



NEWS
Fort Worth's new smoking ban affects area residents.
TOMORROW



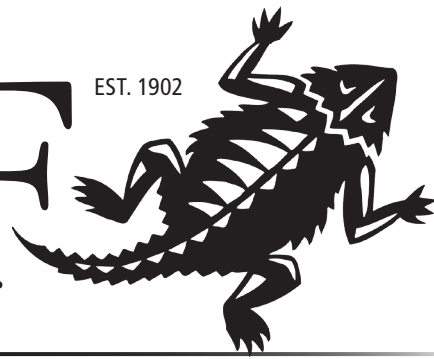
OPINION
Construction prevents a good night's sleep.
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SPORTS
Track star and coach lead team into the 2008 season.
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TCU

DAILY SKIFF



THURSDAY, JANUARY 17, 2008
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Program aims to capitalize on changing area economy

By LONDON NINNIN
Staff Reporter

A new energy technology and management minor open to all majors will be brought before the Undergraduate Council for consideration Friday.

Already approved by the College Committee, the minor is an incorporation of the Neeley School of Business, the College of Science and Engineering and

the AddRan College of Humanities and Social Sciences.

Ken Morgan, associate dean and director of operations for the new Energy Institute, said he is helping to push the minor to be accepted by the Undergraduate Committee.

Morgan described a tentative list of classes students can take to earn the minor. Included are a variety of classes from the business and economics

departments and a new geology class, From Prospect to Production, which Morgan said is an overview of the entire process of a drilling company.

"Our hope is that those courses will help some students prepare to be able to study at that level to either get into the petroleum engineering side or the geological management side of a company that is studying the Barnett Shale,"

Morgan said.

The Barnett Shale is a natural gas deposit, which Morgan said he believes will produce \$5 billion to \$10 billion a year for the local economy in the form of potential job opportunities and industry expansion.

Richard Hanson, geology department chairman, said the proposed minor would give students a balanced series of courses that could help them

in the petroleum industry.

Because there is so much going on in the petroleum career field locally and globally, Hanson said, the addition of the new minor could make students a more competitive and appealing to petroleum businesses.

Andrew Schoolmaster, dean of AddRan, said AddRan is involved with the proposition because economics majors are

one of the groups being targeted as candidates for taking up the new minor because of their background with supply and demand analysis.

"The minor is a really good example of a new interdisciplinary program responding to some of the market needs in the area driven by the Barnett Shale and its development here in Fort Worth," Schoolmaster said.

Report indicates relationships tied to retention rates

By JORDAN HAYGOOD
Features Editor

As administrators say the university is growing toward a better learning community, retention rates are increasing.

Mike Scott, director of scholarships and financial aid, said TCU has risen three percentage points, from 83 percent retention to 86 percent, in the past three years.

According to a report from the 2007 Student Success Initiative, the university hopes to reach 88 percent retention by 2010.

Scott said the initiative began in 2005 as a way to help the university from a "physically sound aspect."

"When we started the initiative we did not think we had a problem with retention rates," he said. "This is a big deal for us. The increase reflects how the university is doing what we're supposed to do."

According to the report, each percentage point increase in retention means \$410,000 in returns to the university.

However, Scott said, those numbers can be misleading.

"The money amount that the report gives does not account for the amount we give out for scholarships and financial aid," he said. "That number is a broad gross tuition rate. We do not want students just for the money."

Chancellor Victor Boschini said high retention rates are a great reputation to have relating to both prospective students and parents.

"Reputation is key because it sends a positive signal to our students and parents that we have a commitment when we graduate," he said.

For a lot of prospective students, Scott said, reputation is also based off of rankings.

"When you look at certain rankings, such as US News, a big part of those is made up by retention," Scott said. "As much as you hate it, a lot of peo-

ple will base their decisions of which colleges to apply for off of the rankings."

According to the report, findings to date suggest that peer relationships are most important in the retention process.

Cathy Coghlan, associate director of institutional research, said a study was sent to students about a match between expectations and experiences, which revealed students leaving after one semester do so because they haven't made social connections.

"A great example would be students in Greek organizations have higher retention than those

that are not," she said. "It is all about making those connections any way you can — sometimes those connections are not as visible as the Greek organizations."

Boschini agreed.

"Some students may give you different excuses but usually the main reason for leaving is they do not feel connected," he said. "It is definitely a challenge to get all students connected, but the students have to go out there and make an effort."

Scott said some students have left because of tuition increases, but this does not appear to significantly affect retention rates.

"Basing retention off of tuition is a very difficult criterion to get your hands around," he said. "A lot of students will say it is cost — it's really not. It is easier for students to put the blame on tuition."

Since tuition and retention are rising at the same time, Boschini said he does not see tuition as a problem because schools with higher tuition often have higher retention.

To combat the loss of students through transfer, Scott said, the university is starting an external recruit-back-pro-

See **RETENTION**, page 2

BASKETBALL IDOL



Senior radio-TV-film major Lauren King sings the national anthem during halftime of a men's basketball game against the University of New Mexico on Tuesday at Daniel-Meyer Coliseum. King is one of the contestants in National Anthem Idol, a contest by the athletics marketing department.

Students compete in national anthem contest

By BIBEK BHANDARI
Staff Reporter

Silence engulfed the buzzing at the Daniel-Meyer Coliseum before TCU played New Mexico.

As senior radio-TV-film major Lauren King took center stage and sang the national anthem Tuesday, her voice

reverberated through the coliseum. King, one of the contestants for the National Anthem Idol contest organized by athletics marketing department, unveiled her vocal aptitude in front of more than 3,000 people.

"It was just another performance," said King, who has been singing the

national anthem at volleyball and baseball games. "I liked it a lot."

King is one of the seven contestants who have been performing at the TCU basketball games.

The audition for the National Anthem Idol began November at the University of New Mexico.

See **ANTHEM**, page 2

Changes to minor raise participation

By PATTY ESPINOSA
Staff Reporter

When Jill C. Havens became the British and Colonial/Post-colonial Studies minor program director in 2005, three students were enrolled in the program. Because of recent changes, the award-winning minor now boasts 11 students as declared minors.

Havens said some key

changes were made to the minor — one course was eliminated in favor of other areas of study, transfer credit limitations were eased and course requirements changed to incorporate other departments around the university.

This year alone, the number of declared minors has doubled, Havens said.

Michael Butler, associate dean of AddRan College of Humanities and Social Sciences, said he was not surprised at all by the number increase.

"The program is very faculty and student-driven, and we hope to see it continue to grow in the future," Butler said.

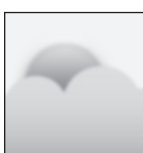
Katy Garrison, a British

studies minor, said she hasn't felt a change because she was grandfathered into the original program.

Havens said the changes make the minor more flexible and able to better suit the needs of more students.

Havens said students used to be limited to nine hours of transfer credit from TCU's

See **MINORS**, page 2



WEATHER

TODAY: Mostly cloudy, 55/29
TOMORROW: Partly cloudy, 42/26
SATURDAY: Mostly sunny, 55/27

PECULIAR FACT

MASTIC, N.Y. — Police say a man was arrested this week for walking on a highway with a 14-foot python wrapped around him.

— Associated Press

TODAY'S HEADLINES

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OPINION: New toys teach poor fiscal values, page 3
SPORTS: Track season gets a running start, page 6

CONTACT US

Send your questions, compliments, complaints and hot tips to the staff at NEWS@DAILYSKIFF.COM

YOUR TCU FROM THE TOP



Workers assemble the refinished Frog Fountain on Dec. 12. Jef Larremore, the Web services coordinator for Student Affairs, watched the fountain go up last month and took this photo from the roof of the Brown-Lupton Student Center. To see more photos, visit the Skiff's newsroom blog at blogs.tcuailykskiff.com. If you have photos for the Skiff you can send them to yourtcu@dailykskiff.com.

ANTHEM

From page 1

ty Recreation Center. It was an open call for anyone 16 to 28, said Mandi Lynne Knight, marketing assistant and coordinator of the event. Fifteen participants, all TCU students, showed up for the preliminary round and were judged on how well they knew the words of the national anthem, how well they hit the musical notes and their voice quality, Knight said.

"I was really surprised by the turnout," said John Festerand, assistant director of athletics marketing. "It'll grow into a tradition."

The 15 participants were narrowed to seven, who have been performing at basketball games. Four semi-finalists will be chosen through online voting at TCU's athletics Web site, gofogs.com. The athletics market-

ing department, athletics director Danny Morrison and season ticket holders who have heard all the contestants will judge the winner.

"Everyone in the competition has a distinct voice and that's what makes it unique," Knight said. "They all love to sing and share the same passion of singing, and TCU students really want to do something positive that showcases their talent while honoring our nation."

King heard about the contest through e-mail and went for the audition.

"I've been singing my entire life," King said. "I'll be happy and excited if I win, and it wouldn't put a scar on me if I lose."

Joan Robinson, one of the event staffers at the game

who has listened to all the contestants, praised King's performance.

"She's the best one I've ever heard," she said.

Knight said the National Anthem Idol contest was proposed to boost attendance at the games.

She said the main objective of the show focused on creating a competition that would last for several years, promote TCU's diverse talent and honor the nation in a unique way.

Festerand said the competition also helps add to the environment at Daniel-Meyer Coliseum.

"We put a great product on the court but one of our goals was to enhance our overall fan experience," Festerand said. "By doing the national anthem we're hoping the fans have fun and come back."

George Bradford, class of '64, said anything the athletics department

does to help the fans have a better experience at the games is good.

"College sports are not only about games," Bradford said. "It's

what goes on around the game that makes it fun."

The National Anthem Idol will get a prize package from the athletics department, open the 2008 baseball season with the national anthem and perform at a public venue, which will be disclosed March 8.

The preliminary round will end Jan. 30, and the four semi-finalists will perform in the following games until Feb. 2. The National Anthem Idol will be announced March 8 during halftime of the final game against Baylor.

MINORS

From page 1

London Centre last year. Now, up to 12 hours can be transferred in, and all courses from the London Centre apply to the minor. Other study abroad sites,

including the British Isles, Australia and India, will allow courses to transfer and apply toward the program in the future.

"The best part about the program is studying abroad," Garrison said. "I was in London in 2005 when it was bombed, so it was really scary."

The London theatre program is one such option that is available for students.

"We're happy to have students from other departments take our theatre classes in London," said

Harry Parker, chair of the TCU theatre department.

The minor focuses on the culture and history of Great Britain and its former and current colonies, accord-

ing to the program brochure. Another focal point listed in the brochure is globalization and the impact Great Britain continues to have on the rest of the world.

To emphasize the program's goals, Havens said the department molded the minor into an interdisciplinary area of study courses from a variety of departments such as art history, journalism and

political science.

"(The minor) supports the university's mission statement and puts emphasis on the global community," Havens said.

The program's mission is to provide students with an understanding of Britain's history and culture in order to boost the understanding of globalization in today's society, according to its Web site.

Havens said she believes the program now has more visibility, publicity and increased leadership than it did before. Future plans for the British studies minor include more publicity, more student involvement and other events and functions that highlight the focus of the minor, she said.

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RETENTION

From page 1

gram to begin this year.

Scott said the university always follows up on students.

"If a student does transfer to another school, we stay in touch with them by sending them information and personal phone calls," he said. With two more percentage points to reach the final goal, Coghlan said, the next three years will be the most difficult.

"We have already done what we think we have done — the obvious ways to raise retention," she said. "These last points are going to be hard."

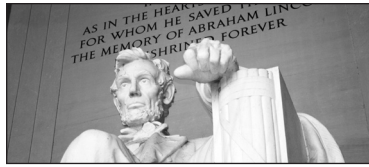
Scott said when the faculty sat down to look at how to raise retention they forgot a simple

attempt: personally calling the students who had not enrolled for the following semester.

"As crazy as it sounds, a major issue is students actually forget to sign up for classes," he said. "Then we have the students who are in grade trouble and just freeze, and as many times as we try to help them, they just do not move forward."

Boschini, Coghlan and Scott all agreed to raise retention even more, it is going to take a joint effort from everyone on campus.

"Next year we are actually going to have a faculty-wide common reading to get them all on one level," Boschini said. "We now are going into the most difficult stages and it is going to take a combined effort out of everyone — campus, faculty, staff and students."



QUOTE OF THE DAY

"Always bear in mind that your own resolution to succeed is more important than any other"

— Abraham Lincoln

THE SKIFF VIEW

Higher tuition worth it

Campus construction is booming and tuition increases steadily each year, which often leaves students wishing they weren't born in the late 1980s to avoid dealing with the university's burst in development.

Students may not know exactly how the university spends its money or why it asks for more each year. But by thinking positively, some may find satisfaction by knowing that in years to come TCU will be better than it is today.

The sacrifices and adjustments students make today in dealing with campus construction and higher tuition costs should be thought of as good deeds or a monetary contribution to the university's growing prestige.

TCU's retention rates have increased by three percentage points since 2005, which positively suggests TCU will be ranked higher in future college rankings. The 2007 Student Success Initia-

tive calls for an additional two-point retention increase by 2010.

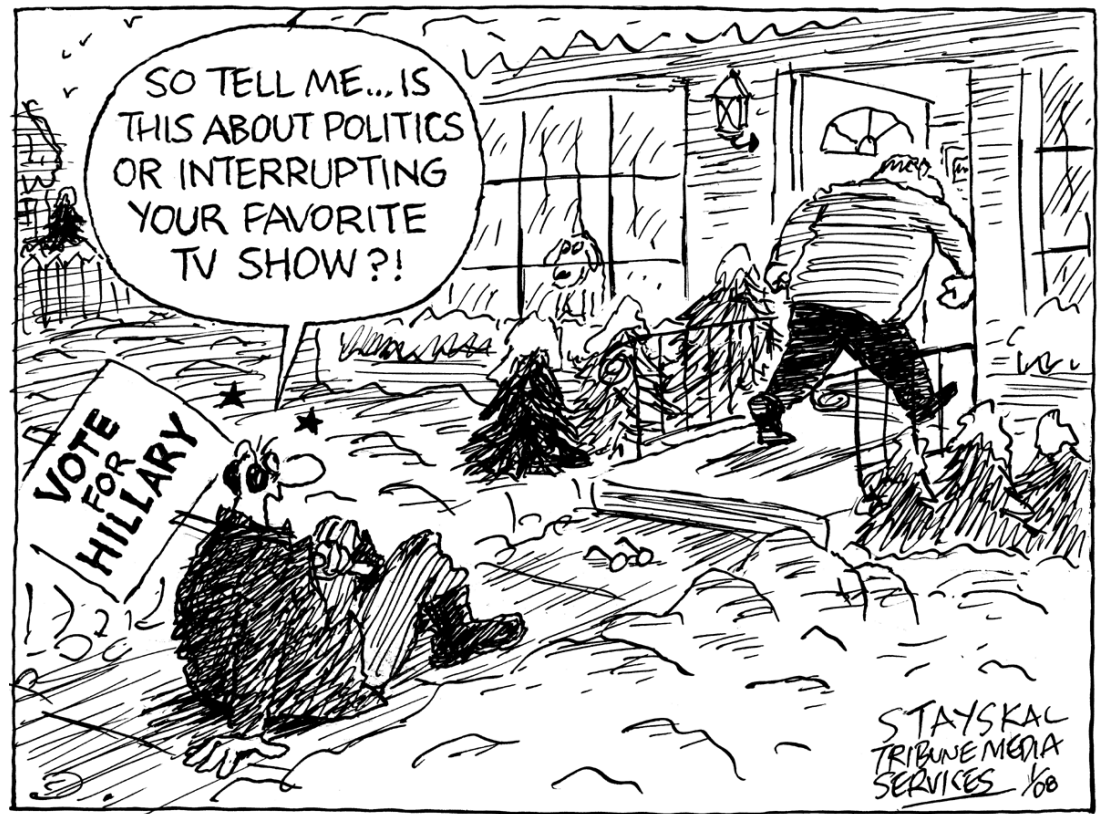
While university sources admit higher retention is usually accompanied by higher tuition costs, they claim social connections among students are the final determining factor in retention rates.

It is unlikely that strong social connections have suddenly become easier for students to obtain in recent years. It is also unclear as to whether new campus facilities are produced in an effort to make students interact with each other more often, and thus, be more socially connected.

If a tuition increase, in fact, means a retention rate increase, make it clear. If tuition rates can make TCU a much better place in the future, the raise may be worth it.

Associate editor Ashleigh Whaley for the editorial board.

BY WAYNE STAYSKAL



Better labeling beneficial to buyers

Being an American consumer gets harder every day.

You have to consider the value, the nutrition (if it's food) and whether the product was ethically produced.

COMMENTARY



Alex Zobel

On top of these already difficult choices, more and more products hit the shelves every day making these decisions

more complicated.

But don't get too stressed out just yet. Help is on the way.

Several companies are developing systems designed to help shoppers make the right decisions. At your local grocery store you may soon find a rating next to every product.

Right now these rating systems are being designed specifically for food products. Depending on which system is being used, foods will have numerical, star or letter

ratings next to the products that show how nutritious it is.

While this is a great idea, it shouldn't stop at nutrition.

Consumers nowadays care about more than just buying something that is good for them. They want products that are good for the world, too.

People want to buy products that are ethically produced. They want to do business with companies they trust and companies that pay fair wages, are mindful

of the environment and have a history of ethical management practice.

An unbiased third party organization should create a rating system that evaluates the social and environmental responsibility of companies. These ratings should be posted on or next to the product when put in retail stores.

Negative ratings would inevitably end up next to some products, which would hurt a store's sales of those particular items.

However, stores with the rating system would attract more customers on average than stores without it.

The only real problem with implementing a system like this would be to find an outside company that would truly remain on the outside.

It would be easy for these rating organizations to develop a bias or be unfairly influenced by the companies they were evaluating.

Assuming an organization was up to the task, these rating systems would make the world a better place and everyone's life less complicated.

Alex Zobel is an alumnus from Albuquerque, N.M.

Construction noise burdens residents

To help create a living community at TCU, freshmen and sophomores are required to live on campus, and more dorms have been built to accommodate them.

COMMENTARY



Elizabeth Davidson

With more students living on campus and more students trying to get a good night's sleep, one would expect noise levels to not be a problem.

This is not so.

Students are consistently disturbed by yard work first thing in the morning on weekends and irritating sounds of drills and construction machines disrupt the usually silent nights.

How is a student supposed to get any sleep on campus?

TCU should take this problem into account when deciding what time to get the yard work done

and when to try to catch up on construction deadlines.

It's not fair to the students who choose to or are required to live on campus to be disturbed by racket at such inconvenient times.

Students need all the sleep they can get, especially when trying to catch up on weekends.

A lawn mower at 7 a.m. is not idyllic.

Hearing the echoes of construction at 2 and 3 a.m. while trying to sleep is also an annoyance.

Administrators need to be more considerate of the fact that students are trying to live their lives and do not appreciate being disturbed at all hours of the day and night.

Yard work and construction may be important, but not as important as a good night's sleep is to a college student.

Elizabeth Davidson is a junior news-editorial journalism major from Austin.



SXC.HU



SXC.HU

New toys for girls promote poor spending practices

Sure. They have special edition Monopoly games for pretty much whatever you are into. There is the

COMMENTARY

Gretchen Hollis

SpongeBob SquarePants edition, the

Transformers Collector's edition, the Disney edition, even the Boston Red Sox World Series Champions Collector's edition.

I have nothing against Monopoly games.

I think they are actually a fairly good way to teach kids about money, except that the newest version is called the Electronic Banking edition. Its commercial has a girl talking about how fast she can play

the game now. "Fast and without cash. That's how I play," she says.

Besides taking the fun out of the game by taking away paper money, I think this can give kids the wrong idea about how valuable money is. If they learn that a swipe of a card is all it takes to buy whatever they want, they will be in for a big surprise when they get out into the real world.

Another trendy toy on the market is the Barbie Fashion Fever Shopping Boutique Play Set. It comes with a pink shiny fake credit card so you can let Barbie shop until she

drops. But instead of ever having the card get rejected for insufficient funds, kids can go on shopping forever without a credit card limit.

If kids learn there are never any negative consequences for using credit cards for whatever they want, how responsible will they be when they are old enough

to get a credit card of their own? And then there is the worst product of all that is geared toward young girls. The Hello Kitty debit card.

The Hello Kitty debit card.

The popular children's brand is available as a MasterCard debit card. This sounds ridiculous, considering you must be at least 18 to sign up for a card.

A vice president for Sanrio Inc., owner of Hello Kitty products, told the Washington Post their target age group for the credit card is about 10 to 14. So they are hoping parents will sign up for the card to "teach their children how to manage their finances."

I think that is absolutely ridiculous. Children should

have fun being kids, not pretend to be adults and use credit cards.

Lately, we have been warned about dangerous toys that may contain lead and put young children at health risks. But we are not really warned about the kind of values certain toys may be teaching children.

I'm sure these toy manufacturers are just trying to keep up with the times and modern technology. But I think some sort of disclaimer should be included with the toys to warn parents and children of the dangers of using credit cards for trivial purchases.

Of course, parents (probably) hold the most responsibility for teaching their own children how to be financially responsible.

But parents will need to beware of toys like these when children are at a vulnerable age where impressions they get from these games may carry over into their life.

It is important for parents to draw the line between games and real life.

After all, who are kids going to expect to bail them out of financial jams when they are older?

Gretchen Hollis is an alumna from Snyder.

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Cities, students cashing in on tuition agreements

By TIM JONES
Chicago Tribune

CHICAGO — John and Tashia Morgridge donated \$175 million of their personal wealth to fund college scholarships for thousands of Wisconsin high school graduates.

The University of Pittsburgh Medical Center earlier this month committed \$100 million to help all future graduates of Pittsburgh Public Schools go to college.

And in Kalamazoo, Mich., which triggered a nationwide movement two years ago with a privately funded guarantee to pick up the 4-year tuition tab for any graduate of that city's school system, officials are almost awestruck by the results — a dramatic increase in student enrollment, lower dropout rates and small but encouraging signs of economic development in a struggling city.

"There's been a bigger buzz than we thought there would be," said Bob Jorth, executive administrator of the Kalamazoo Promise. "Given the fact that we're in Michigan and there aren't a lot of jobs, we've been pleased."

Tuition guarantees are gaining momentum across the nation, with more than 20 cities either establishing such programs or planting the idea in hopes that private donors or taxpayers will pony up the money to help offset staggering increases in college costs. At the same time, these programs also aim to attract new businesses and spur home ownership.

It is too early to draw conclusions about the effectiveness

of these fledgling programs, scattered around the country in places like El Dorado, Ark., and Hammond, Ind. While the Kalamazoo Promise has generated tremendous interest, economists point out that many communities do not have the private wealth that Kalamazoo has. And school officials caution that the programs, by themselves, guarantee only that a student will be able to go to college.

"Though this may have some attractiveness as a philanthropic act to help kids go to college, if they do not have the study skills and the academic wherewithal, they're still going to drop out," said Mark Roosevelt, superintendent of Pittsburgh Public Schools.

"What we do not know is whether the percentage of kids going to college and staying it through and graduating will be very good," Roosevelt added.

The Pittsburgh Promise, as it is known, is intended to provide tuition guarantees for students attending Pennsylvania colleges and universities, starting with the 2,500-student graduating class of 2008, Roosevelt said. The \$100 million commitment from the University of Pittsburgh Medical Center is a so-called challenge grant, designed to encourage other donors to kick in another \$150 million.

Roosevelt said the Pittsburgh Promise is only one piece of a larger school reform effort designed to improve the quality of graduates of the city's 28,000-student system.

The early results from Kalamazoo suggest that most of



Lauryn Scott, 19, a sophomore at Michigan State University, reads to her cousin. Some cities, including at least one in Michigan, have set up tuition guarantee programs to offset increasing college costs.

the 360-plus students who took advantage of the Kalamazoo Promise are at least surviving college. Jorth said the rate of student retention — those who return to school after their freshman year — is about 60 percent, a little above the national average.

One who returned for her sophomore year is Lauryn Scott, who is majoring in marketing at Michigan State University. "This is a great opportunity for me," Scott said. "This is saving me a lot of money."

The Kalamazoo Promise guarantees full payment of four years of tuition and fees at any of Michigan's 44 public colleges and universities for graduates of Kalamazoo Pub-

lic Schools. Tuition support varies, depending on the number of years that graduates spent in the system. The guarantee is paid for by anonymous private corporate donors, widely believed to include the family of Stryker Corp., a medical products supplier. Projections estimate an eventual annual cost of up to \$10 million.

John Morgridge, chairman emeritus of Cisco Systems Inc., and the endowment he established with his wife, Tashia, would award about 2,000 grants of \$1,000 to \$5,000 for the 2008-09 school year, and about 3,000 grants annually after that.

At the very least, tuition-guarantee programs are an invest-

ment in opportunity, making college a reality for students who would not otherwise be able to attend college. According to a report from the College Board, average tuition and fees, through the 10-year period ending with the 2004-05 school year, jumped 51 percent at public 4-year colleges and universities.

Bob Watson, the public school superintendent in El Dorado, Ark., said the percentage of his schools' students going to college leaped this year from 55 percent to 83 percent.

"You don't hear that around here, given our demographics," Watson said of his city of 21,000 people near the Louisiana border. "What it's doing for

FOR YOUR INFO How tuition guarantees can work

Kalamazoo, Mich. — Funded by private donors with four-year tuition-and-fee guarantee at a Michigan state-supported college or university, for graduates of Kalamazoo Public Schools.

Hammond, Ind. — High school students of parents who live in Hammond are eligible for \$30,000 in tuition assistance, for any public or private college or university in Indiana, provided they have a 3.0 grade point average or a 2.5 GPA with a 1,000 SAT score on reading and math or a 21 ACT score on reading and math. Supported by casino revenues.

Pittsburgh — Paid for by initial grant of \$100 million from University of Pittsburgh Medical Center, covering all graduates of Pittsburgh Public Schools. Applies to Pennsylvania state schools and all postsecondary schools in Allegheny County.

El Dorado, Ark. — Funded by Murphy Oil Corp., the plan offers graduates of El Dorado High School up to five years of tuition and fees at any Arkansas public university.

our kids is unbelievable. These are kids who never thought they'd be going to college."

At the same time, the number of students enrolling in El Dorado Public Schools has jumped in the past year, Watson said. Over the past 15 years, enrollment dropped by 55 to 130 students annually. Enrollment jumped by about 150 this year, he said.

Internet textbook retailers compete for real-time profits

By VICTORIA BEKIEPIS
The (University of South Florida) Oracle

TAMPA, Fla. — Entrepreneurs seeking to tap into the \$7 billion college textbook industry by claiming to offer cheaper, easier Internet-based alternatives to the campus bookstore are clamoring to join the online marketplace. Five textbook vendors have launched or began offering expanded services since July.

The textbook industry, which has long criticized used and alternative book vendors for stripping its profits and inflating textbook prices, has also jumped online, bypassing retail middlemen and selling electronic textbooks directly to students.

Although many campus bookstores sell textbooks online as well, trade groups representing them said stores and managers remain wary of purely online operations.

They say these electronic vendors could hurt universities. Many bookstores pay schools a percent-

age of their sales or are staffed by students, so a chunk out of their bottom line could strike a blow to universities.

In some cases, however, bookstores on campus have a leg up over digital competitors. Several online ventures based on trading books and networking-based sales must quickly attract users to their sites to be useful.

BookThief.com, which went live Nov. 27, works locally to connect buyers and sellers — who pay a 99 cent listing fee to post an item — on the same campus so they can meet and sell textbooks in an informal setting. The site allows for long-distance sales, too.

Co-founder Gary Chubb says he is energetically marketing BookThief, focusing on the top 220-sized schools, which he thinks exposes the site to half

of college students.

More than 5,000 students have registered for the site, he said, and 20,000 have viewed books. He hopes the proportion of users to browsers will increase, bolstering number of books.

Mark Hexamer, a co-founder of SwapTree.com, which matches users' list of wanted textbooks, video games, CDs and DVDs with other users who have those items and want to trade them, agreed that his site — which is still in beta — must garner a "critical mass" of users for it to be effective.

The more people who want to trade items, the more items are available to trade and the greater the likelihood of a favorable trade, Hexamer said.

One company even takes a Netflix-like tactic to textbooks. BookRenter.com's approach is through short-term leases to stu-

dents. The company, re-launched in August, says it saves students up to 75-percent off retail prices.

Laura Sneddon, spokeswoman for BookRenter, said the deal is overwhelmingly better for students.

"Why not just pay less for a couple months?" she said. "It's not only better than the Bookstore for the savings, but more convenient because it's online."

Approximately nine USF students currently use BookRenter, Sneddon said.

AbeBooks.com, which at 11-years-old is a relative veteran in a marketplace filled with startups, is working with a new partner, allowing the site to revamp its buyback program and offer more titles. To use it, students enter a textbook's ISBN and a merchant will make an offer on it.

Some in the publishing industry remain skeptical of these new ventures. They encourage the sale of used books, which

don't generate any profits for publishers, making textbooks more expensive, said J. Bruce Hildebrand, executive director of education for the Association of American Publishers.

"The publisher invests all the money, and takes all the risk, and hires the authors, and does all the printing and every thing else," he said. "They have to cover all the development costs that way — in sales."

The industry has fired back though, and launched its own startup, seizing on the popularity of e-commerce.

CourseSmart.com, which is still in beta, sells 5,000 electronic books at about half the price of a conventional retailer, Hildebrand said, enabling "students to go directly and purchase the books that they want in the format they want without the middleman."

Charles Schmitt, spokesman for the National Association of College Stores, a trade group that represents 3,100 college bookstores, said he thinks Internet startups are capitalizing on college textbooks simply because it's an untapped business opportunity.

"The college textbook mar-

ket is a \$7 billion business," he said. "So everybody is looking for other options and a chunk of that pie."

He also said that electronic textbook sales are keeping with the push toward online classes as technology improves. Also, people seek alternative vendors because they're upset about how much books cost, he said.

The end result for campus booksellers is that revenue from books is declining over time. Bookstores are fighting to keep customers and profits by branching out, selling jewelry, cosmetics and other merchandise. Other college bookstores have taken up purchasing goods and shipping for academic departments on some campuses, Hildebrand said, in addition to selling their textbooks online.

Though money from textbooks is decreasing, Hildebrand remains optimistic.

"It's just a very interesting time in the textbook industry and the college detailing industry," he said. "For anybody who is flexible and innovative thinking, it will be a successful time."

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WORTH A LAUGH — BUT ONLY ONE

Q: Why did a kid throw a clock out the window?

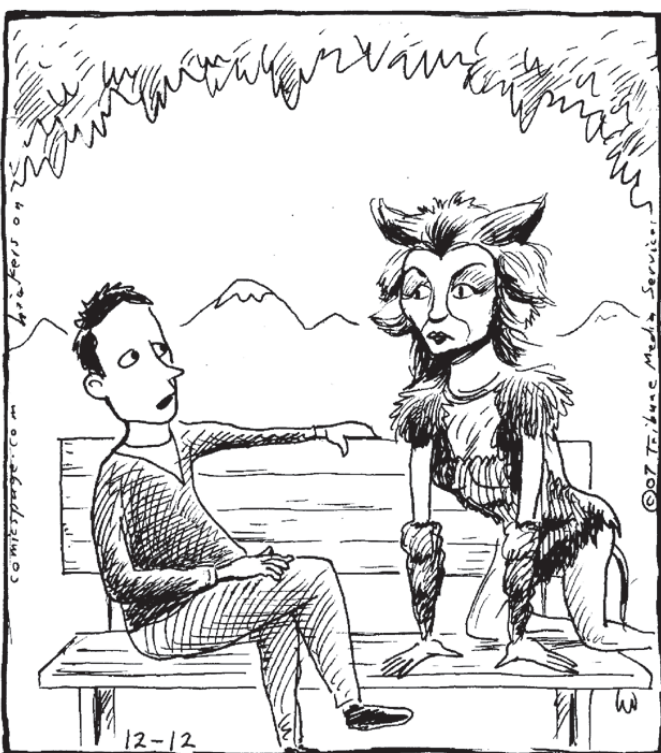
A: To see time fly.

The Quigmans

by Buddy Hickerson



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SUDOKU PUZZLE

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				8	9			
6			1			5		8
1	9		6					
4				5				
		5	4	6	7			
			2					4
				7	6			2
2	8			4				5
		4	9					

Directions
Fill in the grid so that every 3x3 box, row and column contains the digits 1 through 9 without repeating numbers.

See Friday's paper for answers to today's Sudoku puzzle.

Wednesday's Solutions

1	9	2	8	3	7	6	5	4
6	3	5	1	9	4	2	8	7
7	4	8	6	2	5	1	9	3
8	6	1	7	4	3	9	2	5
3	5	7	9	8	2	4	6	1
4	2	9	5	6	1	7	3	8
5	1	6	3	7	9	8	4	2
2	8	3	4	1	6	5	7	9
9	7	4	2	5	8	3	1	6

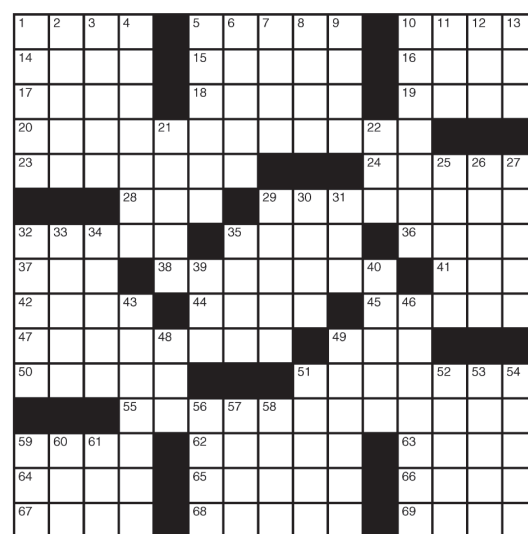
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5 Latin-American dance
10 Donkey or King follower
14 Blue dye
15 Toast toppers
16 California wine county
17 Cambodian currency
18 Likeness
19 Makes mistakes
20 Start of a quip
23 Drones
24 Church recesses
28 Give silent assent
29 Part 2 of quip
32 Staff symbol
35 Kind of moth
36 Gloomy
37 Type of tuna
38 Part 3 of quip
41 Pindar poem
42 Ashen
44 Tiller
45 More discourteous
47 Part 4 of quip
49 Have a little lamb
50 Pitcher Dave
51 Aggrandize
55 End of quip
59 Cairo's river
62 Avid
63 Woesnam and Fleming
64 Takes advantage of
65 Took the wheel
66 Chevron rival
67 Sacrifice play
68 Binge
69 ___do-well



By Alan P. Olschwang
Huntington Beach, CA
1/17/08

Wednesday's Puzzle Solved

S	C	A	T	R	A	P	S	S	T	E	E	P
A	L	V	A	E	L	A	N	L	E	A	P	S
N	O	O	N	E	D	I	E	O	A	S	I	S
D	U	C	K	S	F	O	R	A	P	P	L	E
A	T	E	S	T	K	O	S	M	T	N		
L	S	T	E	L	A	P	S	E	D	E	L	E
				C	E	A	S	E	S	O	N	E
				S	H	O	R	T	H	A	I	R
				L	E	A	D	S	C	L	E	A
				U	L	N	A	C	A	E	S	A
				M	E	D	S	I	R	E	N	A
				C	O	S	T	A	S	A	N	D
				S	T	U	P	A	O	M	A	R
				L	E	T	O	N	N	I	T	A
				R	E	S	T	S	S	E	E	M

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- 7 Without ice
8 Vincent van
9 On the waves
10 Patella protector
11 Thole insert
12 "Morning Edition" venue
13 Boastful talk
21 Sort of switch
22 d'l'sere, France
25 Hair holder
26 Chopin piece
27 More achy
29 Veil material
30 Name: suff.
31 Kung chicken
32 Guitar adjuncts
33 Sing monotonously
34 Old-time actress Palmer
35 Actor Schreiber
39 Eureka!
40 Heavenly prefix
43 DMV requirement
46 Perfect
48 TV movie channel
49 Main course
51 Ecole attendee
52 Exclaim loudly
53 Knight's weapon
54 Nightmarish Belgian artist
56 G-men
57 Retirees' org.
58 Borodin's prince
59 Crux mater
60 Bird's alma
61 Author Deighton

See Friday's paper for answers to today's crossword.

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MEN'S BASKETBALL

BUZZER BEATER

Senior's three-pointer brings tenth win

By JOHN BOLLER
Staff Reporter

The Horned Frogs, now 10-6 this season, have nearly matched the 2006-2007 win total.

Moreover, the 2-1 record in the Mountain West Conference has the Horned Frogs resting in fourth place in the conference, and the team is above projected frontrunner Brigham Young University.

Two days have passed since the key come-from-behind win against the New Mexico Lobos. The win puts the Horned Frogs within three victories of last season's team, but the victory is just a number to head coach Neil Dougherty.

"I think it (the win) is a bigger factor for the fans right now," Dougherty said. "For us, it is a difference of having only one conference loss, instead of two."

The Horned Frogs and the University of New Mexico Lobos, which are now 1-2 in the conference and 14-3 overall, went down to the final buzzer at Daniel-Meyer Coliseum on Tuesday night. In the close game, a three-pointer with just 1.5 seconds remaining gave the Horned Frogs a 74-72 win over New Mexico.

During the night, the teams shot a combined 39 three-pointers, but none was bigger than senior guard Ryan Wall's final shot.

"The play that coach drew up in the huddle did not call for me to shoot the shot," Wall said. "I remember thinking, 'please go in,' when it left my hand."

Following a Lobos turnover, the Horned Frogs came out of a timeout ready to run the play Dougherty drew up. Without any hesitation, Wall got the ball, made his move and heard the roar of the home crowd as the ball splashed through the net. Wall's three gave TCU its first lead of the second half, closing the door on New Mexico's attempt at a conference win on the road.



Junior forward Kevin Langford tosses a jump shot over New Mexico forward Johnnie Harris. Langford finished the night with 16 points and a pair of steals. The next game for the Horned Frogs will be Saturday against the Colorado State University Rams.

AHN PHAM / Staff Photographer

The game seemed to feature a different TCU team in each half.

In the first half, TCU had a stretch of almost nine minutes without a field goal and made only eight shots, compared to seven three pointers by New Mexico that propelled them to a 13-point lead.

The second-half Horned Frogs shot 76 percent from the floor, erasing all memory of the poor first.

"We talked more about our defense really at halftime, but when we did talk about our offense, we were being too passive," Dougherty said. "When we got aggressive we would dribble one too many times and get offensive fouls called on us."

The Horned Frogs got back into the game when sophomore guard Jason Ebie drained a three-pointer from the corner to tie the game 59-59 with 5:17 left.

The Horned Frogs played a physical game and cut the Lobos' 13-point halftime lead to eight points halfway through the second.

"In the second half we did a better job of driving the ball into the defense's soft spot," Dougherty said. "We had better control and were able to make a run and cut into their lead."

TCU was able to contain New Mexico's leading scorer, J.R. Giddens, to just two points on two field-goal attempts in the first half. Giddens stepped up his play in the second and put up seven points in fewer than 10 minutes. He finished with 12 points and shot five of 10 from the field. The Lobos' senior guard Darren Prentice filled in for Giddens, by shooting five of six from behind the arc in the first half.

"There was some give and take. We were trying to keep

the ball away from certain people that we thought could hurt us," Dougherty said. "A couple of times they got out and got some threes, but we answered quickly. It was not really detrimental."

Junior guard Henry Salter leads the Horned Frogs with 15.5 points per game and finished the game with 16 points and 60 percent from the field.

The Horned Frogs did have a three-point advantage after five minutes of play.

TCU's next game is Saturday against Colorado State in Fort Collins, Colo.

As for the team being able to carry momentum into the next game following the game-winning shot, Dougherty said, "I think it is a bigger factor for the fans right now."

"For us, it is a difference of having only one conference loss, instead of two."

TRACK AND FIELD

Indoor meet shows promise for season

By DAVID HALL
Staff Reporter

The TCU track and field team looks to follow its strong performance at the Arkansas Invitational with an even stronger season, the team's head coach said.

The men's and women's teams finished with 21 top-five finishes at the season-opening indoor meet Jan. 11 in Fayetteville, Ark., five of which were first place marks.

Despite the team's early success, head coach Darryl Anderson doesn't want to get carried away with the strong opening.

"I don't look at it from this perspective at this time of year," Anderson said. He said the team's goals lie further on in the season.

"We want to be competitive at the conference level and be a good team nationally," Anderson said. "We're trying to get into the top 20 nationally."

Senior Jonathan Jackson won first place in the men's triple jump with a career-best distance of 15.77 meters, setting an NCAA provisional mark, a qualifying standard for the NCAA Track and Field Championships.

Freshman Stormy Harrison won her first NCAA event at the meet, taking women's shot put with a toss of 15.32 meters, also good for a provisional mark.

Junior sprinter Andon Mitchell won the men's 60

meters with a time of 6.75 seconds.

In the men's 200 meters, sophomore Dell Guy came in third with a time of 21.75 seconds, while freshman Matthew Love came in fourth with a time of 22.12.

Senior Virgil Hodge captured first in both the women's 60- and 200-meter sprints, with times of 7.38 and 23.63, respectively. Both are NCAA provisional marks.

Hodge and Jackson were honored as the Mountain West Conference men's and women's indoor track and field athletes of the week for their performance in Arkansas.

"I ran the fastest I've ever run opening (the season)," Hodge said. "Things are going to be really good this season. I'm looking forward to running even faster times as the season progresses."

Hodge also has high hopes for the team's success.

"We have a great opportunity to win conference this year," Hodge said. "We have a great sprinting group this year, and if we can stay mentally strong, we can actually go in and win conference. In terms of the national meet, I think we have a chance of getting in the finals of the relays and even going in and winning the relays."

Next up for the Flyin' Frogs will be the Texas Tech Invitational in Lubbock on Jan. 26.



ROBYN SHEPHEARD / Skiff Archives

Sophomore sprinter Dell Guy, pictured here in April 2006, took third place in last week's Arkansas Invitational in the 200-meter dash.

NATIONAL

Athletic experience aids college life

By JEANETTE CLAYSON
The (BYU) Daily Universe

PROVO, Utah — When Ericka Predmore received her first homework assignment in first grade, her grandma sat her down and made her finish it before allowing her to go play soccer again.

"I loved playing soccer, but my grandma wouldn't let me play if my grades dropped," Predmore said.

Predmore has been playing soccer for 14 years now, and she always puts school first. When she was younger, she had to do well in school to compete in soccer. This continued as she got older, but she also learned that she had to do well in soccer to go on to college.

She currently competes at Lamar University in Beaumont, Texas, on a full ride scholarship for soccer. She fully intends to continue her hard work both on the field and in the classroom.

Predmore is a classic example of the study recently published by Kelly P. Troutman and Brigham Young University professor Mikaela J. Dufur.

The study, published in a recent edition of Youth & Society Journal, analyzes the research by Troutman and

Dufur that shows that girls who participate in high school sports are 41 percent more likely to graduate from college than those who do not.

The percentages in some colleges were significantly higher than 41 percent, but Troutman and Dufur calculated several other influencing factors, leading them to their final numbers.

According to the study, the relationship between sports and college "helps validate legislation mandating equal opportunities and funding for female sports."

Troutman and Dufur are not the only ones to have noticed the benefits of athletics on students. William Miller, who has coached high school cross country for the past 18 years, said he has seen almost all of his athletes go on to complete college, regardless of whether they continue athletic competition.

"There is a definite crossover between the values and goals of cross country and education. You need to have the same hab-

its to achieve in both," Miller said.

Miller said he believes, and instills in his athletes, that if you can achieve in cross country, you can do anything.

Similarly, the findings in Troutman and Dufur's research suggest that females who participate in sports have an additional societal benefit: "increased educational attainment."

Chris Chilcoat, head women's soccer coach at Provo High School, said he thinks the findings in this research are accurate. In his experience as a coach, he said he has seen nearly all of his athletes go on to college.

He also said in sports, individuals are able to see rewards for all the hard work they put in. This hard work is a good life skill that helps them as they continue in other important pursuits, whether they continue competing in soccer.

Kirsten Swenson felt the same way about her athletic experience. She competed for three

years on her high school swim team in Texas, and said experiences like that are beneficial to everyone throughout life.

Swenson had to learn these skills in high school. She balanced her schoolwork, a retail job and swimming, which could include Saturday meets that lasted all day.

"It had a positive effect because it forced me to manage my time better," Swenson said. "I could dedicate time to my studies better."

Swenson did not go on to swim competitively in college, although she does still enjoy swimming. She said she still enjoys her swimming memories and continues to use the lessons she learned as an athlete as she completes her senior year of college at BYU.

Chilcoat, through his experience of coaching women's soccer, has found that he rarely has to worry about his athletes' grades. Although GPA is a common concern for coaches, he has consistently seen his team take academics seriously.

"Providing more opportunities for female participation in sports may help bring about positive academic changes," Troutman and Dufur wrote in the paper.

NATIONAL

Free tuition incentive brings in hockey fans

By CASEY HAYDEN
The (University of North Dakota) Student

GRAND FORKS, N.D. — North Dakota women's hockey fans will have a chance to win a free semester's worth of tuition during the home game this Friday.

This is the second time in the past year and a half that the university has decided to give away the prize to encourage students to support UND's sporting events. At the first home football game this past year, the same prize was given out.

Ralph Engelstad Arena Senior Marketing Coordinator Alex Kringen has now come up with a new way to promote the "much improved girl's hockey team," he said.

Kringen said the oppor-

tunity to support the team is exciting.

"I am proud at how much they have improved," he said. "They are a different team from last year, and are playing so well."

Organizers are hoping to improve the attendance to these games.

"We would like to drive the attendance, to get the students to the women's games too, which are just as competitive and fun to watch," Kringen said.

The chance to win free tuition is open only to current UND students. Student ticket buyers will be entered into a raffle, and a random drawing done at the game will choose the winner.

Students need to be present at the game during the drawing in order to be eligible to win.