 19 Cowboy's tote
- 20 Victor's moment to savor
- 23 Action site
- 24 Rock innovator
- 25 VFW member
- 28 Passing years, poetically
- 33 Brawny
- 37 Composer Mendelssohn
- 38 Fictional terrier
- 39 Roulette events
- 42 Utah ski resort
- 43 Task
- 45 Stronghold
- 47 Legendary beauty
- 50 Raw mineral
- 51 Mountain pass
- 52 Makeshift

- 57 Really big pickle
- 62 Nudges
- 64 James Joyce novel, "Finnegans"
- 65 12 o'clock high
- 66 Lee Curtis
- 67 Harrow rival
- 68 James of "El"
- 69 Burn up the road
- 70 Unwind
- 71 Vocalist James
- DOWN
- 1 Cornhusker's city
- 2 Heroism
- 3 Take issue
- 4 Assimilate
- 5 Staff symbol
- 6 Dagger handle
- 7 Actor Epps
- 8 Shetland grazers
- 9 Pass along deceptively
- 10 Quickly, shortly
- 11 Music recording hub
- 12 Twinned pair?
- 13 Thai's neighbor
- 21 Diamond Head's island
- 22 Kids' card game
- 26 Releases

- 27 Baylor University state
- 29 Unser Sr. and Jr.
- 30 Fabric surface
- 31 Nod (off)
- 32 Spree
- 33 Rambo-like
- 34 "Confessions" singer
- 35 Pulled off a diamond coup
- 36 Solicitude
- 40 Negative connection
- 41 B'way sign
- 44 Sheathed
- 46 Greenhorn
- 48 Cartoon cave guy
- 49 Nosegay unit
- 53 Pound part
- 54 Ger. submarine
- 55 Rub it in
- 56 Salon supply
- 58 Emmy winner Falco
- 59 Kismet
- 60 Fight-stopping letters
- 61 Tenant's payment
- 62 Sleepwear, briefly
- 63 Eminem's genre

1	2	3	4	5	6	7	8	9	10	11	12	13			
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69								70			71				

By Arlan & Linda Bushman Chicago, IL 9/1/06
For today's crossword and sudoku answers, visit www.baylor.edu/Lariat

Westfest serves up more than kolaches

31st-annual festival provides a place to celebrate Czech food, culture

By Kori Chappell
Reporter

Besides the kolaches Baylor students have come to know and love, Westfest features events for all ages.

The 31st-annual celebration will begin at 5:30 p.m. today and continue all day Saturday and Sunday in West, Texas.

"One of my favorite things is Friday night — the Miss Westfest pageant," West senior Brooke Ferguson said. The pageant starts at 6:30 p.m. today and the crowning of the new Miss Westfest kicks off the weekend extravaganza.

Ferguson is going to Westfest tonight for the music and preview party.

"There is good music, you can go and dance, and it's a good atmosphere," she said.



Courtesy photo

Shannon Kostecka, Miss Westfest 2005, poses with a famous West kolache, only one of many attractions this year at Westfest.

A concert featuring Aaron Watson and Wade Bowen will start at 7:30 p.m. at the preview party. Others activities include rock climbing and the new U.S. Navy flight simulator. There are also free hot air balloon rides.

At 10 a.m. tomorrow, the parade starts downtown.

"The parade Saturday morn-

ing is always a crowd pleaser," Westfest President John Hurtick said.

Of course, plenty of kolaches and other traditional Czech and fair foods will be available.

"My favorite part is the kettle corn and the food area," Promotions Director Tommy Muska said. Muska and Ferguson both said Baylor students would enjoy all the food Westfest has to offer.

Hurtick said he believes the most important part of Westfest is the cultural aspect.

"We are able to promote (Czech) heritage and help community organizations with funds that we raise in the festival," Hurtick said.

Not only does the cultural festival promote Czech heritage, but it also features dancers in traditional costumes from Spanish, Ukrainian and German cultures, Hurtick said.

"The cultural entertainment is always a very interesting place," Muska said.

Polka music plays a large part in the festival. Hurtick said he's proud to feature Brave Combo,

a two-time Grammy-winning polka band.

Since he believes Westfest is "basically a dancing festival," live bands are an essential, Hurtick said.

Most come from around Texas, some travel from Chicago, California, Oklahoma and Nebraska — any place with a large Czech influence, but some people travel all the way from the Czech Republic to attend, Hurtick said.

He encourages Baylor students to come, as does Muska.

"They can experience a truly unique festival ... that's been going on for 31 years," Muska said.

As a Baylor student from West, who has attended the festival many times before, Ferguson also encourages students to see what Westfest is all about.

"It's probably a different experience than Baylor students have had. It's not something that most towns have, and it's definitely not something they have in Waco," Ferguson said. "It's something you should go to at least once while you're here."



Kelly Moore/Lariat staff

Fountain. Par two.

Doug Clifton, a Plano junior, tosses a disc into Fountain Mall. He's living proof that even with a 96 degree high, Baylor students still find ways to enjoy the great outdoors — on campus.



Henry Chan/Lariat staff

Dead crickets litter the ground Thursday in the Dutton Avenue Office and Parking Facility. Although they can already be found around campus, there might be more coming in the next several weeks.

Cricket here to stay for now; 'real outbreak' coming soon

By Christine M. Tamer
Staff Writer

Although Pinocchio's faithful sidekick, Jiminy Cricket, provided humor, friendship and inspiration to all, the crickets plaguing Central Texas aren't exactly what many consider a "wish upon a star."

When Fort Worth senior Gina Romero was cleaning out her car in the parking lot, she saw many crickets jumping around.

"There were a million of them," Romero said, "It was like they were waiting for a concert to start or something."

Romero was a community leader last year and said lots of girls would scream when seeing crickets in their apartments.

While field crickets don't breed or live indoors, they can damage clothing, fabrics or walls when they feed and defecate, Associate Professor and Extension Urban Entomologist Dr. Michael Merchant said in an article produced by Texas A&M University's Department of Entomology.

Mark Arensaman of Bugsdotcom in Waco said the "real

"It was like they were waiting for a concert to start or something."

Gina Romero
Fort Worth senior

outbreak" of crickets is yet to come.

"When the temperature significantly drops it will be a lot worse than this," Arensaman said. "When it reaches 70, the crickets will go nuts."

Arensaman uses "proactive approaches" to rid crickets. The bait used to kill crickets doesn't allow them to digest food, and eventually they starve and die. Once the crickets are dead, Arensaman simply sweeps them up and throws them out.

However, Steve Jones of Ladybug Termite and Pest Control said these baits do not pose an environmental problem and are not harmful to humans or pets because minute amounts are used.

While calling an exterminator is one way to help eliminate

a cricket problem in a home or dorm room, Jones said reducing crickets is sometimes as simple as turning out the lights.

"Turn your lights and flood lights down," Jones said. "They (crickets) come to the reflection of light."

In addition to turning off outside lights, Merchant recommended sealing possible entry points for crickets. Entry points may include cracks around lights, seals of windows and garages.

Crickets, both dead and alive, are aesthetically displeasing, Sugarland junior Kelly Schulz said. "When I am going to class, it's gross to walk through," Schulz said. "It's not pretty or pleasant."

Cricket outbreaks occur when outside temperatures drop and breeding seasons begin, Jones said. Female field crickets lay anywhere from 150 to 400 eggs in the fall. These eggs hatch in the spring and after three months become adults that are ready to mate, he said.

Cricket numbers are highest in August and September when the dry summer ends and fall rain begins, Merchant said.

Gerontology awarded \$75,000 for interns

By Lizza Lopez
Reporter

The Institute for Gerontological Studies has been given a \$75,000 grant from the Hartford Foundation to fund eight student internships working with older adults in area agencies.

The Hartford Foundation sponsors the GeroRich Program, which aims to create successful educational programs that will emphasize geriatric content into foundation courses rather than electives.

Dr. James Ellor, director of the Institute for Gerontological Studies, said the students spend close to 400 hours rotating through eight agencies.

The \$75,000 will be spread over three years, benefiting a total of 24 students. Tuition remission is offered for each student receiving the grant.

The eight students are taking Aging and Mental Health along with community agency employees sitting in on the class.

"We critique the living assessments of area agencies and send back suggestions on what to do to enhance these assessments," said Helen Harris, director of graduate field education in the School of Social Work.

One of Ellor's most memorable experiences was working at a Jewish nursing home as a graduate student. He helped 36 women to the bathroom at different time intervals for eight hours a day.

"Rose Greenberg was a holocaust survivor that was profoundly confused and disoriented," Ellor said. "She made no sense in five languages. One day she grabbed a hold of my arm and said, 'Smile. God loves

you today." Ellor said he was astonished to see this woman, who had never spoken a complete sentence in one language, make an attempt to get through to him.

"It's amazing what you can learn from older adults," Ellor said.

While working for a hospice, Harris met a man whose wife had been diagnosed with terminal cancer. The couple wanted to go home, but the man feared he couldn't care for his wife at home.

"I got them the help they needed and taught him everything he needed to know to take care of her," Harris said.

While visiting them at the hospital, the man asked Harris to stay with his wife while he stepped out.

"She fell asleep while I chatted with her. The intercom came on and she immediately jumped up," Harris said. "I told her the intercom had just gone off and she laid back down." This happened several times, and each time she reacted in the same way.

Harris later visited them at home. Sitting beside her she noticed how peaceful things were now.

"Once again, she fell asleep. All of a sudden, the room went nuts. So many alarm clocks went off at six o'clock," Harris said. "The noise did not disturb her a bit."

Harris said that particular experience captured for him the fact that all people's lives matter.

"It's not about what they're not able to do. It's about what we can make possible," Harris said.

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MENTAL from page 1

Students are undergoing stress it may affect their behavior in a way that can be observed," Riley said. "This is their first time away from home, experiencing final exams or maybe not going to meet their lifelong dream of going to med school or law school because their grades are not good enough," he said. While faculty and staff realize the need for early detection, some are hesitant.

"I'm not a health care professional, so I'd have reservations about (looking for signs)," Dr. Nancy Chinn, English associate professor and director of undergraduate studies, said. "But there are times that you know a student is having trouble and you can help them."

DID YOU KNOW...

30% of Baylor students treated for mental illness are treated for depression

20% of Baylor students treated for mental illness are treated for anxiety

Source: Dr. Jim Marsh

Marsh reassures professors that sometimes it doesn't take a psychiatrist to notice the signs.

"Some of it is common sense because it's things we would notice," Marsh said. "While they don't have to go out and

collect information on students, they are going to receive information through their role as a professor.

"Students will come to them."

Students can seek help from Baylor's counseling center with four psychologists, one licensed counselor, four doctoral students and a part time psychiatrist.

Marsh and McCraw encourage faculty, staff and students to be well-informed about the signs of mental illness. If the summit for faculty and staff proves successful, the possibility for a student summit is in the works.

"The more informed our faculty and staff can be about the students we serve, the better we can serve our students," McCraw said.

JOHN from page 1

set up to house the evacuees. Hotel workers stripped rooms of light fixtures and furniture, in case plate-glass windows were shattered.

Residents emptied grocery shelves of food and water, and endured long waits for gasoline. At the airport, hundreds of tourists battled for seats on the few planes heading out of the isolated peninsula.

Driving out wasn't much of an alternative, there's only one narrow road, 400 miles long, leading to Tijuana.

ART from page 1

we understand about animals and humans the better stewards we will be."

Karen Gilliam, director of the Martin Museum of Art, sees this as an opportunity for professors to involve the exhibits in their lessons. "We are always trying to encourage professors to use the museum in new and creative ways," Gilliam said.

The exhibition will open Tuesday and remain until Oct. 14. It is free and open to the public.



Associated Press

Bear on the prowl

Former Baylor tennis star Benjamin Becker strikes the ball in his US Open victory Thursday over No. 30 seeded Sebastian Grosjean. Becker won an individual and team NCAA championship while at Baylor.

Defect found in air tanks of West Virginia inspectors

By Pam Ramsey
The Associated Press

CHARLESTON, W.Va. — West Virginia alerted its underground coal operations Thursday about potential problems with emergency air packs after decay was found inside packs carried by state mine inspectors.

The nine SR100 air packs randomly tested were not equipped with a heat damage indicator and may have been damaged while stored in hot vehicles, according to the state Office of Miners' Health Safety and Training.

The state wants mine operators to immediately remove any air packs from service that do not have heat indicators.

In a letter to coal operators and independent contractors,

Terry Farley, administrator of enforcement, warns about the tested packs that were manufactured by Monroeville, Pa.-based CSE, before the company began installing the heat devices in 2004.

Farley said oxygen-starting cartridges in all nine air packs failed, which would delay the production of enough oxygen to sustain life by 15 to 20 minutes.

The state chose 17 of those at random for testing on a breathing simulator at Pleasant Prairie, Wis.-based Ocenco Inc., which is the only manufacturer of automated breathing simulators. The state is paying \$5,000 to use the facilities for 10 days.

Kentucky also is participating in the testing.

The aim is to learn more

about equipment that has come under heavy scrutiny after three deadly accidents in the two states this year.

A dozen miners were killed in a Jan. 2 explosion at the Sago Mine and two miners died in a belt line fire Jan. 19 at Aracoma Coal Co.'s Alma No. 1 mine in Logan County. Five miners were killed May 20 in an explosion at the Kentucky Darby Mine No. 1 in Harlan County, Ky., including three who died of carbon monoxide poisoning despite donning air packs.

Tests on air packs used in Kentucky coal mines, which were also sent to the Wisconsin site to be tested, had not been completed, said Mark York, a spokesman for the Kentucky Environmental and Public Protection Cabinet

ADS from page 1

On MySpace, companies such as Burger King, Sprite and Abercrombie & Fitch all have profiles to expose their products to other users.

"This is a prime example of viral marketing," Easley said

Viral advertisement is not only on the Internet. Companies, such as Red Bull, recruit students to use their products to create a "buzz" around them and influence others to drink it, Rajaratnam said.

According to the Red Bull Web site, the energy drink company recruits students to drive

official Red Bull vehicles and distribute the beverage to other students.

The "Mobile Energy Team" must drive around in the Red Bull vehicle for a certain number of hours per week.

Viral marketing is taking advantage of the free advertising on the Internet and in student communities to reach out to the ideal age group of consumers, Rajaratnam said.

"I think it's a pretty cool idea," Arlington sophomore Nathan Lyons said. "I mean why not? It's a great way to get to reach us without being annoying like TV ads."

Although it seems like a new

idea, buzz marketing has been used for many years.

"Because of the recent Internet use for advertising, buzz marketing has become the new buzz word," Rajaratnam said. "But the basic idea is, if people like a product, they'll talk about it."

Viral marketing, however, is the newly developed style of advertising that raises ethical issues.

"It's just not ethical," Easley said. "It's advertising under false pretenses and there's no way to filter it."

"It does get the job done though, and that's the problem."

SECURE from page 1

Students need to leave early and to save time they should try to stay off Valley Mills," Doak said.

To avoid traffic, students should also enter Floyd Casey Stadium from the East. According to Doak, it is significantly faster to come from either Bosque or Barron Avenue.

"Security is stepping up another level," Doak said.

"We need to be catching up with the other institutions," Doak said. "We should not have to worry about something similar to the OU bomber happening."

Last fall a University of Oklahoma student died after attaching an explosive to his body and detonating it 100 yards away from more than 84,000 fans in Gaylord Family - Oklahoma Memorial Stadium watching the Oklahoma and Kansas State football game. While no one else was injured, several other Big 12 schools have already increased

security.

Tom Hill, associate athletic director for facilities and events said Baylor's increase in security is "common" and falls in the line with the Baylor 2012.

"We are behind the curve in response to overall security measures," Hill said. "We have not had gate security. We have had ticket takers."

Although Baylor is just now implementing improved security, the majority of Big 12 schools tightened security measures last fall followed the Oklahoma incident.

Doak said Baylor is a "great target" because of its proximity to President Bush's Crawford ranch and its standing as the largest Baptist university in America.

"We don't want to be guilty of being in denial," Doak said. "Potentials are here if not more than near other universities."

Hill anticipates "large excitement" for the 2006 season.

"I would plan on getting there early for two reasons: one, free

parking nearby and two, not to miss anything," Hill said.

Tailgating will not be affected by the new security. Fans will still be able to tailgate in traditional areas as well as some new ones. According to Hill, the area beside the creek has been cleared for tailgating as well as a new area directly off Valley Mills Drive. Hill only warns tailgaters to be aware of dryness when disposing of coals to avoid potential fires.

"I think students will see an increase in fun activities that they can be involved in pre-game," Hill said. "We are beginning to create a spirit that students are going to love, and as it increases and expands, it feeds on itself."

Increased security will not just apply to football - all sports events will have additional security measures.

"We don't want people to be paranoid, we want them to be safe," Doak said. "We will do the watching for you while you watch the field."

Ernesto takes shot at Carolinas

By Mike Baker
Associated Press Writer

Wilmington, N.C. — Tropical Storm Ernesto picked up steam with surprising speed in the warm waters of the Atlantic and built toward hurricane strength Thursday as it swirled toward the Carolinas, forcing the closing of ports and campgrounds.

Virginia's governor declared a state of emergency and hundreds of National Guardsmen were activated there and in the Carolinas.

Forecasters issued a hurricane watch for the northern half of the South Carolina coast and the southern portion of the North Carolina shore.

Ernesto was expected to

come ashore late Thursday near the South Carolina-North Carolina line.

By midafternoon, its northern edge brought rain to the states' eastern counties, and its winds were 70 mph, just short of the 74 mph threshold for a hurricane.

"In the world of meteorology, it's just one surprise after another," said Tom Matheson, a meteorologist with the National Weather Service in Wilmington.

Just a day earlier, Ernesto had been downgraded to a tropical depression, not even making the grade as a tropical storm.

Ernesto's wind was less a concern than the threat of flooding it brought.

Parts of North Carolina were

already drenched by thunderstorms that began Wednesday.

Ernesto was expected to bring half a foot of rain to some areas.

"We need some rain around here, just not all at once," said Jean Evans, a convenience store worker on North Carolina's Holden Beach.

The National Hurricane Center also warned of a storm surge of 3 feet to 5 feet in the Carolinas.

Ernesto briefly reached hurricane strength on Sunday, but lost much of its punch crossing mountainous eastern Cuba and was a tropical storm of about 45 mph by the time it blew ashore in Florida on Tuesday night. It weakened further as it moved over the state.

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Old rivals BU, TCU break new ground

By Daniel Youngblood
Sports editor

When the Baylor football team steps onto the field to play no. 22 Texas Christian University this weekend, they'll be renewing a rivalry that was once one of the most heated in all of college football.

While most of the players in Sunday's contest would have been about 10 the last time these two teams met, this match-up has more historical significance and future implications than they know.

The Bears and Horned Frogs will be meeting for the 104th time in the two schools' history, but only the first since the Southwest Conference disbanded in 1995.

Nonetheless, the game will be a trip down memory lane for Baylor and TCU fans alike, as they recall the teams' battles from the past.

Baylor head Coach Guy Morriss will undoubtedly remember a few of those battles as he was a two-time All-SWC offensive guard for the Frogs before graduating in 1973. This time around, he'll be hoping for a different outcome.

"I am a proud TCU graduate, but I'm going to forget about all that this weekend," Morriss said. "I can't help but think about it; it seems like it's a big deal to everybody

because it is my alma mater. I'll have to wait until Sunday."

It's only two days, but standout receiver Dominique Zeigler doesn't want to wait that long.

"We've been out here working hard since January, so when you finally get out here and the calendar says (two) days, you start getting anxious," Zeigler said. "The TCU game can't get here soon enough for us."

Zeigler and the Bears' offense are hoping practice will have prepared them for what they'll see Sunday. One advantage that Zeigler, the rest of the Baylor receiving corps and quarterback Shawn Bell will have is that TCU will be starting two freshmen cornerbacks.

Offensive Coordinator Lee Hays said he thinks he'll be able to exploit that match-up.

"One of the things that we do is to get our best on their worst," Hays said. "I'm not saying that just because they're freshmen they can't play, but we will always attack a certain part of the field and have a contingency if that doesn't work."

Defensively, the Bears will have their work cut out for them as well. With senior quarterback Jeff Ballard and a three-headed rushing attack in seniors Lonta Hobbs and Robert Merrill and sophomore Aaron

Brown, TCU has the ability to light up a scoreboard.

Defensive Coordinator Bill Bradley said he thinks he can avoid that if his defense can force the Frogs to the air.

"What we have to do is come out early in a sense of urgency and withstand the barrage of their running game because that's where they make all their hay," Bradley said. "And that's what we plan to do. We have to stop their running game and make Ballard throw."

Senior cornerback and preseason All-American candidate C.J. Wilson said his unit is up to the task.

"They have some pretty talented running backs, but their offensive line will be new this year," Wilson said. "We are going to see if we can't get them introduced to our people pretty quickly."

Morriss knows that a win in this game, which is scheduled for 4:30 p.m. Sunday at Floyd Casey Stadium, could be the start of a memorable season for the Bears.

He said the contest between the Bears and Frogs is what college football is all about.

"You have a good program coming in here; they're ranked," he said. "We're playing in front of our home crowd in our stadium that looks great. It's national television."

"What else could you ask for?"

Weekly Big 12 picks



In a new Lariat feature, sports editor Daniel Youngblood and sports writers Will Parchman, Brittany McGuire and Jordan Daniel, news editor, will make their 2006 Big 12 Football game predictions.

Game	Youngblood	Parchman	McGuire	Daniel
TCU @ Baylor	BU 27-24	BU 27-24	TCU 28-24	BU 41-23
UNT @ Texas	UT 52-6	UT 48-3	UT 42-12	UT 31-0
La. Tech @ Neb.	NU 31-17	NU 40-14	NU 28-21	NU 34-17
UAB @ Oklahoma	OU 21-10	OU 24-13	UAB 21-17	UAB 13-10
SMU @ Texas Tech	TT 63-17	TT 55-20	TT 56-21	TT 52-10
Northwestern St. @ Kansas	KU 24-3	KU 30-10	KU 21-6	KU 27-10
Last week's record	N/A	N/A	N/A	N/A
Overall record	0-0	0-0	0-0	0-0

SPORTS BRIEFS

Televised schedule released

The Big 12 conference released its 2006-2007 broadcast schedule Wednesday and revealed at least six nationally televised games for Lady Bears basketball, one of which is on ESPN. The remaining four will be aired on Fox Sports Net. The first televised contest will be on Dec. 17 against the UCLA Bruins in Los Angeles.

Ex-football alums to be honored at game

Sixteen former standouts in Baylor's 104-year football history will be honored during halftime of Sunday's nationally-televised game against No. 22 TCU. The 16 honorees are part of the new Floyd Casey Stadium heritage display, which was completed earlier this month.

Men's golf opens season in Scotland

Baylor men's golf will open the 2006 season this weekend in the cradle of golf at St. Andrews Bay, Scotland, at the International Collegiate Tournament. Fellow American universities Texas Tech, Texas A&M, North Carolina, Georgia Southern and defending tournament champion Wake Forest will also be competing in the event. Golfer Jeremy Alcorn will kick off his senior-year season in St. Andrews, chasing recently graduated Baylor golfer Ryan

Baca's school record for individual victories (six).

Soccer team set to play in Indiana

The Baylor Lady Bears' soccer team will travel to Indiana this weekend for the Big 12-Big 10 Conference Challenge. The team faces off against Indiana University 6 p.m. today and will then travel to West Lafayette, Ind., to take on Purdue University at noon Sunday. These games will be the first meetings between Baylor and both Indiana universities.

Volleyball hosting tournament

The Baylor Lady Bears' volleyball team hosts the Clarion Invitational today and Saturday at the Ferrell Special Events Center. The action kicks off at noon today when Baylor plays the University of Louisiana-Monroe and the University of New Mexico later at 7:30 p.m. The team will continue to play at 2:30 p.m. and 7:30 p.m. Saturday against the Universities of Houston and Arkansas-Little Rock, respectively.

BU sports on Sirius Radio

For the next two years, Baylor football, men's basketball and selected other athletic contests will be carried on Sirius satellite radio's FamilyNet, which is Sirius channel 159.

To submit a sports brief, e-mail Lariat@baylor.edu.

Runners chasing NCAA titles

By David Kaye
Reporter

Good things come to those who wait. And the Baylor men's cross-country team has waited a long time.

The Bears haven't made it to the NCAA championships since 1995, but their hopes for this season are stronger than ever.

Last year's team was plagued by early season injuries, assistant head Coach Jon Capron said, so the decision was made to redshirt the four seniors with the goal of making 2006 one of the best seasons in Baylor history.

"The men are in a different place than the women, but the guys are trying to get back to nationals," Capron said. "We basically sacrificed last year to make sure we had all of our seniors back for one more year."

Atlanta senior Bo Price said that leadership and experience provided by the seniors could be the deciding factor to get them back to nationals.

"We have four seniors that have been doing this for four years, so experience is one of our strengths," Price said.

"We also have some younger guys that can really contribute this year as well," he added.

For Price, it's not just about getting back to nationals, he said. He wants to help build for the future.

"Hopefully I can help out recruiting and have a good showing," Price said. "As a team we said early on that we want to do our best to have a strong showing at the Big 12 meet. We want to gain some respect back in the Big 12."

While the men are hoping to make it to nationals for the first time in more than a decade, the women have been successful in



Courtesy Photo

Men's cross-country team returns this year with four seniors — bringing needed experience to the injury-plagued team. All the while, women's cross-country is looking forward to another successful season.

the past three years.

Head Coach Todd Harbour said the team has their sights set on being one of the best teams in the nation this season.

Seven runners return from last year's team, which finished 15th at nationals.

"Without anybody leaving, we're hoping to be a top 10 team by the end of the year," Harbour said.

"We've got experience, leadership and depth — everything we need to be successful this year, but we need to stay healthy," Harbour said.

Like the men, he said, the women's team has four seniors to lean on for guidance.

"In years past, our team has always been very young, but this is the first year that we have four seniors," El Paso senior Monique Ortega said.

"All of us have been to nationals already,

and we know what to expect. We can give that knowledge to the younger girls that are coming up," she said.

After a long summer of training, both Capron and Harbour said the teams look forward to starting the season tonight with Bear Relays.

Teams from across Texas will travel to Baylor for the meet, Harbour said.

He said the toughest competition would be teams from Texas Christian University and Southern Methodist University.

Bear Relays start at 6:30 p.m. today at Westmoreland Intramural Field.

"This relay is almost like a football scrimmage," he said.

"It's a glorified practice, a chance to see where we are and a good opportunity to get a meet under our belt. We're anxious to get the season started."

Backe will leave Astros to mend elbow

The Associated Press

HOUSTON — Houston right-hander Brandon Backe will have a ligament in his right elbow replaced, an operation that could sideline him until 2008.

Backe, 3-2 with a 3.77 ERA, has been on the disabled list since Aug. 18 with a sprained elbow. He reinjured the elbow the previous day after missing 86 games with the same injury.

Backe made two starts in April, then left his third start in San Francisco after two innings because of soreness in the elbow. He wound up on the 60-day DL and returned

on July 22.

He finished with eight starts this season.

Dr. James Andrews will operate next Thursday. The expected recovery period is 12-16 weeks.

"I've got a long road ahead of me, just getting back into the game," Backe said.

"There was an option of just not pitching the rest of the year and taking the offseason off and letting it heal on its own, again, like I tried previously this year. I just felt like the better option was to go ahead and get the surgery."

Backe was hesitant about having the procedure but was reassured by teammates Roger Clemens and Andy Pettitte, who have been operated on by Andrews.

"Any time you go under the knife, you're going to be nervous," he said.

"It was a tough decision, but in a sense it was pretty easy because I had already tried to do without surgery," Backe said. "The way I was feeling my last two starts, I just couldn't do it anymore."

Back will spend the 2006-2007 season recuperation, yet he said he doesn't expect to return to the field until after 2008.

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Meet your Press

An outsider's look at *The Baylor Lariat*

5 a.m.
7,600 copies of *The Baylor Lariat* arrives on campus and student workers deliver the paper to each campus location.

8:30 a.m.
Lariat advertising office opens for business. Student sales representatives sell ads throughout the day.

12:30 p.m.
Day staff, which includes staff writers, city editors, entertainment editor, sports editor and editor in chief, arrive for work.

1 p.m.
Early budget meeting begins. At budget, staffers come up with story ideas and writers receive assignments.

Reporting class begins.

4 p.m.
Story deadline for reporters. City desk ties up any loose strings with staff writers and reporters for the 4:30 p.m. budget meeting.

4:30 p.m.
Night staff, which includes the copy desk and a photographer, comes into work and has a final budget meeting where staff decides what stories will run on which page.

5 p.m.
Entertainment and editorial pages checked and sent to printer at the *Killeen Daily Herald*.

Day staff leaves. Advertising office closes.

7 p.m.
Final story deadline for staff writers.

Any requested photos or graphics from the photo department are due to the copy desk.

8 p.m.
All page proofs are due to the copy desk chief for the first round of editing.

All final crops for any art are due to photo.

9 p.m.
All page proofs are due to the night adviser for a final review. Night photographer leaves.

10 p.m.
Once pages are done, they are uploaded to the server and sent to the printer. The paper is put to bed. The webmaster then posts the paper online.

Since 1900, *The Baylor Lariat* has churned out news for Baylor students, staff, faculty, alumni and other friends of the university. As students leave the Moody Memorial Library at night, a glance toward the second-floor windows of Castellaw Communications Center will reveal the staff of the university's news source rapidly producing the next day's issue.

Putting out a daily campus paper is not an easy task. It's an all-day affair that requires the time, talent and effort of many students and professional staff.

Most students are unaware of the hours of service provided by a paid staff of 26. Each day, staff members continue to pour themselves into their work, using *The Lariat* as a training ground for their career paths.

The Lariat newsroom runs just like any other professional newsroom. There's a day and night staff complete with writers, editors and photographers. Paid positions are filled by students and some include scholarships.

The process that goes into producing a paper four days a week can be a daunting one. Baylor remains dedicat-

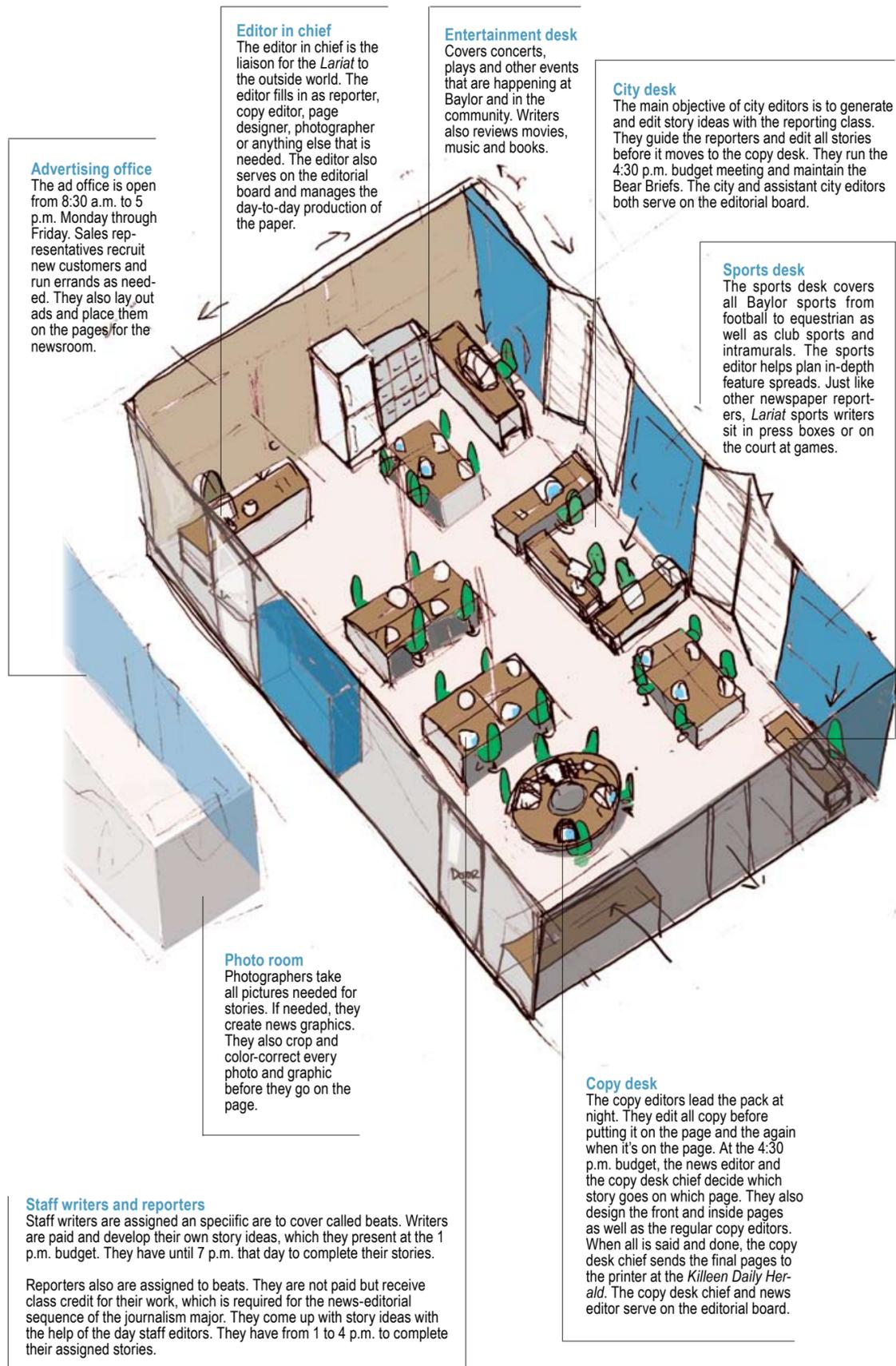
ed to the honest reporting of news.

Though staff must keep in mind the Christian image Baylor must uphold, *The Lariat* is not censored in its coverage of the news. *The Lariat* has covered an array of controversial stories from drugs and alcohol to racism on campus. The *Lariat* staff does not shy away from tackling tough topics like homosexuality or even the turmoil in the athletic department in 2003.

The newspaper is dedicated to providing the news that matters most to the Baylor family. *The Lariat* is every student's voice.



Melinda Henderson/Lariat staff



News lingo

Budget: Meeting held twice a day where the staff decides what stories to cover, what art to use and how to design the pages for that day

Wild art: Photos that are not associated with a story and stand alone on a page

Slug: A one-word title writers put on top of their stories

Dummies: Skeleton of the page that editors use to start designing layouts.

Double truck: two-page spread used for feature packages

Opinion vs. news

- The *Lariat* opinion page runs on page two every day. On this page, you can find columns, a staff editorial, letters to the editor and puzzles.

- Columnists do not have to be staff members and choose their own topics to discuss. Letters to the editor are chosen by the editor in chief. Columns and letters to the editor are subject to edit for grammar, length, libel and style.

- The staff editorial is the viewpoint of the majority of the editorial board and not necessarily the viewpoint of the *Lariat* as a whole or the university.

How editorial board works

- Ed board consists of five staff members: editor in chief, city editor, copy desk chief, news editor and assistant city editor.

- Each ed board member is responsible for bringing five editorial ideas to every meeting.

- At the weekly ed board meetings, members decide which ideas are the best fit to run based on timeliness and impact. Usually the editorial board runs two local and two national issues each week.

- When they decide which editorials are running, they then debate the issues until the majority settles on a side.

- When conclusions are made, ed board then divvies up that week's editorials to be written. All editorials are due to the editor in chief on Monday the week they will run.

Get the most out of the paper

- To place an ad, call the *Lariat* advertising office at 710-3407.

- To send a letter to the editor, send an e-mail to Lariat_Letters@baylor.edu. Letters must be fewer than 300 words and include your name, major graduation year, phone number and student ID number.

- To submit a newstip, send an e-mail to Lariat@baylor.edu or call the newsroom at 710-1711. When submitting a tip, leave your name and include the time, date and place of the event.

- *Lariat* staff applications are available at the end of each semester and online at www.baylor.edu/Lariat. Turn in completed applications to the student publications director in 227 Castellaw.

Submitting a Bear Brief

- To include your organization's event as a Bear Brief, send an e-mail to Lariat@baylor.edu and put Bear Brief in the subject line.

- Be sure to include the time, date and place of the event.

The Baylor Lariat

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