



NEWS
See how presidential hopefuls fared on Super Tuesday.
TOMORROW



FEATURES
The price advertisers pay for 30 seconds of air time during the Super Bowl has increased.
PAGE 4



SPORTS
The men's basketball team lost its third straight conference game against Air Force.
PAGE 6

TCU

DAILY SKIFF



TUESDAY, FEBRUARY 5, 2008
Vol. 105 Issue 67 www.dailyskiff.com

Purple bags to provide eco-friendly option

By CHRISTINA SCHAMS
Staff Reporter

Canvas is in. Plastic and paper are out. Students will be able to say no to paper and plastic bags soon through the Purple Bag Program, a new green initiative created by the sociology and anthropology departments.

Sociology professor Pat-

rick Kinkade said he hopes to distribute eco-friendly canvas bags to replace plastic or paper by next semester. The bag, which will replace the capacity of about three to four plastic bags, is reusable, 100 percent recyclable, made from recyclable materials and water-repellent. In addition, the materials used to make the

bag are non-toxic, non-corrosive and non-allergenic with a life span of about two years, Kinkade said. The sociology department will give away 600 to 1,000 bags to students for free, and students will be able to buy additional bags from a local retailer, he said.

Plastic bags are not readily biodegradable, taking

400 to 1,000 years to break down, and paper bags take a lot of energy to decompose, Kinkade said.

"Plastic bags are an environmental disaster and paper is no better," Kinkade said. "We can no longer afford to exploit the environment as we have been. We simply can't."

Canvas is an easy solution,

Kinkade said. Students can make a huge difference in the environment if they use them consciously, but they will have to relearn their daily habits, he said.

Ellen Schwaller, a senior environmental science major, education chair of Adduco Viridis, an environmental club on campus, and canvas

bag user, said students must change their mindset if they want to make a difference.

Schwaller said TCU has started different initiatives, but it takes time for them to develop. If the university shares this initiative as a value, students will follow and embrace the same values.

See **BAGS**, page 2

FANFARE



Members of the developing TCU athletics fan club cheer at a men's basketball game. Geoff Dice created the club to increase student support for campus sports teams. The club has not been approved by the university but Dice said the athletics department has been supportive of the club's efforts.

New group to promote attendance at games

The TCU athletics marketing department is working with students to form a student support group for TCU athletes.

Sophomore marketing major Geoff Dice and his friends are creating the club with plans to organize themed home games for its members and acknowledge the Horned Frog fans.

The group is still awaiting approval, but Dice said he has already made contact with the athletics marketing department.

See **STUDENTS PREPARE SPORTS CLUB**, page 6

Author: Trust key to business success

By CHRISTINA DURANO
Staff Reporter

Some people think trusting people is too risky, but not Stephen M.R. Covey.

"While there is some risk in trust, there is also risk in not trusting people — more risk," said Stephen M.R. Covey, author of "The Speed of Trust" and CEO and co-founder of Covey-Link Worldwide Co., a leadership consulting firm.

If people can create a culture of trust in a low-trust world, they will have an advantage, Covey told students and business professionals at the Neeley Author Series Monday evening.

"When trust goes up, speed goes up and cost goes down," Covey said. "Trust affects economic results."

Covey said people should extend trust generously, but not blindly.

Before extending trust, people should look at the situation, weigh the risks and examine the credibility — both character and competence — of the person or organization to which they are extending trust, Covey said. After considering those three issues, people can make a judgment about when and to what extent they should trust someone.

"If you begin with the propensity to trust, you will see better results," Covey said.

Covey also debunked the idea that trust is a soft social

virtue and said it is instead a hard driving force in both personal and professional success that comes from both character and competence.

"One of the best ways to build trust is to give it," he said.

Covey said when leaders trust people, it is usually reciprocated.

"We need to create an island of trust in a sea of distrust," Covey said. "We should shape our environment."

James Williams, a senior social work major, said Covey's presentation helped him think about trust in a different way.

"I'm going to speak from my heart and say more truthful things," Williams said.

Covey earned his MBA at

See **COVEY**, page 2

FOR YOUR INFO Neeley Leadership Week

Tuesday: GenderSpeak, Tammy Hughes, 7:30-9:00 a.m., Dee J. Kelly Alumni Center

Wednesday: Student Leader Panel, 5:00-6:30 p.m., Smith 104

Thursday: Neeley Case Competition, 9:00 a.m.-4:00 p.m., Smith 104

Friday: Service Awareness Day, 12:00-1:30 p.m., Smith 104

University tries to recruit more black students

By JULIETA CHIQUILLO
Staff Reporter

When DeJuan Mitchell came home from school one day in early January, he found mail on his bed he was not expecting.

Mitchell, a high school senior from Indianapolis, had received an invitation to TCU's first Black Senior Weekend.

The weekend event is intended to inform black high school seniors who have applied or been admitted to the university about

TCU academics, financial aid, housing and student life.

Forty-nine local and out-of-state students checked in for the event Saturday, said Michael Marshall, admissions counselor and organizer of the event.

"If you look at our numbers, we've had a substantial number of African-Americans apply to TCU, and there are several who are admitted, but we've always faced the challenge of getting the students to enroll," Marshall said.

Ray Brown, dean of admissions, said 94 black students enrolled last fall, a 20 percent increase in four years.

"The number of Hispanic students has jumped a great deal in the last few years here, but the number of black students has not," Brown said. "We've been making small gains but nothing huge."

Brown said he expected the number of black students to increase as a result of the program. He said more

programs targeting other minorities may follow.

According to the 2007 Fact Book, there are 443 black students at TCU, accounting for 5.1 percent of the student body.

Don Mills, vice chancellor for student affairs, said Black Senior Weekend has two goals: to introduce black students to the university and to reaffirm TCU's commitment to a diverse student body.

Erica Hayter, a student from

See **BSW**, page 2



A group of high school students enjoy snacks during Black Senior Weekend in the basement of the University Recreation Center. The event brought 49 students to TCU.



WEATHER
TODAY: AM showers/windy, 60/31
TOMORROW: Sunny, 54/39
THURSDAY: Sunny, 58/38

PECULIAR FACT
OAKLAND, Calif. — Workers at a zoo are making a custom-fit coat to keep the zoo's 18-year-old giraffe warm this winter.
— Associated Press

TODAY'S HEADLINES
FEATURES: "The Eye" disappoints, page 4
OPINION: Guitar Hero changes music gaming, page 3
SPORTS: Rifle team nabs conference title, page 6

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

BAGS

From page 1

The Green Bag Co., which sells a variety of eco-friendly bags around the world to organizations, such as the American Red Cross, Sea World and Tupperware, will manufacture the canvas bags for the program, Kinkade said. The company's factory is pristine, all the practices of the company are up to international standards and the people who work there are being compensated appropriately, he said. Buying the bags will help other environmental efforts around the world because part of Green Bag Co.'s profits will go toward other green initiatives.

"The bag is created in a completely responsible way," Kinkade said. "It is not only an environmentally responsible company, it is a socially

responsible company."

Andrew Schoolmaster, dean of AddRan College of Humanities and Social Sciences, said he endorses the new program because it makes sense for the students and the university. Sustainability is a complex issue, and the sociology, criminal justice and anthropology departments are doing a good job to address the issue across a number of fronts, Schoolmaster said.

The design of the bag will be decided through a student competition. Students can submit their hard copy designs for the competition from March 10 to April 10 to the sociology department. They will be able to vote for the top three designs at the undergraduate fair, Kinkade said. The contest winner, who will be decided by a celebrity panel of three judges, will earn a cash prize.

COVEY

From page 1

Harvard University, and after joining his father's company Covey Leadership Center as a client developer, he became the CEO, according to a Neeley School of Business press release.

Under his supervision, Covey Leadership Center merged with Franklin Quest to form FranklinCovey and became the largest leadership development company in the world. Covey's book, "The Speed of Trust," was published in 2006. Covey speaks worldwide and teach-

es individuals and organizations how to leverage trust. Covey served as the strategist who made his father's book, "The 7 Habits of Highly Effective People," one of the top business books of the 20th century, according to CEO Magazine.

The Neeley school hosts

the Neeley Author Series to introduce students to different concepts about leadership that can help them form their own ideas about it, said Christine Riordan, associate dean for external relations. Covey was the second speaker in the Neeley Author Series.

BSW

From page 1

DeSoto, said she wanted to see what college life is like at TCU.

"It's one of the universities that is not so big that you don't know anyone, but it's not too small either," Hayter said. "I want to see if this is the right place."

The event launched Saturday with a dinner at the Dee J. Kelly Alumni and Visitors Center. Through-

out the weekend, prospective students toured the campus, attended a men's basketball game and interacted with current students in small group sessions and a Super Bowl party. Current students provided accommodations for the student guests.

On Monday, prospective students had the opportunity to sit in class while parents attended sessions on academics and financial aid.

Tanya Dunlap, a parent from Round Rock, said she and her son visited the university to test the waters before making a decision about enrolling.

"We really want to get a feel of the culture of the university so he can get a good sense of whether this is a good fit for him," Dunlap said.

Marshall said students from different organizations on campus were involved in the event.

Tiffany Willis, a junior psychology major and programming coordinator for the Black Student Association, said the program had an overwhelming response.

"By bringing this demographic to TCU and allowing them to relate to other African-American students and to feel the campus and experience Fort Worth, it'll increase the likelihood of students picking TCU when making their college decision," Willis said.

BASKETBALL

From page 6

have any problems getting off shots; they just had trouble getting off good ones. Air Force was playing an effective 2-3 zone. They were collapsing down when the ball went into the paint and quickly got back out to put a hand up in the jump shooters' face, limiting the Frogs to 31.5 percent shooting in the game.

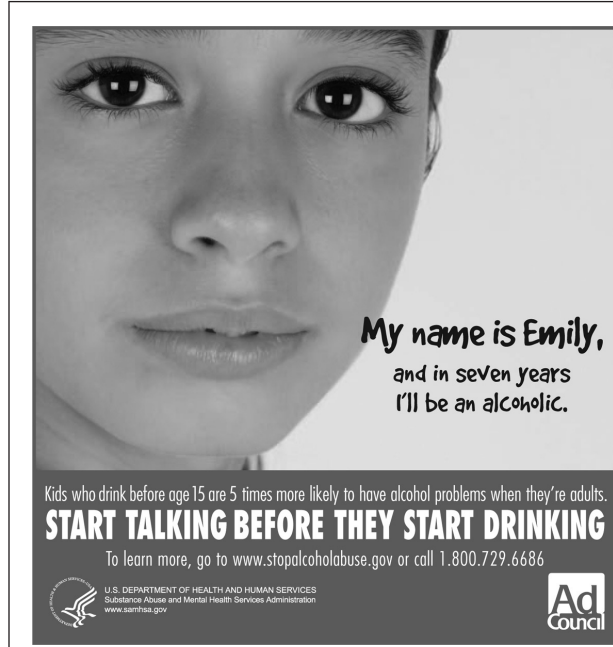
"They (Air Force) are a very consistent team," Dougherty said. "They take their time on offense, play good defense and limited the number of possessions and time

that we had the ball."

Dougherty said the team's poor shooting made playing defense much harder because the opponent has more possessions when jump shots are not falling.

TCU's second leading scorer, junior guard Henry Salter, did not play because of an ankle injury from last Wednesday's game against UNLV. Dougherty said he was not sure when Salter would be back in the lineup and that he is listed as day-to-day.

Starting in place of Salter was sophomore guard Keion Mitchem.



My name is Emily, and in seven years I'll be an alcoholic.

Kids who drink before age 15 are 5 times more likely to have alcohol problems when they're adults.

START TALKING BEFORE THEY START DRINKING

To learn more, go to www.stopalcoholabuse.gov or call 1.800.729.6686

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
www.samhsa.gov

Ad Council



Never, never, never give up. **COMMITMENT** Pass It On.

THE FOUNDATION FOR A BETTER LIFE
www.torbetterlife.org

International Gamma Phi Beta welcomes Zeta Chi as its 166th chapter!

Gamma Phi Beta

- Hannah Achim
- Sydney Ackerley
- Stephanie Allen
- Lisa Baity
- Brittany Barnett
- MC Barr
- Melissa Barthel
- Amanda Bebout
- Janie Bergamasco
- Elizabeth Borders
- Ashley Borroel
- Alyson Brands
- Blair Brown
- Courtney Brown
- Morgan Burns
- Tali Byrne
- Lorin Carlen
- Abby Carr
- Katrina Carrasco
- Kayla Carroll
- Tara Cesario
- Mary Cheek
- Caroline Claire
- Jacey Coupland
- Jessica Curington
- Alex DeMarco
- Erin Donlon
- Lindsey Dorn
- Erin Doughty
- Julie DuBois

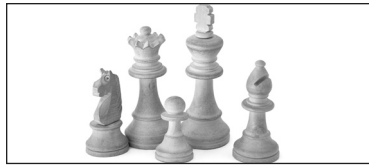
- Amanda Edirimanasinghe
- Lauren Farrelly
- Alyse Fischer
- Amanda Foust
- Melissa Gase
- Jaclyn Gibbs
- Andrea Gouldy
- Kyndel Grimes
- Breann Hager
- Tiffany Hamlett
- Lauren Hampton
- Kelsey Hannigan
- Lisa Hart
- Rebecca Hernandez
- Jenna Hockema
- Laura Hopper
- Jessica Housley
- Christy Huynh
- Erica Illions
- Marlee Ingle
- Ashley Iszkun
- Rachel Janssen
- Brittani Johnson
- Kelsie Johnson
- Shannon Johnson
- Stephanie Joondeph
- Kristin Juarez
- Mariam Khedery
- Sarah Killman
- Maggie King

- Mallory Kirkham
- Kendall Klinkhammer
- Brittany Klipp
- Whitney Knieper
- Macy Kremzar
- Kelly Kuntz
- Sarah Lane
- Hilliary Latham
- Fran Leedy
- Taylor Lowe
- Stacey Mallory
- Sarah Mansell
- Kylie McAlister
- Melanie McLemore
- Rachel Meeks
- Nicole Messner
- Aimee Miller
- Caitlyn Murphey
- Sara Neal
- Melyssa Nechamkin
- Alari Paxson
- Whitney Peters
- Samantha Peterson
- Jennifer Reinhard
- Stali Riley
- Stephanie Robbins
- Katie Sanders
- Kelsey Sayko
- Kelly Scimeca
- Kristi Sharolia

- Lindsey Simon
- Kimberly Slavich
- Maggie Smith
- Laura Stadler
- Bobbie Staley
- Stephanie Strauss
- Sarah Tajvar
- Ashley Taylor
- Barbie Taylor
- Lauren Taylor
- Alexandra Teller
- Karla Thornburg
- Amanda Tow
- Khristina Towster
- Rebecca Trefny
- Jennifer Turner
- Mary Turner
- Melissa Tuttle
- Kesli Urbanczyk
- Hanna Useem
- Whitney Vandiver
- Laine Walker
- Jessica Wickizer
- Cortney Wilson
- Becca Zielinski

Congratulations on your initiation and chapter installation! Best wishes for a successful future!

In ΠΚΕ



QUOTE OF THE DAY

"Only by seeking challenges can we hope to find the best in ourselves."

— Robert Rodriguez

THE SKIFF VIEW

Young voters should pay attention

Super Tuesday features the largest number of state primary elections held to select national delegates.

Today, the 2008 Super Tuesday, is a step in determining each party's eventual presidential candidate.

Although Texas is not among the Super Tuesday states, one on-campus group, Students for Obama, is holding a public forum today to inform students about the primaries, elections and candidates.

The forum is one of many attempts to reach out to apathetic youth, who have seemed reluctant to vote in recent history.

Voting literacy and importance groups, such as Rock the Vote and MTV's "Vote or Die" campaign, have also attempted to push youth participation in the voting world.

In the 2004 presidential election, 17 percent of the vote total came from the 18-29 age group.

That 17 percent takes on greater importance when considering President Bush won the 2004 elections with only 50.7 percent of votes.

The youth vote can make a difference.

Today's forum is another chance for student voters' opinions to be heard and a chance for student voters to listen.

It gives both the opportunity to impart knowledge and increase understanding.

Students should embrace an opportunity to increase their knowledge about making a decision of such undeniable importance.

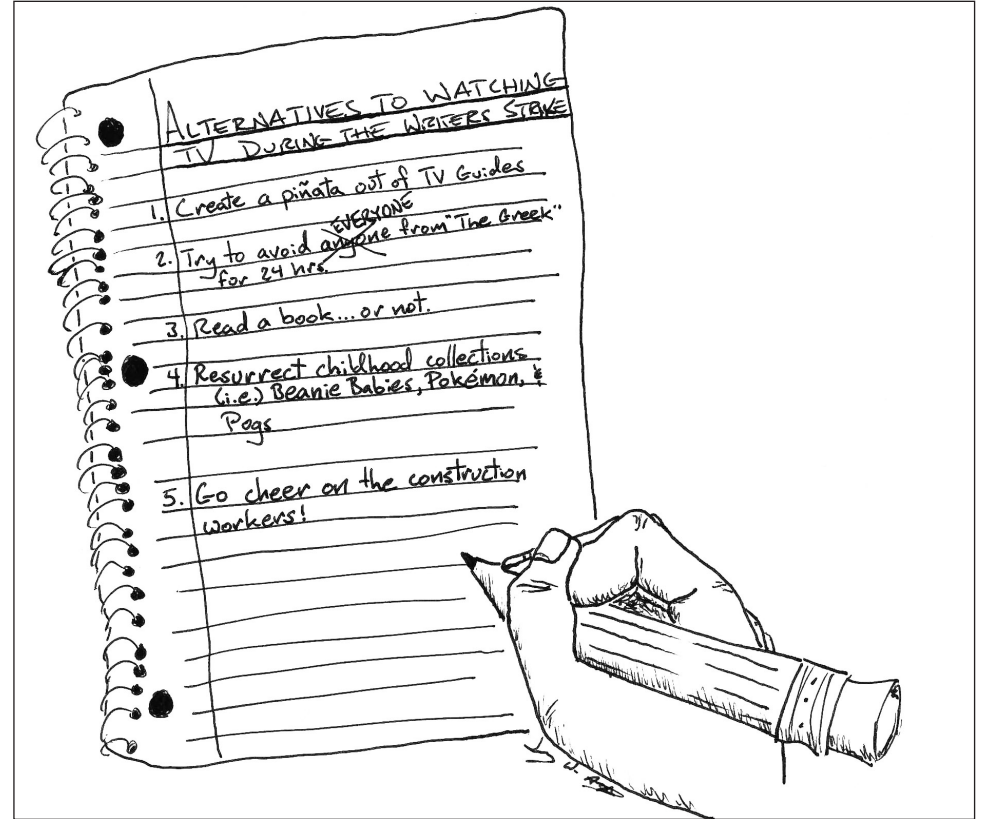
Although the group holding the forum openly supports Democratic candidate Barack Obama, the information being offered is important for all potential voters.

Listening to varying political opinions should be on each student voter's agenda. To understand an argument, both sides must be considered and decided upon.

Join these youthful renegades in their quest of political duty. Get off your comfy chairs, put down the recently trans-fat free food, turn away from the movie and follow the leaders who know their peers need to be heard.

Sports editor Brett Larson for the editorial board.

BY JEREMY ARNOLD AND WHITNEY WALLER



Jeremy Arnold is a junior religion major from Sugarland. Whitney Waller is a junior English and religion major from Garland.

Guitar Hero raises music appreciation

Every musician's dream of going head-to-head against legendary guitar hero Slash became a reality last October when "Guitar Hero III: Legends of Rock" was released.

COMMENTARY



Andrew Young

According to the NDP Group, the franchise has sold more than 14 million copies in North America alone, and its popularity reached a record high this month when it surpassed \$1 billion in sales.

The allure of the game is obvious: Any person can become a guitar hero even if that person has never played the guitar. The benefits of mastering the video game over the actual instrument seem endless at first glance.

For less than \$100 you can purchase your own Gibson Les Paul at Wal-Mart, complete with green, red, yellow, blue and orange buttons for maximum playability. An actual Les Paul might cost up to 40 times that amount, and instead of buttons, you get real strings, which break and are far more difficult to tune.

After only a few hours of playing "Guitar Hero," one can become an expert in playing a sample of almost any musical style, as long as it rocks.

Realistically, someone attempting to play the actual guitar could spend his or her entire life practicing and never be able to achieve the same level of expertise as an adept student of the video game. Plus, in the video game you never have to deal with greedy record companies or a declining fan base.

For many people who actually play the guitar, the worry that being able to pick up a digital knock-off of the instrument will deter people from learning how to play music isn't far from their minds.

A recent Nielsen study showed the number of households in the U.S. with video game consoles has increased 18.5 percent over the past two years. With "Guitar Hero" available on almost every next-generation console, one has to wonder if increased sales means the end of musicianship among users

across the nation.

The fact of the matter is that there is no evidence suggesting "Guitar Hero" causes people to lose interest in playing the guitar. While studies haven't been conducted as to the effect the game has on individual interest in the instrument, "Guitar Hero" has been linked to an increase in CD sales for bands that haven't exactly been at the top of the charts recently.

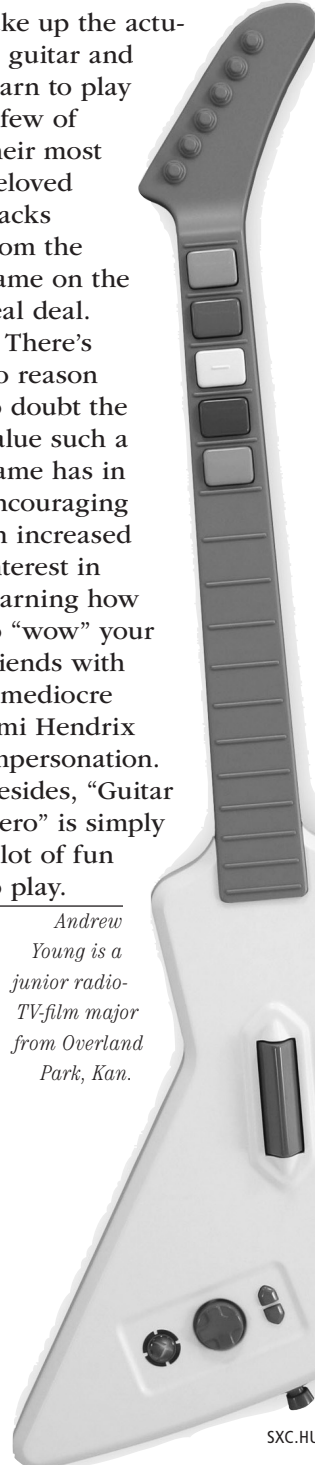
Roadrunner Records stated that sales of the album "Inhuman Rampage" by a band named Dragon-Force increased 126 percent in the week following the release of "Guitar Hero III." The band has a song featured in the game, and many are beginning to suggest that CD sales of more obscure bands will see an increase because of the large variety of songs and artists featured in the game.

Obviously, the game encourages a more adventurous spirit when it comes to users seeking out new ways to whet their musical appetites. It's possible that the game may provide a reason for more and more people to

take up the actual guitar and learn to play a few of their most beloved tracks from the game on the real deal.

There's no reason to doubt the value such a game has in encouraging an increased interest in learning how to "wow" your friends with a mediocre Jimi Hendrix impersonation. Besides, "Guitar Hero" is simply a lot of fun to play.

Andrew Young is a junior radio-TV/film major from Overland Park, Kan.



SXC.HU

Economic ups, downs overplayed by media

Headlines are practically proclaiming the end of the world.

"The U.S. economy faces the guillotine," says Newsweek.

COMMENTARY



Jillian Hutchison

"Echo of first Bush: Good economy turns sour," says the New York Times.

At least TIME shows some hope with "Surviving the slowdown: what you can do now."

Glancing at headlines like these throughout the last few weeks has nearly convinced me that I'm on my way to Hooverville.

I better enjoy my apartment, my every meal, before they're gone.

But after delving further into these gloom-and-doom articles on the state of the economy, I think perhaps the media are being a bit dramatic.

I think for a lot of us, the state of our country is providing us with a crash course in real-life economics, and yet another lesson on the media and discernment on reality versus information overload.

The plunging stock market, the credit crisis and the historic interest rate cut seem to paint a bleak picture of where our economy is and the direction it's headed. Even President Bush admitted this week that the economy is not as strong

"I think for a lot of us, the state of our country is providing us with a crash course in real-life economics, and yet another lesson on the media and discernment on reality versus information overload."

Jillian Hutchison

as it once was.

But is it really that bad?

Jumping back and forth between stories of despair and stories that offer a sliver of hope, it's impossible to know whom to believe, and the issue seems too complex to understand much more than the basics.

Normally economic issues would concern me only in regard to how it would affect my parents and my ability to find a summer job. Now, as I'm finishing my junior year, I see the economy from a completely different perspective.

I see it from a perspective of a young professional who will be looking for a job a year from now, who will need to find a place to live, who, once and for all, will be completely independent from her parents.

That's a scary perspective.

I know it will get better. It always has in the past. In the meantime, I'll keep trudging through the headlines.

Jillian Hutchison is a junior news-editorial major from Omaha, Neb.

Big Easy still recovering after botched FEMA efforts, Katrina

There are chickens here in the Ninth Ward of New Orleans, scuttling around concrete porch steps that once led up to homes. This used to be a hopping town with 20,000 clapboard houses cheaply made by soldiers bolstered by the GI Bill after returning from World War II. Even so, this was the only land they could afford in the peninsula because it was the worst, far below sea level and so precariously close to the eight-foot canal walls. They made the best of it, though, lining the streets with beautiful live oaks, whose tangled branches seemed to foreshadow the carnage of the coming years. The live oaks remain (those that survived the storm

surge), but very little else.

The houses that weren't washed off their foundations are still blazed with spray-painted X's put there by National Guard troops marking which of them had been searched for survivors. Painted around each X are the date the house was searched, the troop unit and home state and the number found dead. The earliest dates here are Sept. 11, nearly two weeks after Hurricane Katrina made landfall. In the interceding time, people died from contaminated water and mold.

I've never seen a people so furiously disaffected with their government. They used to joke that they had the best politicians money could buy, but now abhor the

apocalyptic incompetence of their "leaders." Ray "Gaffe-a-Day" Nagin, William "90K in the freezer" Jefferson and David "I <3 D.C. Madame" Vitter all call this wonderful state home.

I pick up a copy of a satirical newspaper, The New Orleans Levee, whose tagline is "We don't hold anything back." Its pages are filled with mock interviews with local officials highlighting their ineptitude and trying to provide comic relief to the people of the city. I chuckle as I read through it, right up to a page near the end when the newsprint suddenly drops the humorous attitude entirely with a sobering message: "New Orleans Police Chief Warren Riley flatly

insists there is 'absolutely nothing more the N.O.P.D. can do' to combat the city's nation-leading crime rate. As a satirical newspaper covering New Orleans, we find Riley's belief hysterical — and then tragic." It then lists each of the 208 people on record who were murdered in the past year. The youngest victim, 15-year-old Percy Reed, died from a shooting, and the oldest, 69-year-old Artherine Williams, was beaten to death.

The paper's caricatures of the Federal Emergency Management Agency are also insightful. FEMA decisions that seem to make sense from inside the walls of Washington, D.C., offices don't make sense within

the walls of the homes here in New Orleans. One of the most ubiquitous styles of homes here is the double-shotgun cajun cottage, which is a long building split in half down the middle — the property owner lives in one half and rents the other. FEMA reimburses owners for rebuilding only the half they live in, which is an honest and frugal government policy, but that contributes to the massive lack of housing in the city.

The city has lost 150,000 residents since the storm, many of whom were renters who couldn't move back because the homes they were renting are sitting in disrepair.

There are signs of hope, though. Fats Domino is

back. A man of the people, he chose to live in the Ninth Ward even after the success of his piano rock hits, "Blue Monday" and "Whole Lotta Lovin'," and he stayed through the storm until he was picked up off of his roof by a rescue chopper.

As I leave the lower Ninth Ward, I pass a series of blue poles protruding up into the blank sky. I stare up in awe at the tallest one, whose 15.3-foot height marks the highest level of flooding. Next to the poles are empty benches put there artfully to signal that the people of this place have nothing to do but sit and wait.

Benjamin Johnson is opinion editor for The (University of Maryland) Diamondback.

Editorial Board

- ANDREW CHAVEZ
- ASHLEY WHALEY
- BAILEY SHIFFLER
- JORDAN HAYGOOD
- SAEROM YOO
- ANA BAK
- JOE ZIGTEMA
- BRETT LARSON
- LINDSEY BEVER
- MARCUS MURPHREE

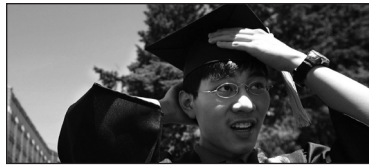
Editorial Policy

The content of the Opinion page does not necessarily represent the views of Texas Christian University. The Skiff View editorial represents the view of the TCU Daily Skiff editorial board listed to

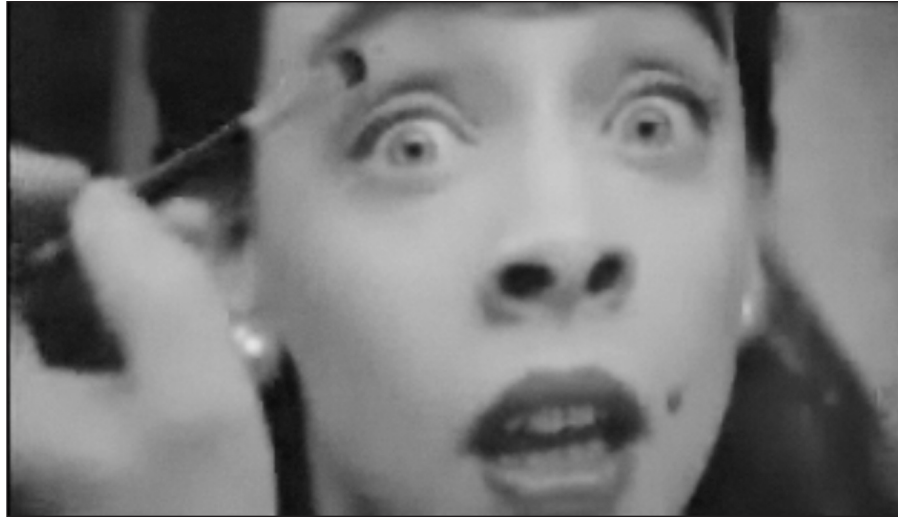
the left. The Skiff View is the collective opinion of the editorial board and may not reflect the views of the individual writers. Signed letters, columns and cartoons represent the opinion of the

writers and do not necessarily reflect the opinion of the editorial board. **Letters to the editor:** The Skiff welcomes letters to the editor for publication. To submit a letter, e-mail it

to OPINION@DAILYSKIFF.COM. Letters must include the author's classification, major and phone number. Skiff reserves the right to edit or reject letters for style, taste and size restrictions.



30 SECONDS OF FAME



PLANTERS



E-TRADE

By KYLE ARNOLD
Staff Reporter

In 1967, the cost of a 30-second advertising spot during the first Super Bowl was \$40,000.

For Super Bowl XLII, 30-second spots went for \$2.7 million each.

Mike Wood, an advertising professional-

in-residence, who has more than 25 years experience in national and international integrated marketing, bought and produced Super Bowl advertisements in the 1980s.

Wood started in 1974 at RadioShack, where he was vice president of advertising. He ran the nation's largest in-house advertising agency for 17 years and later

served as vice president for marketing of all RadioShack stores located outside the United States.

From buying a Super Bowl spot two days before it aired to making the very first network-televised microcomputer spot, Wood has a vast array of knowledge about the most expensive 30 seconds in television.

Q&A

MIKE WOOD

Q: What type of trends have you seen from the time you were buying Super Bowl spots to now?

A: Obviously the astronomical jump in price. Also, there has been a different approach to Super Bowl spots. They have become much more of an entertainment medium.

Q: What kind of ads did you design?

A: It was for a RadioShack TRS-80 computer, which is long since history. That computer is sitting in the Smithsonian today.

Q: Was there a point in time where the price of Super Bowl spots jumped?

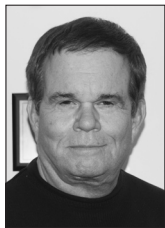
A: It's been fairly progressive all along, from the beginning up to now. The year where the pricing went down, and the only year in the history of the Super Bowl that it went down was in 2002. This was because of Sept. 11. The media tanked the following year and it showed in the price drop.

Q: Why did Super Bowl advertising take off in such a way, and why was it so successful?

A: Everybody likes the ultimate winner. Think about it psychologically. Why are the Olympics so well-viewed? It's about who is going to be the very best. Why do you watch the Indianapolis 500? It's the No. 1 race. Why do you watch the Kentucky Derby? There are millions of horse races.

Q: What has been the most successful ad in the past?

A: Budweiser. There is always a vote for the favorite ones, and Budweiser is always in there. It is not about alcohol; they are the ones with all of the money, and they get in there and buy the spots. Pepsi has been good, and there have been



WOOD

Q: What do you think were the worst commercials in this year's Super Bowl?

A: I think the GoDaddy(.com) ad and the CareerBuilder(.com) ad with the heart were the worst.

Q: What were your favorite ads?

A: I liked the Diet Pepsi Max ad with the bobbing heads. I also thought the Audi ad was fun and kind of different.

Q: Was there anything that shocked you or surprised you this year?

A: There was nothing really earth shaking this year. Everybody was trying to outperform everybody, and expectations get larger and larger every year trying to beat what once was the best.

some real renegades, like GoDaddy(.com). They made more news getting their spot rejected than when it actually ran.

Q: What have been the least successful ads in the past?

A: (Laughs) Well, the least successful ones are the ones I don't remember; that's why I don't remember.

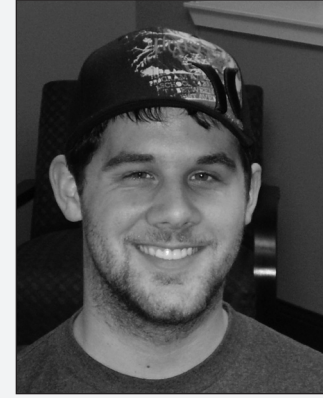
Q: What types of audiences were targeted when you were in the business?

A: Ads were geared toward males and it has changed today to females and family. Everybody watches the Super Bowl today — it is an event, and everybody makes a day out of it. The world stops for the Super Bowl.

Word of Mouth

WHAT WAS YOUR FAVORITE SUPER BOWL COMMERCIAL?

For some students, the commercials are the best part of the Super Bowl.



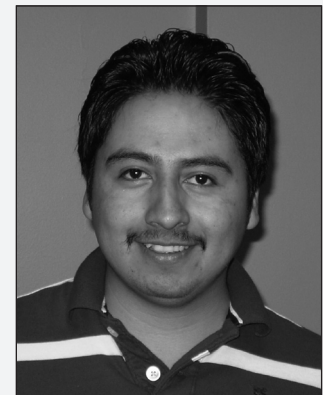
Chris Ragan
sophomore environmental science major

"Mouse Trap" by Doritos (2nd Quarter)



Alissa Wells
freshman nursing major

"Thriller" by Life Water (2nd Quarter)



Daniel Mendoza
chemistry Ph.D. student

"Baby" by E-Trade (2nd Quarter)



Sarah Potts
freshman political science major

"Unibrow" by Planters (2nd Quarter)

MOVIE REIEW

Jessica Alba fails to deliver during remake of "The Eye"

By GEORGE CAGLE
Staff Writer

There have been horror movies that have truly terrified us. Movies such as "Psycho," "The Exorcist," "Alien" and "The Shining" have terrified audiences long after they left the theater. "The Eye" is not one of them.

There have been actresses such as Ingrid Bergman, Grace Kelly, Cate Blanchett and Julia Roberts who are true professionals in the art of drama. They can deliver lines and perform convincingly and movingly. Jessica Alba is not one of them.

"The Eye" is a recent addition to the remakes of Asian horror movies. Alba plays a woman named Sydney, who was blind since the age of 5. Via cornea transplant, she receives new eyes from an anonymous donor. Everything seems to be going well until it becomes apparent to Sydney that her eyes are a gateway into the spiritual world. Images of people who have already passed away constantly haunt her until she finally sets out to find who her eye donor is and why she sees these frightening images.

Directors David Moreau and Xavier Palud settled for a movie that could have been much better. "The Eye" had



LIONSGATE

the potential to become a fairly entertaining psychological thriller, as Sydney struggles with her sanity and tries to find out if she is actually seeing these things or if they are just imaginary. Instead, "The Eye" is a dreadful horror movie with only cheap "boo" scares, an uninteresting twist and ghosts who hover about and snarl like the velociraptors from "Jurassic Park."

Alba certainly does not

help the movie. She displays in this movie that she still has no acting ability whatsoever. Her simple one-liners and lack of serious emotion are painful to watch.

If you want to be scared, go see "The Orphanage" or "Untraceable," or rent one of the movies previously mentioned. Do not waste your money or your time on this movie.



MOVIE REIEW

Tale of dead wife contains known cast, weak jokes

By DUSTY SOMERS
(University of) Oklahoma Daily

If I came back to earth as a ghost and had the power to wreak whatever havoc I wished, I'd probably go for something a little more supernatural than fake farting noises. I'm not a ghost, and I can still handle that pretty well.

Eva Longoria Parker plays Kate in "Over Her Dead Body," a bridezilla who is the victim of an unfortunate accident on her wedding day that postpones the ceremony — for good. She wakes up in some type of pseudo-purgatory and discovers she will be sent back to earth as a ghost to do what ghosts do — sew up unfinished business.

Kate assumes her unfinished business is to keep all women from her former fiance, Henry, played by Paul Rudd.

A year later, Henry is still dealing with Kate's death and has no interest in other women until he meets a psychic named Ashley — an extremely unappealing Lake Bell. Initially, Ashley tries to help Henry communicate with Kate, but it turns out she's a terrible psychic. Still, Henry becomes interested in Ashley, and they start dating, infuriating Kate who decides to make Ashley's life a living hell.

Apparently, the writer thought having Kate's ghost talk loudly while Ashley and Henry are having sex, prattle on about her pets and make fake farting noises were all really dastardly ideas.

Far more torturous is Parker's delivery of every line she has. She is so obnoxious that, by the time her character dies three minutes into the film, I was ready to never see her again.

The rest of the cast doesn't fare much better. Jason Biggs appears mostly in a side-plot about him faking homosexuality for five years to be around the woman he loves. Fortunately, this plot element is severely underde-

veloped, which keeps Biggs off the screen for most of the movie.

The film's only saving grace comes in the form of Rudd. He gives the film an appealing co-lead, which is much more than can be said about any of his co-stars.

The movie fails because it has no conviction whatsoever in its script. Sure, the idea is tired, but a jealous ghost offers at least a few opportunities for humor. The jokes are lazy across the board and often fizzle out far before reaching any sort of punch line.



GOLD CIRCLE FILMS



TODAY IN HISTORY
 1778: South Carolina is the first state to ratify the Articles of Confederation.

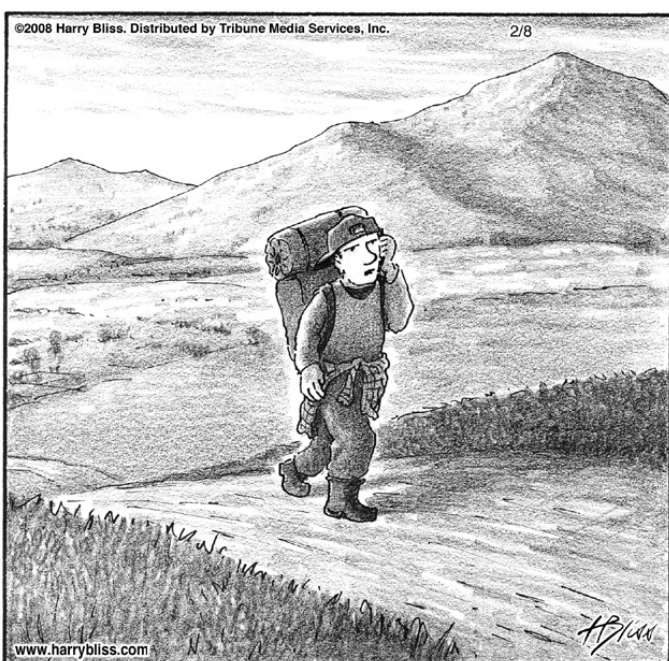
WORTH A LAUGH — BUT ONLY ONE

Q: What always sits in the corner but can move all around the world?

A: A stamp.

Bliss

by Harry Bliss



"I'm backpacking through Europe, Mother — how should I know where your arthritis pills are?!"



"Honestly, honey, you're doing great! Now get out of the kitchen and let me take over."

SUDOKU PUZZLE

Sponsored by:

faceologic
 essential skincare • spa
The Ultimate Study Break
 \$39 Facial
 Custom 50 min.
 Waxing • Cosmetics • Gift Cards 817-731-0500
 The Village at Camp Bowie • 6333 Camp Bowie Blvd, Suite 256 • Fort Worth, TX 76116

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

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

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

Friday's Solutions

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

GET TIPS AND MORE SOLUTIONS AT WWW.SUDOKU.COM

TODAY'S CROSSWORD

Sponsored by:

Sushi TAO
 Japanese Cuisine
 Buy two rolls, get one FREE
 (Equal or lesser value with this coupon.)
 Expires 2.15.08
 Tel: 817-294-7200
 4954 Overton Ridge Blvd.
 Fort Worth, TX 76132
 Behind Hulen Mall, Across From Bed Bath & Beyond

- ACROSS**
 1 Up to the task
 5 Current units, briefly
 9 Treat with derision
 14 Persia, now Boor
 15 Veil material
 17 "Be Cruel"
 18 Ore store
 19 Homer epic
 20 Riparian tree
 23 Took off
 24 Ferrara family
 25 Partook of takeout
 28 Fella
 30 Sharpens a razor
 35 Former World Cup superstar
 37 Joe Orton play
 40 Actress Marisa
 41 Yellowbelly
 44 Chelmsford England's county
 45 Moonwalker
 46 MacNelly strip
 47 Lose one's cool
 49 Christmas tree
 51 Santa __, CA
 52 Take five
 55 Sister
 57 Stephen Rea film
 63 Spicy Mexican dish
 64 Blackthorn fruit
 65 Actor's part
 67 Mini mountains
 68 Scent
 69 Corsica's neighbor
 70 Neighbor of cosmetics
 71 Puts down on paper
 72 Prognosticator

1	2	3	4	5	6	7	8	9	10	11	12	13
14				15				16				
17				18				19				
20			21					22				
23				24								
25	26	27	28	29	30	31	32	33	34			
35			36		37	38	39	40				
41				42				43				
44					45			46				
47				48		49		50		51		
52				53	54	55	56					
57	58	59				60				61	62	
63				64				65				66
67					68			69				
70						71				72		

By Randall J. Hartman
 Escondido, CA

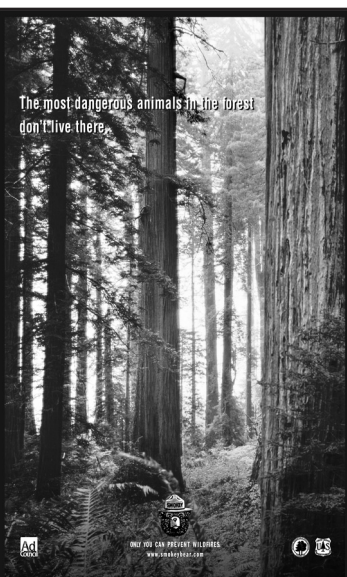
Friday's Puzzle Solved

Q	B	S	C	H	I	T	A	P	L	U	M	B
U	A	E	H	E	R	O	S	A	O	R	T	A
A	T	A	A	L	A	N	P	A	R	R	I	S
R	A	N	S	O	M	G	E	L	I	D		
T	A	M	P	S	T	U	N	G	S	W	A	G
S	N	A	I	L	R	E	S	E	T	A	L	E
G	R	I	M	E	S	B	E	D	L	A	M	
E	Q	U	I	N	O	X	C	R	E	A	T	E
S	U	I	T	E	D	N	U	A	N	C	E	
P	A	R	R	I	S	E	R	S	H	R	U	G
N	Y	E	T	S	E	G	E	R	A	F	R	O
J	O	H	N	K	E	A	T	I	N	G	N	U
U	K	A	S	E	P	O	S	I	T	C	L	E
G	A	Z	E	S	H	R	O	S	S	H	A	N

©2008 Tribune Media Services, Inc. All rights reserved.

- DOWN**
 1 Lend a hand
 2 Hill crest
 3 Bowling alley
 4 Input, as data
 5 Everything considered
 6 Natural satellite
 7 Catcher Rodriguez, to fans
 8 Leftover dishes
 9 Short dagger
 10 Remove flawed ones
 11 Miscellany
 12 Defect
 13 Nourished
 21 Singer Tillis
 22 Possessive pronoun
 25 Church areas
 26 On pins and needles
 27 "Fur"
 29 To __ a phrase
 31 Competes at Henley
 32 City on the Missouri
 33 Juan of Argentina
 34 Half a tape
 36 Even one time
 38 Individual
 39 Worker's refrain
 42 Work out
 43 Tight grippers

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



Nobody dreams of having multiple sclerosis

Some dreams are universal: hitting a ball over the Green Monster; winning the World Series with a grand slam in the bottom of the ninth inning. Finding out that you have MS is not one of them.

Multiple sclerosis is a devastating disease of the central nervous system where the body's immune system attacks the insulation surrounding the nerves. It strikes adults in the prime of life — and changes lives forever.

This is why the National MS Society funds more research and provides more services for people with multiple sclerosis than any other organization in the world. But we can't do it alone.

To help make the dream of ending MS come true, call 1-800-FIGHT MS or visit us online at nationalmssociety.org.



CHIMYS
 CERVECERIA
 critics choice BEST of 2007 MARGARITAS
 critics choice BEST of 2007 QUESO
 YOUR FAT TUESDAY HEADQUARTERS
 TUESDAY FEBRUARY 5TH
 \$4 Frozen Hurricanes
 \$13 Domestic Buckets

Need a Job TCU?
NOW HIRING
 (Apply in Person)
 1053 FOCH ST. • 817.348.8888

BARBACKS
WAITRESS
DOOR GUYS

TANNING BEDS R 4 LOSERS.
 UV rays from tanning beds can be up to 15x stronger than the sun.
 UV rays can cause skin cancer, the kind that can kill U.
 Tanning beds R over.
 www.aad.org
 Physicians Dedicated to Excellence in Dermatology

The Original FORT WORTH GUN SHOW
 Will Rogers Memorial Center
 Amon G. Carter Exhibit Hall
 Fort Worth, Texas
February 9th & 10th
 Sat. 9 to 5, Sun. 10 to 5
Admission \$7
 (children under 12 free)
 Buy • Sell • Trade • Browse
 817.732.1194
FWGunShow.com

TCU DAILY SKIFF
 35c PER WORD PER DAY
 45c PER BOLD WORD PER DAY
 www.tcudailyskiff.com/classifieds TO PLACE YOUR AD

CLASSIFIEDS

HELP WANTED
 B-Risque Fitness. www.brisquefitness.com 817.346.3135
 SPORTS-MINDED STUDENTS APPLY Top Gun Promotions, has openings to start TODAY! Great Part-Time flexible hours starting at \$20.00/HR. 1 Block from campus 817-546-3905
 Texas Ballet Theater Patrons development representatives wanted part-time day and evening shifts available. Texasballettheater.org
 FITNESS INSTRUCTORS Love to dance? Love to instruct? Ladies come join our team, looking for instructors at

PART-TIME NANNY Part-time nanny needed for 4 year old boy. Monday, Wednesday and Friday 8:00 - 3:00. Experience required. Send resume and references to tgonzalez@transfirst.com. 817.307.5148
FOR RENT
 YOU'RE GONNA LOVE THIS HOME! Newly Remodeled, Central A/ C, 2 bks to TCU, 4 bds/2 bath, 1800 sq. ft., all appliances, PERFECT FOR FOUR ROOMMATES! Special Move-In Price! Call 817.797.6803



FROG BALLING

The women's basketball team could set its longest conference win streak of the season against BYU.
TOMORROW

TCU ATHLETICS
GAME TONIGHT
LADY FROGS VS. BYU @ 7:00PM
WEAR RED FOR THE AHA
ON NATIONAL WOMEN IN SPORTS DAY
GOFROGS.COM

ATTENDANCE

Students propose sports club

By ROBERT BEMBER
Staff Reporter

There are a few constants on campus these days. Something will be under construction, tuition will go up and Geoff Dice will wear his white TCU hat in support of the Horned Frogs.

Dice, a sophomore marketing major, is leading a group of students to establish a student support group for TCU athletics.

He has worked with athletics director Danny Morrison and Jason Byrne, the director of athletics marketing, to gain support for his proposed group.

Byrne and Morrison said they want to see how Dice can improve fan support before providing funding for the group.

Once the group receives funding, Dicesaid, he wants to provide T-shirts to the participants and host pregame events.

The group will also be free for students to join, Dice said.

Byrne and Dice will meet in the coming weeks to brainstorm ideas for starting the group before having a meeting with interested students, Dice said.

Byrne helped start a similar group at Florida State University and intends to provide as much support as possible for Dice.

"When you see students wanting to support their fellow students, the student-athletes that we have on campus, it's a positive, and we want to do what we can for them," Byrne said.

Sophomore finance major Ronnie Scherwin is helping Dice organize events. He said Dice is really committed to the project.

"Geoff's working extremely hard to get a group made," Scherwin said. "He seems really passionate about what he's doing."

Dice said the idea for the group began last semester after he helped come up with the idea of a white-out game against the University of Oklahoma.

"I went to school at Indiana University where people actually attended the games and could make white-outs possible," Scherwin said. "I did it to try to bring the idea to TCU and encourage people to come to the games."

Byrne said he thinks the personal interactions of the students can help the group succeed in boosting fan support.

Dice said one of the reasons the group was created was to benefit students who want to find someone to go to a game with.

"Nobody wants to go there and just sit all alone," Dice said.

Dice and the marketing department could begin working together on events soon.

RIFLE

Coach: Momentum builds with win

By CAROLINE LOCKWOOD
Staff Reporter

With momentum on its side, the rifle team shot itself to another victory by defeating Air Force on Saturday.

Head coach Karen Monez said TCU set a new team high for the season and a new smallbore rifle team record.

"We had an excellent day," Monez said. "We're winding down with two weeks and two matches left in our regular season, and we have our momentum going in the right direction."

Air Force entered the competi-

tion with a victory at the Citadel, one of only two wins this season.

This weekend, the Falcons were not able to shoot like the Horned Frogs. TCU entered Saturday's meet riding three consecutive victories.

The Horned Frogs gained their biggest defeat of the season against Nebraska, a team they had never beat before. Although the victory was exciting, Monez said, the team has not let their recent success become a distraction.

"They feed off that," Monez

said. "They know we have to have strong performances to qualify for NCAA championship, and right now, that is what they're focused on."

Sophomore Lauren Sullivan said the victory against Nebraska has helped motivate them in their successes, including their victory over Air Force.

"I think the win over Nebraska was a self-esteem booster for us and it got us back on the right track and back into focus after a long Christmas break," Sullivan said. "It's been a good start to the semester."

MEN'S BASKETBALL

Shooting woes continue as team falters at home

By JOHN BOLLER
Staff Reporter

The men's basketball team extended its poor shooting streak, hitting only 17 of its 54 shots against the Air Force Falcons, which also helped extend its losing streak to three games.

In the first half TCU shot 26 percent from the field, including 4-for-18 clip from 3-point land. The Falcons shot a solid 52 percent from the field in the first and were five out of 11 from behind the arc.

"We tried to get to the ball into the paint," head coach Neil Dougherty said. "They were very good at collapsing and we just could not get our outside shots to fall."

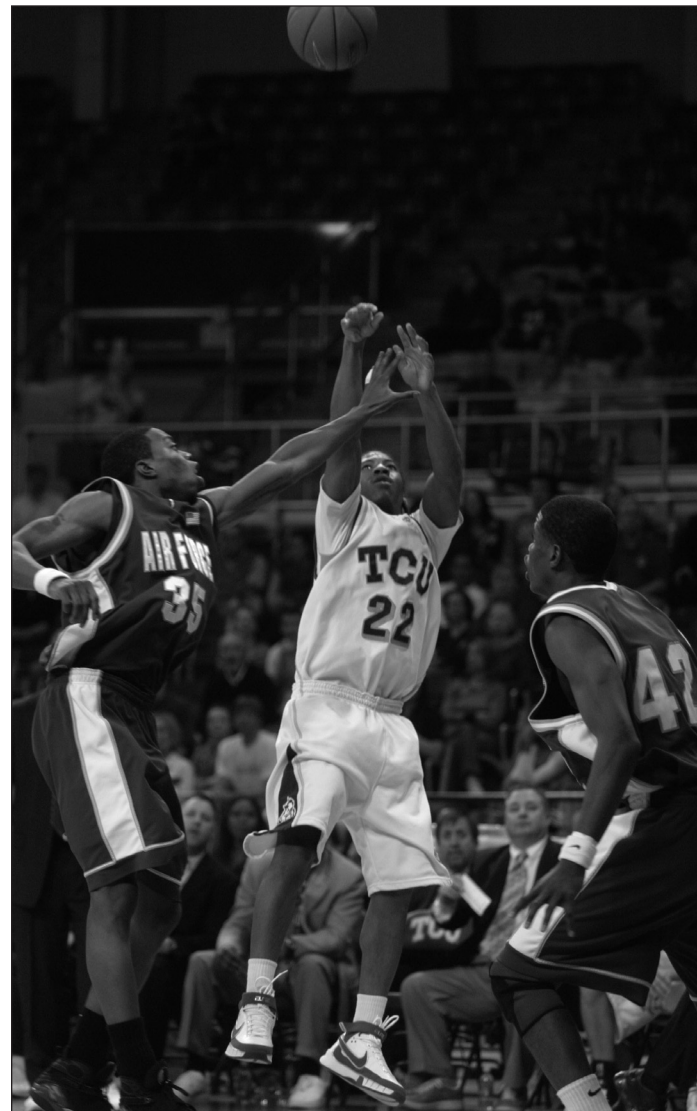
After dropping their second straight home game, the Horned Frogs have now lost three straight. With this latest loss, TCU is 11-9 overall and below .500 in the Mountain West Conference at 3-4 for the first time since its opening loss against San Diego State University.

Out of TCU's 54 shots, 29 of them came from three-point range of which the Frogs made seven — four in the first-half and three in the second-half.

"They were really fast," junior forward John Ortiz said. "They got after it, closed out on our shooters and did not give us many open looks."

Poor shooting performances have plagued the Frogs in each of its last three losses. TCU has hit only 35 percent of its shots during its three-game losing streak.

TCU's leading scorer, junior



ANDREW CHAVEZ / Editor-in-Chief

Sophomore guard Keion Mitchem, who started in place of injured junior Henry Salter, attempts a fall away jumper against the Air Force Falcons. The Frogs lost 56-46 for TCU's third straight loss.

forward Kevin Langford, was held to three points on two field goal attempts in the first.

"We needed to have more patience and discipline," Langford said. "We were able to get it inside better in the second half and our shots were starting to fall. Unfortunately we just ran out of chances to win the

game." Langford did finish the game with 11 points and extended his streak of double-digit scoring to 18 games.

After the game's first 20 minutes, TCU was down by eight points, 28-20.

The Horned Frogs did not See **BASKETBALL**, page 2

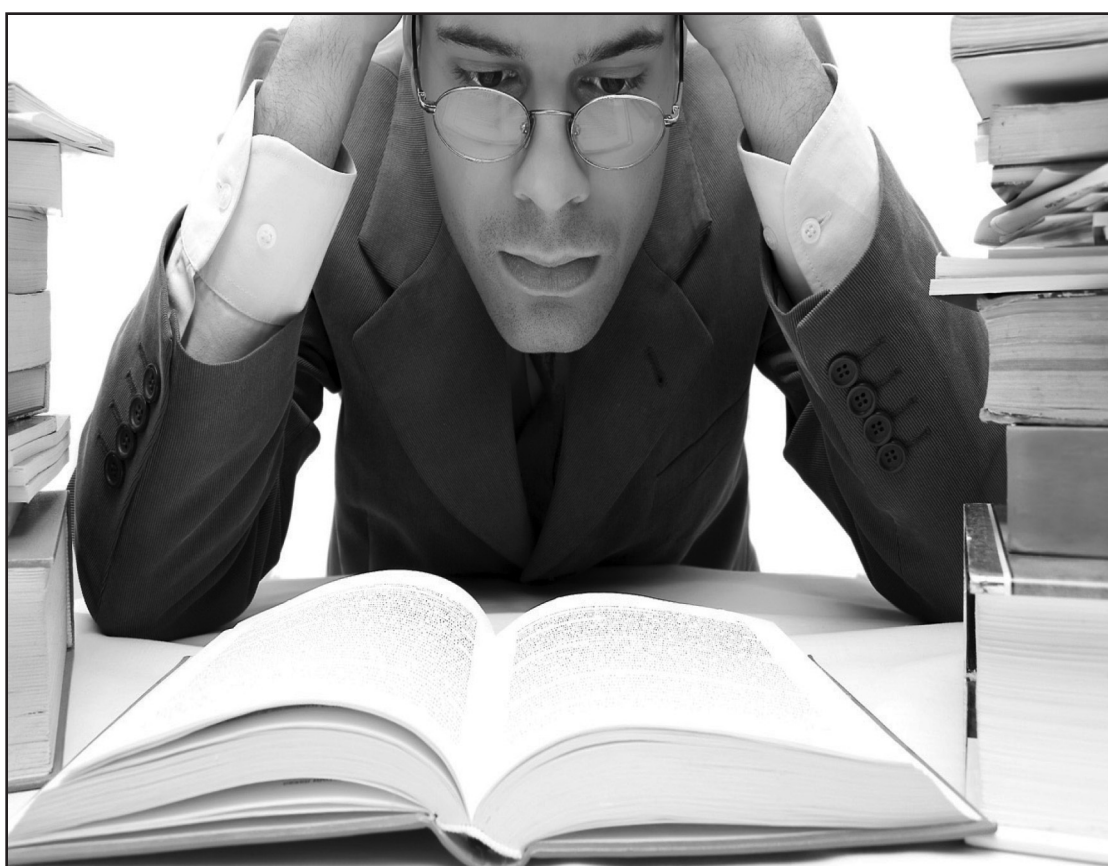
FOR YOUR INFO

Men's Basketball Shooting Troubles

TCU vs. Air Force
Overall Shooting
17-54 .315
Three-Point shooting
7-29 .241

TCU 3-Game Losing Streak
Overall Shooting
55-157 .350
Three-Point Shooting
18-62 .290

TCU Season
Overall Shooting
501-1211 .414
Three-Point Shooting
157-444 .354



MAKE A ROCK SOLID CASE.

The LSAT is rigorous, demanding and thorough, but so is our LSAT prep program.

We guarantee you'll be happy with your score or we'll work with you again, **free**.

Pick your rock solid LSAT Prep Option:

- * Hyperlearning Course: 104 prep hours
- * Accelerated Basic Course: 30 prep hours
- * Weekender Fast Prep: 16 prep hours
- * Private and Small Group Tutoring

Classes for the June LSAT start now!



800-2Review | PrincetonReview.com

Test names are the trademarks of their respective owners, who are not affiliated with The Princeton Review. The Princeton Review and The Princeton Review logo are trademarks of The Princeton Review, Inc., which is not affiliated with Princeton University.

Join us on **Ash Wednesday**
February 6, 2008
Masses: 7:00AM, 12:00 noon, 7:00PM

Holy Family Catholic Church
6150 Pershing Ave.
Fort Worth, Texas
817.737.6768
www.holyfamilyfw.org

TRAFFIC TICKETS

Defended in Fort Worth, Arlington, Richland Hills, Benbrook, Crowley, Hurst, Euless, Grapevine, and elsewhere in Tarrant County.

- No promises as to results.
- Any fine and any court costs are not included in fee for legal representation.

James R. Mallory
Attorney at Law

3024 Sandage Ave.
Fort Worth, TX 76109-1793
817.924.3236
www.JamesMallory.com

SOUTH UNIVERSITY CENTRE

LIVE AT THE CENTRE
STUDENT APARTMENT HOMES

Your Life, Your Home

3 BEDROOM, 3 BATH APARTMENT HOMES MINUTES FROM CAMPUS!

PRE-LEASING FALL 2008

3517 S. UNIVERSITY DR.
FT. WORTH, TEXAS 76109

(817) 923-9700

www.southuniversitycentre.com