

Skiff



Inside

Nosepickers are the norm, experts say.

See page 3

WEATHER FORECAST

High 50
Low 41
Chance of T-storms



WEDNESDAY
JANUARY 14, 1998

Texas Christian University
95th Year • Number 59

World

Afghan plane crash kills 90 militants

ISLAMABAD, Pakistan (AP) — An Afghan cargo plane carrying as many as 90 fighters from the Taliban religious militia slammed into a mountain Tuesday in southwestern Pakistan, killing everyone aboard, a news agency reported.

The aircraft, which had left the southeastern Afghan city of Kandahar, apparently strayed off course because of bad weather that included heavy fog and light rain, the Associated Press of Pakistan reported.

The Russian-made aircraft, which had been refitted to carry passengers, had tried to land in Herat, 150 miles west of Kandahar, but had to turn back because of the weather, the APP reported.

Nation

Ted Turner, Bill Gates top philanthropists

NEW YORK (AP) — Cable TV pioneer Ted Turner's \$1 billion gift to the United Nations put him at the top of Fortune magazine's list of the nation's top philanthropists in 1997.

Before Turner pledged his unprecedented gift of one-third of his wealth in September, he chided the world's wealthiest private citizen, Bill Gates, for not giving more, saying, "What good is wealth sitting in the bank?"

The Microsoft Corp. chairman made No. 4 on the list, with donations of \$210 million.

Turner also has criticized billionaire investor Warren Buffett, who did not make the list.

The 40 donors gave a total of \$3.5 billion last year, with the smallest donations tallying \$12 million, Fortune said in its Feb. 2 edition, which hits newsstands next Monday.

Van Gogh paintings to make U.S. debut

WASHINGTON (AP) — Seventy paintings by Vincent van Gogh that rarely leave his native Holland, including some never seen in this country, will be shown in Washington and Los Angeles this year and next.

They come from the collection started by his brother Theo and now housed in Amsterdam's Van Gogh Museum, which has over 700 of his works and is closing for renovation.

"Van Gogh's Van Goghs" will cover the whole career of the painter, who killed himself at 37 after committing himself for a year to a French insane asylum. He had moved to the town of Auvers to be under the care of Dr. Paul Gachet, whose portrait by van Gogh sold in 1990 for a record \$82.5 million. The artist managed to sell only one painting during his lifetime.

In his last five years, van Gogh completed more than 800 paintings.

State

Gunmen open fire at community college

McALLEN, Texas (AP) — A security guard was killed and three other people wounded, two critically, when two masked gunmen opened fire Tuesday evening at a community college registration office.

The incident occurred around 6:45 p.m. while students were lined up for registration at South Texas Community College.

The two gunmen, who wore ski masks and were armed with assault-style weapons, opened fire before escaping in a white, four-door sedan, said police spokesman Mitch Reinitz.

They and a getaway driver were being sought late Tuesday.

Witnesses said the gunmen demanded and took money from them. Reinitz said police hadn't determined a motive.



Pianist Menehem Pressler performs Tuesday night in Ed Landreth Hall as part of the Cliburn concert series. Pressler made his solo debut at Carnegie Hall last February.

New institute to aid alumni

Ranch Management brings the ranching industry into the age of information

By Danielle Daniel
SKIFF STAFF

Alumni of TCU's ranch management program have gained access to the most current information and technology in the ranching business thanks to the newly-devised Ranch Management Institute.

The Institute was created last month for graduates and others in the ranching industry who have been in the work force but still need the latest information on the continuously changing areas of ranch production, agriculture and marketing.

Within the last six months, even cattle auctions have gone online.

Satellite technology can now aid crop production through a technique called precision agriculture, a process that takes a soil sample and identifies missing nutrients needed for optimal growth.

James Link, John Biggs professor and director of the Ranch Management Program, said the institute will probably hold seminars or short courses off-campus to further educate ranchers and agriculturalists.

Please see RANCH, Page 4

Holiday buying leaves card holders in the red

By Andy Summa
ENTERTAINMENT EDITOR

The gift-giving season isn't over quite yet.

Credit card companies are still sending presents this month — credit card bills. And after record-setting holiday spending, some students are having trouble paying them.

Jack C. Scott, director of TCU's Counseling Center, said students are vulnerable to overspending, especially when buying Christmas gifts.

"Students are sometimes so obsessed with buying gifts for people, and they spend way too much," he said. "That's where they get in trouble."

I've talked to several students who simply cannot control their spending. Some even owe thousands," Scott said.

Students aren't alone, however. According to research by the National Endowment for Financial Education, the average credit card balance in the country was \$1,505 in 1994, up from \$840 in 1984. Now more than 165 million credit card accounts exist, compared to 120 million in 1990.

Taggart Widener, a junior nursing major, said he quit using his credit cards because of the financial burden.

"I got rid of (my credit card) because I used it too much," he said. "I'd have trouble having enough money to pay it off. It just grows and grows."

Marianne Gray, president of the Consumer Credit Counseling Service (CCCS) of Greater Fort Worth, said people have difficulties with credit cards when they buy impulsively.

"Many people exceed their holiday budget due to impulse shopping or unplanned expenses," Gray said. "Then they find themselves in finan-

cial difficulties when their credit card bills come due in January and February."

According to Amy Ost, an academic associate at the NEFE, the increase of credit card use on a national level has made financial security difficult.

"On one level, this increase in credit card use is to be expected," Ost said. "The economy has been in an upswing and interest rates are low. The problem develops when people don't pay off their balances, and carry large amounts of high-interest revolving debt. Once this debt builds up, it doesn't go away easily."

That's what credit card companies may be quick to blame individuals for increasing debts, some say the companies are partly responsible.

"That's what credit card companies want: more use," Scott said. "So, people use them more often. It's a real problem."

Responsibility should be shared by the user and the issuer for large debts, said Rush Susswein, an executive director of Bankcard Holders of America. He said credit card companies often pressure users to use their cards more frequently.

"Consumers have been encouraged by credit card companies to spend, spend, spend and even more so to carry a balance," Susswein said in an article in the *Salt Lake Tribune* last year. "I'm not suggesting that (individuals) aren't responsible for the debts incurred. However, issuers also need to bear some responsibility for giving us all types of incentives to add to debt."

The Consumer Federation of America, a consumer watchdog group, told Reuters News Service in a December 17, 1997, article that rising

Please see CREDIT, Page 4

Open-door policy

TCU more than a job to dedicated Higgins



Kay Higgins

HORNED FROGS OF THE WEEK

By Brenda Schulte
NEWSROOM COORDINATOR

The door to Kay Higgins' home was wide open to students on Thanksgiving and Christmas, just as it is any other time one of her "kids" wants to stop by and spend an evening with family.

Any visitor, however, would be roped into a soccer match with her 6-year-old son Christopher or flash card wars with her 8-year-old daughter Mary Katherine; her three dogs would surely appreciate a scratch behind the ears; and her husband, Keith, would be happy to spend the evening surfing on the Internet or debating the virtues of Texas A&M.

Then of course, there is Higgins herself, who offers a hot plate of food, a genuine smile and fabulous conversation.

"I've never had a job," Higgins said. "That's something you go do. I've always had a life, and it's here at TCU."

Now in her 21st year at TCU, the director of both orientation and the Women's Resource Center said she couldn't be happier.

The presence and evidence of her friends litters her office in the form of hundreds of framed photographs. Her office is considered one of the most colorful on campus — from the purple-striped couch to a pillow announcing that "The Queen is in."

And if you ask, Higgins will speak lovingly of every person in each picture.

"I am very maternal toward the students," she said. "I believe that friends are the family we make ourselves."

Higgins said she has wanted to work with students since she was a child. Growing up on a farm in Dalton, Ga., she used to pretend to teach the trees her own lessons from school.

She attended Mercer University in Macon, Ga., where she earned a degree in elementary education. After graduation, she taught fourth grade in Macon for two years before enrolling in TCU's Brite Divinity



Michael Bryant MANAGING EDITOR

Kay Higgins, director of both the Women's Resource Center and orientation, says she is always looking for new challenges at TCU.

School. Higgins said she didn't attend Brite to become a minister, but to study and develop her spirituality, which plays an important part in her life and her relationships.

While attending Brite, she took her first position at TCU as the manager of Brite housing. She said it was here that she began to realize how much learning takes place in the residence halls.

Within a few years, Higgins was area coordinator of all the residence halls on campus, including sorority and fraternity housing and residential housekeeping.

In 1987, when TCU was having trouble keeping orientation directors on staff, she took that position as well.

"I told Don (Mills, vice chancellor for student affairs), 'I'm not going anywhere unless you fire me. I'll do orientation,'" she said.

Ten years later, Higgins still corresponds with nearly all of the approximately 130 former orientation student assistants.

Higgins said she is always looking for new challenges at TCU.

Please see FROG, Page 2

Pulse

Announcements of campus events, public meetings and other general campus information should be brought to the TCU Daily Skiff office at Moody Building South Room 291, mailed to TCU Box 298050, or e-mailed to skiff@gamma.is.tcu.edu. The Skiff reserves the right to edit submissions for style, taste and space available.

FOLK MUSICIAN Jim Newton will perform in the Student Center lounge Thursday from 6 to 8 p.m. Coffee and cake will be provided.

CALLING ALL FROGS interviews will be held Jan. 14-15. Sign up at the Kelly Center information desk.

INTERNATIONAL STUDENT ASSOCIATION will show a video review of International Week 1997 Thursday at 5 p.m. in Student Center room 222.

College News Digest

Study shows students apathetic about academics

GAINESVILLE, Fla. — A new University of California at Los Angeles survey shows the highest level of student disinterest in academics since the annual survey was first conducted in 1966.

A record 36 percent of college freshmen surveyed in the fall of 1997 said they were frequently bored in class during their last year in high school, according to the survey. So it is no wonder that a record 34.5 percent of students reported they had overslept or missed a class.

—Independent Florida Alligator
University of Florida

Officials searching for answers in Washington State student's death

PULLMAN, Wash. — A young man's death in a residence hall has officials struggling to find answers.

During the early morning hours Sunday, Washington State University police received a distress call from Gannon Hall. They arrived at the first floor of the dorm to find a white male unconscious on the hallway floor. Paramedics attempted to revive Baron Godwin, but the 19-

year-old was later pronounced dead by hospital officials. County coroner Pete Martin said the cause of death was cardiac arrest.

—Daily Evergreen
Washington State University

Attacks on five women under investigation

BOULDER, Colo. — The late December murder of University of Colorado student Susannah Chase is just the latest of five recent attacks on women in the Boulder area. Police are looking into all five to see if they can identify Chase's assailant.

Despite some similarities, Boulder Police Commander John Eller said he doesn't think the cases are necessarily linked.

The common threads to the attacks — besides the fact that the victims are women — are that they all occurred on University Hill or downtown, or the victims were on University Hill in the hours preceding the attacks.

—Colorado Daily
University of Colorado

SPACE

From Page 1

in the approximately 88,000-square-foot Student Center. But ultimately, the TCU administration decides what happens to the space.

"And we're not making headway," he said.

The remodeling project could lead the way to a new student center in about five to eight years, leaving the old building to be used for student services, Markley said. But he hopes to keep the center "as active as possible."

Initially, the committee reviewed proposals from three of the building's tenants, including Markley; the Rev. John Butler, university minister; and Residential Services Director Roger Fisher.

The committee then decided on a report and floor plan that adopted aspects of all three proposals, Markley said.

TCU DAILY Skiff
Since 1902

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FROG

From Page 1

"It's almost a disease," she said. "I'm always saying, 'I'll do that!' I'm dying to say yes."

Her desire for new challenges led to the development of the Women's Resource Center. She said ideas for the center evolved from several conversations with Mills about real names and faces, not only statistics.

"I wanted to do something more tangible in terms of women's programs," she said.

Higgins also compiles three issues a year of the "Parent's Update," giving her an opportunity to see an aspect of students that many of TCU's staff do not see — the parents.

Recently, Higgins has also taken on the duty of the yearly Calendar Handbook, replacing wall calendars with a student code of conduct and a Residential Services' handbook that TCU used to distribute.

"You would hand it to students and

they would say, 'Oh, OK,' and throw it wherever," she said. "With the current version, if you're bored, you might actually read the handbook because it's with you."

Darron Turner, director of minority affairs and commuter programs, said he has known Higgins for about 14 years.

"Kay genuinely cares about students," he said. "She will do everything in her power to make their lives better."

Turner said that while people on campus "talk," Higgins truly goes out and acts. She opens her home to all, even people she doesn't know very well, he said.

Higgins said she feels blessed to be able to expose her family to the TCU community.

"My two worlds are coming together and benefiting each other," she said.

On-campus living declines in spring

By Jill Taylor
DESIGN EDITOR

Students who recall last semester's housing crunch, during which temporary housing was set up in some residence hall lounges, have returned to residence halls that may let them breathe a little more freely.

Nancy Grieser, coordinator of housing assignments for the Office of Residential Life, said 2,525 students have reserved on-campus housing for the spring semester, a drop from the fall semester's numbers.

Last semester, 2,797 students, or 48.3 percent of the student body, opted to live on campus.

According to information supplied by the Office of Institutional Research, the official figures of on-campus housing occupancy will not be compiled until Jan. 28. But Grieser estimated the official count will number about 2,475.

The drop in on-campus living in the spring semester is typical for most colleges, she said.

"It's a national phenomenon that on-campus residence is lower in the spring semester than in the fall," she

said. "Students who want to move off campus sometimes find they have to pay rent for the summer months, and they don't want to do that. So many come back to live on campus in the fall and begin to look for an apartment to rent in the spring semester."

The decline in on-campus occupants will eliminate the need for temporary housing, Grieser said.

"By the end of last semester there were no more than six men living in temporary housing, and nobody will be living in temporary housing this semester," she said.

According to the Office of Institutional Research Fall 1997 Fact Book, the trend in on-campus housing at TCU is on the decline. With the exception of 1995, when there was a slight increase, the percentage of students who live on campus has declined since 1993, when 52.1 percent of students lived on campus.

Grieser said she thinks the percentage of on-campus students at TCU is higher than at schools similar to TCU, such as Baylor

University or Southern Methodist University.

"I would say TCU thinks of itself as a residential campus, and the students who come here also view it as that," she said.

Besides students who move off campus in the spring semester, many others change rooms and roommates between the semesters, Grieser said.

"We've had positive responses about roommate matching, but students meet people in their social groups or in classes that they would prefer to live with (in the spring semester)," she said. "I'm glad we offer that, because some universities don't."

Grieser said the greatest concentration of students who move off campus in the spring semester are from fraternity and sorority houses. The hall that typically has the most turnover between semesters is Milton Daniel Hall.

Grieser said its residents choose to move to fraternity houses, and Milton Daniel's triple-occupancy rooms are very popular, so many

residents change roommates when they request those rooms.

Usually between four and six new resident assistants are hired in the spring semester to fill vacancies left by students who study abroad and December graduation, Grieser said.

Sparkle Greenhaw, Sherley Hall director, said that in her residence hall, which is occupied primarily by freshmen, many of the residents change roommates.

"Some residents may move to sorority houses, but as far as the other (residence halls), not as many move there," Greenhaw said.

She said space in Waits and Foster halls is limited, so not many Sherley residents move to rooms in those residence halls.

"We seem to still be pretty maxed out," Greenhaw said. "It's definitely not as packed as last semester, but it's still pretty full."

Greenhaw said residents' requests cannot always be accommodated because of space constraints.

"More residents have requested singles, but it's based on if we have the room," she said.

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What do frogs think?
Purple Poll, page 6

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editorial

'TIS THE SEASON TO BE GREEDY

Last month, you've probably glanced at dozens of Christmas cards sitting on your parents' coffee table. These cards are signed by a wide range of people you've never met, from your mom's old college roommate, to your dad's second cousin Irma, to that nice insurance man (OK, his secretary) who also sends a free calendar.

Last December, most TCU parents received a different kind of card. It seemed friendly and thoughtful on the front: the TCU logo in giant letters and several snowflakes with the TCU seal placed in the middle was actually quite classy.

Your parents' first reaction may have been, "Oh, how nice of them."

But that was before they opened the card.

On the inside, the first two lines read, "As we celebrate our 125th year, we are grateful for our many successes and we look forward to challenges ahead."

Fair enough.

Then the card quickly gets to the point: "We give thanks for our TCU parents who give with open hearts so that the door to learning is open for your children and grandchildren."

To safely jettison all possible notions of

subtlety, the next sleeve says in larger type, "Please send your gift to the Parents Fund today."

The point of the Parents Fund is reasonable: TCU relies heavily on gifts to provide a quality education. But could there be a tackier way to solicit donations?

Christmastime, with its many expenses, is not the best time to solicit donations. This brings up a difficult question: When is the best time to ask TCU parents for money?

The answer to that question is well after their child graduates. As far as opening the door for their children, parents already have it covered. It's called the annual \$15,000-plus donation given each year to cover education costs.

On a lighter note, TCU could make its current solicitation philosophy the norm year-round. For Halloween, we suggest, "Donate to TCU, or it could come back to haunt you." Thanksgiving's would be more simple: "We're thankful for you — and your MONEY!"

The best way for the Parents Fund to solicit donations is to be honest and direct. Simple letters to alumni, asking them for what they expect to be asked for, is much more tasteful.

TCU's solicitation of gifts via pseudo-Christmas cards is both misguided and tacky.

EDITORIAL POLICY: Unsigned editorials represent the view of the TCU Daily Skiff editorial board, which is composed of the editor in chief, managing editor, campus editor, design editor, entertainment editor, newsroom coordinator, opinion editor and sports editor. 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. Letters must be typed, double-spaced, signed and limited to 500 words. To submit a letter, bring it to the Skiff, Moudy 2915, mail it to TCU Box 298050, fax it to 257-7133 or e-mail it to skiffletters@tcu.edu. They must include the author's classification, major and phone number. The Skiff reserves the right to edit or reject letters for style, taste and size restrictions.

NOTE: In addition to being the Skiff production manager, Tom Urquhart is also a part-time student.

TCU DAILY Skiff

An All-American Newspaper

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Stop the presses

Two scientists discover nose-picking is a normal habit

Columnists are always on the lookout for thought-provoking, "hmm-inspiring" academic research. With such great information in hand, we can dutifully inform the public of important developments in the world of hamsters, bunsen burners and beakerology.

This research usually gives columnists our best material, if not our best naps.

However, when the opportunity arises to write of pertinent academic research about boogers, we columnists usually wet our pants in excitement. Why do we get so excited? Because it gives us the chance to use the word "booger" and not seem juvenile or Republican.

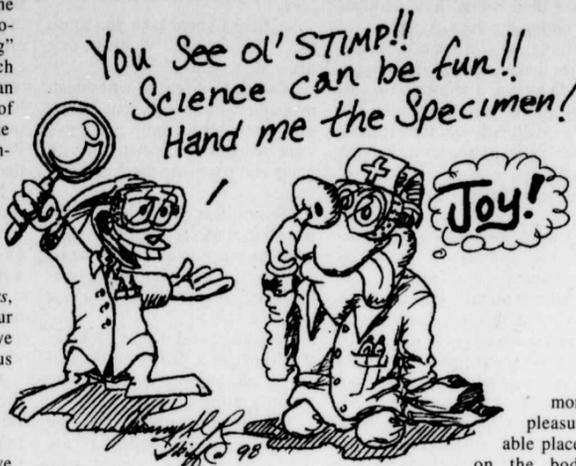
Dear reader, the world of boogies and the world of science have finally come together, forming "boogience."

According to "Useless Information," a data-packed Web site devoted to earth-shattering developments in the free world, two bold professors have conducted university-funded research on the neglected topic of nose-picking.

This is the honest-to-God truth. It is also a columnist's dream come true, because these worlds rarely collide. So when they do, we have to act fast, like Pauly Shore on crack.

The study, written by Trent Thompson and James Jefferson, was published in the February 1995 issue of "Journal of Psychiatry," a reputable psychiatry magazine and an oft-prescribed replacement for Nytol.

Thompson and Jefferson, apparently tired of research on cancer, AIDS and other boring stuff, diligently studied the significance of rhinotillexomania (sci-



entese (insert crooked Bill Clinton joke here), it amazes me that people would find the most fun part of the body to be the nose. It must be mentioned, however, that these subjects may be suffering from what psychologists call "imafreakitis."

Before you dismiss this research as gross or asinine or grossly asinine, it must be noted that Thompson and Jefferson's work was meticulously scrutinized and psychologically tested. Here's what they said of their findings:

"The (survey) suggests that (nose-picking) is an almost universal practice in adults but one that should not be considered pathologic for most. For some, however, the condition may meet criteria for disorder-rhinotillexomania."

And now, thanks to the university-funded work of two dedicated scientists, we now know that nose-picking is common. Thanks, James and Trent. Their study also proves that academic research can be very interesting, and quite relevant. You just have to pick the right topic.

And these subjects are liars, of course. As you know, every kid who has ever lived has tried to wedge various objects (fingers, pennies, station wagons) into his or her nose.

The survey also found that 2.1 percent picked their noses for "enjoyment." As a guy, I find this quite puzzling. With so many

pleasurable places on the body (nose-picking). The professors sent surveys to 1,000 residents in Dane County, Wis., "Useless Information" reported.

The Web site also reported that the nose-picking survey stated: "(We) are conducting a survey of a common but understudied habit scientifically known as rhinotillexomania. Its common name is nose-picking." This is still the truth.

And, in case some residents didn't know what nose-picking was (!), the thoughtful scientists also included a definition of oft-confusing term: "Insertion of a finger (or other object) into the nose with the intention of removing dried nasal secretions."

The professors' research was astounding. For example, according to Thompson and Jefferson, 8.7 percent of the subjects claimed they had never picked their noses.

These subjects are liars, of course. As you know, every kid who has ever lived has tried to wedge various objects (fingers, pennies, station wagons) into his or her nose.

The survey also found that 2.1 percent picked their noses for "enjoyment." As a guy, I find this quite puzzling. With so many



ANDY SUMMA

Commentary

Just say no to snow; resist the Rocky Mountain high temptation

One cannot help but notice the arrival of another winter as layers of snow begin to paint the landscapes of our homes across the country. Despite the falling temperatures, many of us are radiant with the warmth of this season's subtle charms and treasures. From Christmas lights and mistletoe to religious services and New Year's toasts, we are quickly bombarded with the magic of wintertime festivities.

But this is a blanket of false hope, as delicate as the tiny crystals that melt on our rosy cheeks in the stinging air. For winter, harmless and beautiful to the unwitting beholder, hides a deadly

secret in its seemingly joyous masquerade. The danger is shoveling snow, a new drug craze running rampant throughout America.

It starts out simple enough. It's free. It falls from the sky with seemingly little consequence. Indeed, it is controllable and even pleasurable in small flurries. But after one raging storm, it gets its hooks in us like frost on a window pane.

First come the flakes, no two ever exactly alike. But once landed, the flakes gather strength in numbers. Powder then dusts our lawns, streets and trees. It grows into sheets, drifts, banks and eventually resorts.

Shoveling snow is a gateway drug. It starts with doses that dissolve on the tongues of naive children trying to catch pieces of the falling sky. From there it grows like a cancer. We build false idols to it with a cornucopia, a button nose and two eyes made out of coal. We secure our

back yards with ice castles and snow forts to protect our stashes from paranoid attacks.

We eventually turn on one another. Icicle daggers are tucked into snowpants-holders and vast arsenals of snow artillery are man-

ufactured to wage frozen bombardment on friends and innocent bystanders.

Fortunately, many are content here. We have no desire to experiment further. But there is a rare breed who can't stop saying snow. Like their crystal-methane counter-

part, ski bums drown themselves in the instant gratification of their snow rush. They're on a Rocky Mountain high and snow havoc is piling up.

Man has always pushed his limits, stretching to conquer that elusive goal. Unfortunately

on ski slopes, snow pushes it back.

From the banks rise slopes and moguls that tempt and ultimately destroy the arrogant thrill-seekers who try to master them with a pair of skimpy skis and a pair of oversized goggles.

But ski slopes appear to hold all the cards. Snow is slick. Sometimes it's hard. Gravity tends to be greater on slopes. Most people don't react very quickly when they're walking; they're even less alert when they're slicing the slopes at Mach 2. What skiers are taught the hard way, time and time again, is that snow has the trees on its side. It's an uphill battle to conquer a downhill addiction.

But we must stand up to our abominable snow demons. We must not go quietly into the white, silent night. We must stop slinging other white powders to pay for our obsession with this one. No lift ticket is worth stealing our parents' prized possessions. America must learn to say snow, and leave it at that.

Michael Kruse is a junior advertising/public relations major from Overland Park, Kan.



MICHAEL KRUSE

Commentary

Letter to the editor

Recent TCU events cause student concern

I would like to start out by saying how much I enjoy being a part of this school. I try to support it and its athletic teams. Recently, a few events have made it difficult to do so, and most of my concern seems to fall upon the administration's shoulders.

First there was the pepper spray incident, that we are all familiar with, at our final home game against Southern Methodist University. The administration should have done a better job of communicating with the security personnel about what was to be done and what was not to be done if students run onto the field. The security should have had enough common sense not to pepper spray cheerleaders in uniform.

My second concern was over the graduation ceremony. The guest speaker, Winthrop P. Rockefeller, was not good. His speech was very negative and discouraging. This is not a message you want to give to 400 people going out into the real world.

I am very curious as to what Chancellor Tucker was thinking by telling the audience not to yell and scream for their kids, brothers, sisters and friends who were graduating. If that wasn't enough, he tried to make the audience feel guilty by quoting scripture, "Do unto others as you would have them do unto you." When I graduate I definitely want people yelling and screaming for me.

My final concern comes from the basketball game on Dec. 30 against Oklahoma State. I was not there, but from what I understand, the student section was sold out and many students were left outside the arena. It probably would have been a good idea to let those students who were still in town know that they needed to be at the game a half hour before tip-off in order to get a seat.

These are just the three latest "events" that I have noticed, and they all happened within about a two-month period. It is no wonder why there is so little school spirit.

Scott Pomeroy
 junior marketing major

Seniors shouldn't waste time with unnecessary studying

I had the opportunity to meet with all sorts of alumni this weekend at the TCU Senior Conference. They chatted about their jobs, their lives, their time at TCU and whatever else they could get you to listen to. But the bulk of us were only curious about one thing: What should we be doing now?

Here we are, in our last semester, facing the turbulent sea called the real world (or delaying our first swim with a not-so-quick trip to grad school), and most of us still have a lot of work to do. Of course there are a few seniors who are on-the-ball (or lucky) and already have jobs lined up when they graduate, but they're a small minority. Most of us will be sweating it out wondering how it'll be possible to

scrape out a living once Dad's wallet closes for good.

So to all those seniors who missed the conference, here's the alumni's response when posed with the question, "What would you do if you had it to do over again?"

Their answer was twofold: 1) Start the job search earlier. 2) Have fun.

Seems pretty simple, huh? If you haven't already started your job search, get going, and make sure you have fun now because you'll never have quite the same opportunity again.

Great advice, alums, but guess what? We already knew the merits of starting the job search early, and telling us to make sure we have fun only creates one more thing to do instead of search for a job.

Fortunately, a real pearl of wisdom can be found in the alumni's message if we look at what they didn't say. I talked to more than 10 alums this weekend, and not one of them said they wished they'd studied harder that last semester. That really is the key. There is

no good reason to bang the books if you're graduating this spring. All the normal studying incentives don't apply this semester, and the alternatives to studying are much more important.

Normally we study in hopes of learning something and, more importantly, to get a nice-looking transcript. When we're not searching for a job, fun absolutely must take precedence over studying. The overwhelming message from the alumni was, "The real world sucks!"

None of them would come out and say it, since doing so would be an admission they might have chosen the improper career, but they all went out of their ways to tell us to have fun because we'll never get another chance.

So take their advice, seniors! Attend class just enough to pass and use the extra time to create memorable adventures for yourself. You can finance your vacations with the money you normally would have spent on textbooks. Not convinced? Then take a moment with me to imagine your-

self 10 years from now. You're in a decent job, you have a house, a family and stability. If you had your last semester of college to do over again, would you wish you'd studied more and finished with A's rather than C's?

Of course not! What the hell are you going to care? NO employer would ever see those A's, you're overall grade point average would be 0.001 point higher at the most and you would have retained the same amount of knowledge — zip.

But you're certainly going to remember those fun times you had. When your body has been slowed by age and fat and your adult brain is dreary, you're going to look back fondly on those days when you skipped studying to go to the lake. And when you get invited back to the Senior Conference and some peon asks you what you'd have done differently if you had it to do over you can say, "Nothing. I couldn't have had more fun if I tried."



SPENCER BAUM

Commentary

Spencer Baum is a senior economics major from Albuquerque, N.M.

Escort service meant for safety, not a free ride

By Kimberly Wilson
EDITOR IN CHIEF

Late night study sessions in the library may not have begun yet, but when they do, Campus Police Sgt. Connie Vilella said she hopes students remember that the campus escort service is available to ensure their safety, both at night and during the day.

Vilella said students should realize that not only is the Froggie Five-O service a safe way for students to get home, but also the extra visibility of the student escorts adds protection for the campus.

"I think that it's good to have the extra eyes and ears," she said. "The more escorts you have, the more eyes and ears for the police department."

Student escorts are available from 7 p.m. to 1 a.m. daily, but an escort service is available 24 hours. Campus police provide escorts during times when the Froggie Five-O is unavailable.

The escort service has been used more by students since parents and students have become aware of the service during orientation sessions, Vilella said.

But some students attempt to

use the service for convenience rather than safety, which can make student escorts unable to accommodate all of those wanting the service.

One student wanted an escort to take him to get his suitcase from one of the parking lots, Vilella said.

"A friend could take you to do that," Vilella said. "Wouldn't that make more sense?"

Manuel Rodriguez, a freshman premajor who is a student escort, said sometimes people just don't want to walk to where they're going and try to use the escort service.

He said this isn't a large problem, but students need to realize what the purpose of the service is. "If we're not doing anything at the time, then we'll give them a ride," he said.

Rodriguez said if Froggie Five-O drivers get a call, then the call has to take priority over someone simply getting a ride.

Vilella noted that when the escorts get a call while they are delivering a male student who merely didn't want to walk, a female student needing an escort may stop the wait for Froggie

Five-O and walk instead, despite the security issues at stake.

"Not that guys don't need (the escort service), but from the statistics, the women need it more," she said. "If guys feel a safety concern, though, that's fine."

Rodriguez said even though some people do abuse the system, "for the most part (the students) are using it in the proper fashion."

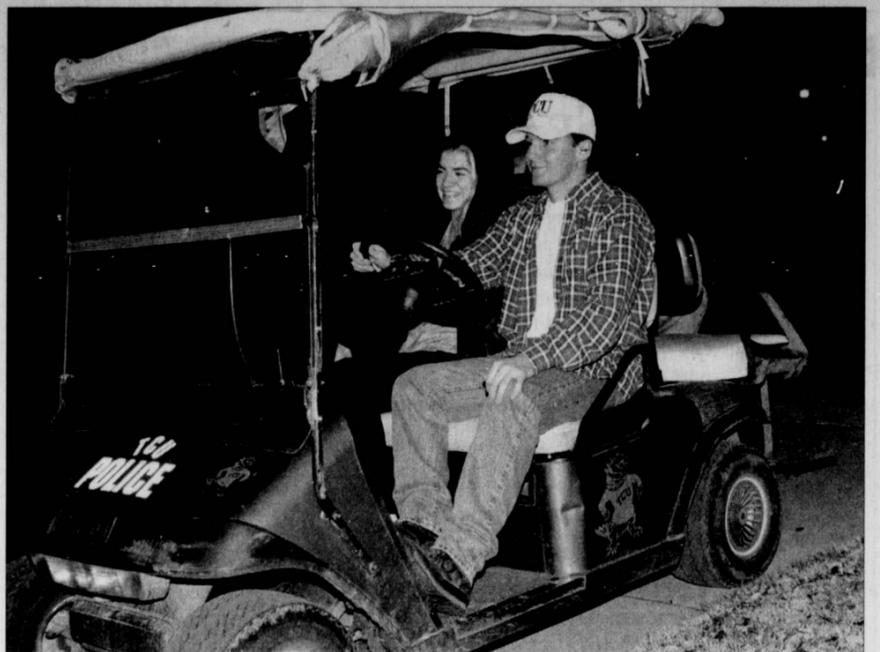
Vilella said the Froggie Five-O service owns four golf carts and has another cart which it sometimes uses. Members of the Parents Council donated two of the carts.

She said each student escort receives goes through rigorous training and is supervised by an on-duty campus police officer and a student leader.

Each student escort carries a radio to receive calls and report any suspicious behavior they may see on campus.

Vilella said the service has been successful so far, but she hopes students will continue to take the time to get an escort whenever they want one.

"We are a crime prevention tool and we are a safety tool, but not if we're not used," she said.



Allan Schwegmann, a freshman premajor, and Andrea Black, a freshman ballet major, catch a ride on the Froggie Five-O with student driver Aaron Cisar, a sophomore English major.

CREDIT

From Page 1

Credit Control

Adhering to the following advice can help reduce the impact of high credit-card rates and fees.

Don't give your card issuer any reason to penalize you. Get your payments in on time.

Pay off your balance in full each month, and meanwhile, look for better deals on your credit.

If you have a high-cost card and are a good customer, you may be able to negotiate your interest rate down.

Read the fine print. Your credit grantor is required by law to notify you of any contract changes.

Check out smaller banks and credit unions.

Stay away from store credit cards.

If you need assistance managing your debt, contact a nonprofit credit-counseling service such as the National Foundation for Consumer Credit at (800) 388-2227 or Genus Credit Management in Columbia, Md., at (800) 955-0412.



SOURCE: THE WALL STREET JOURNAL

debt burdens may be blamed on stepped-up marketing for credit cards.

Reuters reported in December that credit card advertising expenses rose 14 percent in 1996, and telemarketing expenses rose 30 percent to 24.1 million hours.

"Credit cards are great when you have time to pay them off," Widener said. "They're a great convenience. When you need something, you can get it easily. But you shouldn't use them if you don't have to."

Thomas Layman, chief economist of Visa USA, told Reuters in the same article that it's misleading to use marketing tactics as a gauge of banks' responsibility.

"It's wrong to equate how issuers market credit cards with the actual extension of credit," he said.

Layman said that more than 96 percent of Visa accounts are paid on time, suggesting that "Visa's 6,000 issuers are doing a good job of extending credit to the credit-worthy."

With a national credit card debt hovering around \$529.7 billion, an estimated 55-60 million households are burdened with large outstanding debts, averaging \$7,000 each. Such high numbers indicate that more caution should be exercised when using credit cards, Scott said.

"First, people should look for a

credit card with the lowest interest rates," he said. "After that, it's just a matter of being organized. You should develop and implement a plan of credit card use."

CCCS suggested several tips for repaying holiday debt. Some of the them included:

- * Make an effort to handle personal finances seriously. Prioritize your goals and dedicate time each week to develop and improve your financial situation.

- * Carefully track your current expenses and trim wherever possible. Look for no or low-cost entertainment and cut back on non-essential spending.

- * Make a budget and stick to it.

- * If you took advantage of deferred billing, be sure to put funds aside immediately to avoid any interest charges when the bill arrives.

- * Avoid store credit cards. It's harder to keep track of several cards.

- * Monitor your debt load. Keep good records.

- * Use cash whenever possible.

For assistance in managing a debt, contact the National Foundation for Consumer Credit at 1-800-388-2227. A credit card information web site is available at www.ramresearch.com.

The TCU Counseling Center at ext. 7863 is also available for counseling on financial problems

RANCH

From Page 1

But this semester, the Institute will target specific areas that producers need updated. Institute directors will then create seminars from feedback they receive at the upcoming Ranch Management Roundup and market research, Link said.

Since many alumni are scattered throughout the country, the institute will give producers a way to network and re-establish communication with one another, Link said.

"Most of our contacts with our alumni have been in Texas and we feel this (institute) is going to help us be able to go to Colorado or Kansas or New Mexico and put on seminars that would be based around our alumni in that area," Link said.

Link said the idea for the Institute was considered about four years ago when alumni began to ask ranch management faculty to update them on changing technology. The program did not have the staff or time to address their problems, so the Institute became the answer to the alumni's needs.

About a year ago, enough funds had been raised to begin

the program.

Although Texas A&M has a similar program established for on-site consultation with their alumni and area producers, Link said TCU's institute is unique because it offers an information exchange rather than a commercial program.

Richard Winters, president of the Ranch Management Alumni Association, said the demand for the institute exists because the ranching industry needs the most current information to thrive.

"I think one of the greatest benefits to the industry will be a better system and means to disseminate information to produce the food and fiber to feed the world in a more environmentally friendly way," Winters said. "As arable land decreases and the population increases exponentially, we are going to have to become more efficient producers and agriculturalists."

Since the program is only in its first stages, positions within the institute have not yet been filled, with the exception of Jeff Geider, the William Watt Matthews director of the Ranch Management Institute.

Texas researchers find enzyme that may block aging process

By Paul Rezer
ASSOCIATED PRESS

WASHINGTON — Texas researchers say they may have found the "cellular fountain of youth," an enzyme that in laboratory experiments causes human cells to avoid the normal process of aging and cell death.

The finding by researchers at the University of Texas Southwestern Medical Center in Dallas won't make people any younger or allow them to live forever but scientists said it could conceivably keep them healthier longer.

"This process may increase the normal health span, but not the normal life span," said Dr. Jerry Shay of the University of Texas, the lead researcher. "We're not saying that this will give people something to make them live longer."

Shay said Tuesday that the work confirms that cells can be kept youthful far beyond their normal life span by blocking a natural aging and dying process.

By keeping the cells alive and dividing, he said, it may be possible to control age-related disorders ranging from wrinkling to some types of blindness to cardiovascular disease.

Though it is still in the future, Shay said the work could lead to drugs that will stop the cells from dying and, thus, preserve the functioning of parts of the body that normally decline with age.

The report is to be published in the *Journal of Science* on Friday.

Anna M. McCormack, a researcher at the National Institute of Aging, said the work "has a real potential" for leading to therapies that would treat age-related disorders caused by cells that die.

But whether this will extend life

has not been shown.

"We need to see if aging on a cellular level has anything to do with aging of the whole organism," she said.

The researcher who first discovered some 30 years ago that human cells age and die, Dr. Leonard Hayflick of the University of California, San Francisco, School of Medicine, said the finding "is one of the most profound discoveries in the field" of cellular aging.

Hayflick said it will be at least five years before the discovery can be used to treat patients, but it could lead to drugs that slow or stop the aging process of specific cells in the body. This could be important in extending functions that are now lost as people get older, he said.

Shay said he and his collaborators proved that the normal death of human cells can be avoided by inserting a gene that allows the cells to maintain a healthy chromosome length.

Normally, human cells divide about 70 times over a lifetime. Each time the cells divide, the protective end of the chromosome, called the telomere, is shortened.

Eventually, the telomere becomes too short to protect the chromosome. When that happens, the cell can no longer divide and eventually dies.

Shay said the telomere, in effect, acts as a biological clock that stops cell division and causes cell aging.

In earlier research, however, Shay and others found that some cancer cells and reproductive cells release an enzyme called telomerase that keeps the telomere from shortening. This action is one factor that allows some cancer cells to grow without restraint.

Shay said his team was able to

transfer the gene that makes telomerase into human cells in the laboratory.

These cells were then allowed to divide.

"Normally, cells stop dividing after about the 70th generation," said Shay. "These cells are now up over 100 population doublings and they show no evidence that they will slow down."

Shay said that the laboratory specimens continue to divide normally and have not turned into cancer-type cells, one of the concerns about the effects that telomerase may have on cells.

Shay said the work suggests that eventually patients could be treated for some disorders by removing aged cells, treating them with telomerase to restore their vigor, and then return the cells to the patient's body.

He said that such a use is only speculation now, but "it is theoretically possible."

The scientist also speculated that the technique may be used to restore youth to artery cells that normally age, deteriorate and contribute to heart disease.

Additionally, Shay said it may be possible to correct some forms of blindness, such as macular degeneration, or to restore youthful appearance to aged skin, with some form of telomerase treatment.

Telomerase may also be used to grow young skin that could be used for grafts on burn patients, or to grow bone marrow cells for the treatment of cancer and some types of blood diseases.

But Shay emphasized that such uses of the technique are still years away and that there is no immediate practical application for the telomere research.

World

Ban on British beef may soon be relaxed

STRASBOURG, France — European Union officials will recommend easing a ban on British beef sales, imposed nearly two years ago because of fears over mad cow disease, officials said Tuesday.

The EU's executive commission plans to propose a resumption of sales from Northern Ireland today, the only area of the United Kingdom where computerized herd-monitoring tracks mad cow disease, the officials said on condition of anonymity.

In 1995, beef sales from Northern Ireland were worth \$275 million and accounted for 28 percent of all British beef exports of 277,000 tons.

Easing the ban would be the first crack in a prohibition on British beef sales that turned Britain's relations with its partners frosty with London boycotting EU business for three months in 1996.

But the plan must be endorsed by a panel of veterinary experts from all 15 European Union nations — a dim prospect.

Consequently, the issue may well go to the EU agriculture ministers for a decision, and it may take weeks, even months before beef is exported from Northern Ireland.

Scientists believe mad cow disease, formally known as Bovine Spongiform Encephalopathy, may be linked to an equally fatal human brain ailment, Creutzfeldt-Jakob Disease, which has killed a dozen people in Britain.

Britain has had 160,000 cases of mad cow disease over the past decade, compared with under 1,000 cases in continental Europe.

To get the EU ban lifted, Britain has killed 1.8 million cows and plans to have computerized databases for all its herds this year.

Weapons smugglers arrested in Mexico

CIUDAD JUAREZ, Mexico — Two Texas brothers have been arrested for smuggling hundreds of weapons into Mexico, some of which were sold to members of a powerful drug cartel, officials said Tuesday.

Rene Ambriz, 24, and Hugo Ambriz, 26, both of El Paso, were arrested Saturday in Ciudad Juarez. They were transferred to Mexico City because they are believed to be

dangerous, according to a statement from the Mexican attorney general's office.

Both brothers confessed to having sold weapons to the Juarez Cartel, an organization run by reputed drug lord Amado Carrillo Fuentes until his death in July, the attorney general's office said.

Officials say the brothers brought more than 1,000 firearms into Mexico, including hundreds of AK-47s.

Police investigators say the Ambriz brothers were apprehended as they rode with an unidentified woman in a black, late-model Ram Charger in Juarez.

At least eight well-armed men, who identified themselves as federal police, blocked and surrounded the vehicle, according to witnesses.

The woman was released unharmed, but the brothers were forced out of the vehicle and taken at gunpoint to an unknown location, police say.

State

Houston plane crash kills two

HOUSTON — Two people died Tuesday when a small private jet attempting to land at foggy George Bush Intercontinental Airport crashed in some nearby woods.

The Lear jet had departed from Houston's Hobby Airport on the other side of the city Tuesday morning. It was supposed to land at Intercontinental and pick up passengers headed for Fargo, N.D.

Radio communication with the aircraft was lost about 8:30 a.m. as it was approaching a runway, airport spokesman Robert Frelow said.

Almost two hours later, rescue workers discovered the wreckage in a wooded area about a mile from the airport.

Pieces of the aircraft were scattered among the trees. Police, firefighters and state troopers worked in the rain and mud to put out fires that were burning on pieces of the jet that had been scattered over an area about the size of a football field.

The pilot and copilot were the only people aboard, Frelow said. They had not been identified by Tuesday afternoon.

Visibility at the time of the crash was limited to about one-quarter mile because of fog and light rain, although no official cause for the crash was immediately determined.

ASSOCIATED PRESS

NBA

Barkley to plead not guilty

ORLANDO, Fla. — Charles Barkley, accused of throwing a bar patron through a window, plans to plead not guilty Wednesday and ask for a jury trial.

Barkley, 34, was formally charged last month with battery, disorderly conduct, criminal mischief and resisting an officer without violence for the Oct. 26 fight.

The Houston Rockets player had waived his arraignment appearance and filed a not-guilty plea in court papers in November, but the arraignment date was pushed back to Wednesday. He will not attend the proceeding, said his attorney, Kirk Kirkconnell.

Barkley claimed he was provoked after 20-year-old Jorge Lugo threw a glass of ice at a table he was sitting at with three women.

Lugo, who suffered a small cut to his upper right arm, was charged with disorderly conduct.

The fight began as Phineas Phogg's at downtown Orlando's Church Street Station was clearing out. Barkley, who was in town for an exhibition game against the Orlando Magic, told police that after Lugo threw the ice, he chased Lugo to the front of the bar, where an off-duty officer tried to intervene.

The NBA star pulled Lugo from the officer's grasp, picked him up and threw him through the window, according to a police report.

Barkley was stopped and arrested a half-block away. —Associated Press

Robinson shining this season

SAN ANTONIO — After missing all but six games with back and foot problems last season, David Robinson once again is compiling standout statistics and leading the San Antonio Spurs to victory.

At a time when several other star centers are sidelined or struggling with injuries, Robinson is shining.

"As far as the game coming to me, you don't sit a year and come back like everything's OK," Robinson said recently. Then he added, "I'm a little bit smoother than I was."

Robinson is averaging 23 points per game and is fourth on the NBA scoring list. He is averaging more than 11 rebounds — fifth in the league.

"It is a result of his dedication to hard work. He's getting exactly what he deserves. He's having a fabulous year," said head coach Gregg Popovich, whose Spurs have been battling Utah for the lead in the Midwest Division.

It was such a different story last season.

San Antonio finished with a franchise-worst 20-62 record as Robinson mostly watched from the bench while suffering with a lower back strain and a fractured left foot.

The foot healed sooner than the back, and skeptics wondered whether Robinson, at age 32, could ever be the player he once was.

"At this point I can say my back is 100 percent. It's been tested," Robinson said after a recent Spurs victory in the Alamodome. "There's been a lot of banging early on and it's held up." —Associated Press

Baseball

Berry takes pay cut to sign with Astros

HOUSTON — Free-agent third baseman Sean Berry resigned with the Houston Astros on Tuesday in a 1-year deal that cuts his salary by more than half.

Berry, who played in 96 games for Houston last season, batting .256 with eight homers and 43 RBI, will earn \$1 million next season. He made \$2.25 million last year.

Berry was on the disabled list twice, two weeks in April because of a strained groin muscle and 2 1/2 weeks late in the season due to a strained calf muscle. —Associated Press

No break for women's basketball
Frogs play seven games over Christmas vacation, winning four

By Wendy Bogema
SPORTS EDITOR

It was a busy Christmas break for the TCU women's basketball team, which played a total of seven games including four conference contests.

The Frogs started the break with a 100-46 rout of St. Mary's University at Daniel-Meyer Coliseum on Dec. 11. It was the second time this season that the Frogs scored at least 100 points in a game.

Senior guard Leah Garcia paced the team with 18 points and junior forward Misty Meadows led rebounders with 11.

TCU faced one of its toughest challenges of the season 10 days later against Louisiana State. The Frogs had a good showing, but missed free throws and turnovers cost the team a chance at victory as LSU escaped with an 83-74 win in Fort Worth.

Freshman guard Amy Sutton led the Frogs in scoring with 18 points.

The Frogs had one more game to play before the new year, and it was a 80-60 win over Southwestern Louisiana State Dec. 28 at home.



Jill Sutton
Freshman guard

Meadows led the Frogs with 14 points and tied with freshman center Karen Clayton for eight rebounds. Southwestern Louisiana only attempted four three-pointers in the entire game and made none of them.

The Frogs started WAC play and 1998 with a 70-51 home loss to Rice Jan. 2. It was the Frogs' second worst loss of the season. Freshman

guard Jill Sutton, who ranks seventh in the nation for three-pointers, was the only Frog to score in double figures with 14 points, but the team committed 23 turnovers in the game.

The team got back on track in the next game, a 70-54 home court victory over Tulsa. The Frogs trailed 13-2 in the first five minutes, but for about the next twelve minutes they had a 32-9 point run.

The win was a total team effort with four players in double figures. Amy Sutton led the team with 15 points, while Garcia, senior forward Buffy Ferguson and Meadows trailed with 14.

In the final two games of the break, the Frogs traveled to California to play San Jose State University on Jan. 8 and then to San Diego State University on Jan. 10.

Against San Jose State Jill Sutton scored a career high 34 points, including eight three-pointers to

give the Frogs a 90-88 overtime victory.

In overtime, the Spartans led 87-81 with 2:16 left, but Jill Sutton scored eight of TCU's final nine points for the win.

Head coach Mike Peterson said it was a great effort by Sutton.

"She played very well," Peterson said. "The biggest thing was (that) she hit big shots when we really needed them."

"It was as good a game as I've had a guard play in a long time," he said.

The Frogs lost their final game over the break to Fresno State, 72-66. They had a higher field goal and three-point percentage, but they were 3-8 from the three-point range while Fresno State was 11-34. The game came down to fundamental basketball. TCU made only 9 of 20 free throws and committed 25 turnovers.

Meadows and Jill Sutton each scored 14 points in the contest and Meadows led both teams in rebounds with 11.

Peterson said he was pleased overall with the way the team played over the break. He said they've been on the road, played some good teams and are continuing to get better.

"I'm pleased with our progress," he said.

He said that winning on the road is hard and that leaves teams two things to accomplish.

"You have to win at home and find a way to scratch out a win on the road," Peterson said.

The Frogs return to action at 7:05 p.m. Thursday in Daniel-Meyer Coliseum versus San Diego State. The Aztecs have attended three straight NCAA tournaments, but have been riddled by injuries this season.

Coach comes prepared
Franchione ready for the challenge

This was an office of someone who attempted to settle in but hasn't had the time to straighten up. On the bookshelves stood pictures of friends and family loosely organized, while a cabinet door was left open to reveal packages and football items stuffed in no particular order.

Don't let appearances fool you. TCU's new football coach is a believer in organization. On his desk were three-ring binders with information regarding TCU's needs in terms of personnel and positions.

Commentary



RICHARD DURRETT

Dennis Franchione has organized TCU's football priorities. Mementos from previous jobs and nice pictures of college football stadiums don't win games. Franchione knows players win football contests and that means priority No. 1 is recruiting.

"I think recruiting has made a smooth transition," Franchione said. "Our familiarity with Texas, the number of coaches that came with me and those already recruiting in the state sped up the process a bit."

It's not as if Franchione is entering new territory. This has an all too familiar ring to it. TCU is the fifth program that Franchione is attempting to rebuild. Rebuilding takes time, but Franchione clearly wants to expedite the process.

He asked most of his coaching staff from New Mexico to join him in Fort Worth — seven of them took him up on the offer. Franchione likened his situation to that of Joe Tiller.

Tiller left Wyoming for Purdue before last season and turned the Boilermakers around in one year. Granted Tiller had talent, but he credits the people around him for the quick success.

"I talked to Joe and one of the main reasons he said his team had rapid improvement was the fact that his whole staff moved," Franchione said. "They were on the same

page from day one and knew what direction they were going."

Franchione decided he would take the same approach. After all, those coaches helped him win at New Mexico so they should have the chance to help "Coach Fran" win at TCU.

But winning at a place where the players experienced the thrill of victory only once in eleven ballgames won't be easy.

"I think that's probably the most important thing I have to do," Franchione said. "I think there are certain ingredients that have to be put into place to change attitudes."

For that to happen Franchione must change the attitude of a team that may have forgotten how to win.

To get a jumpstart on the mental approach to the game, the coach put on paper the team goals for the first three months of 1998. The word "trust" tops the list.

"I told our players the number one word in our program is trust," Coach Fran said. "I must trust them and they must trust me. I told them I would always tell them the truth, they may not like it, but I will always tell them the truth."

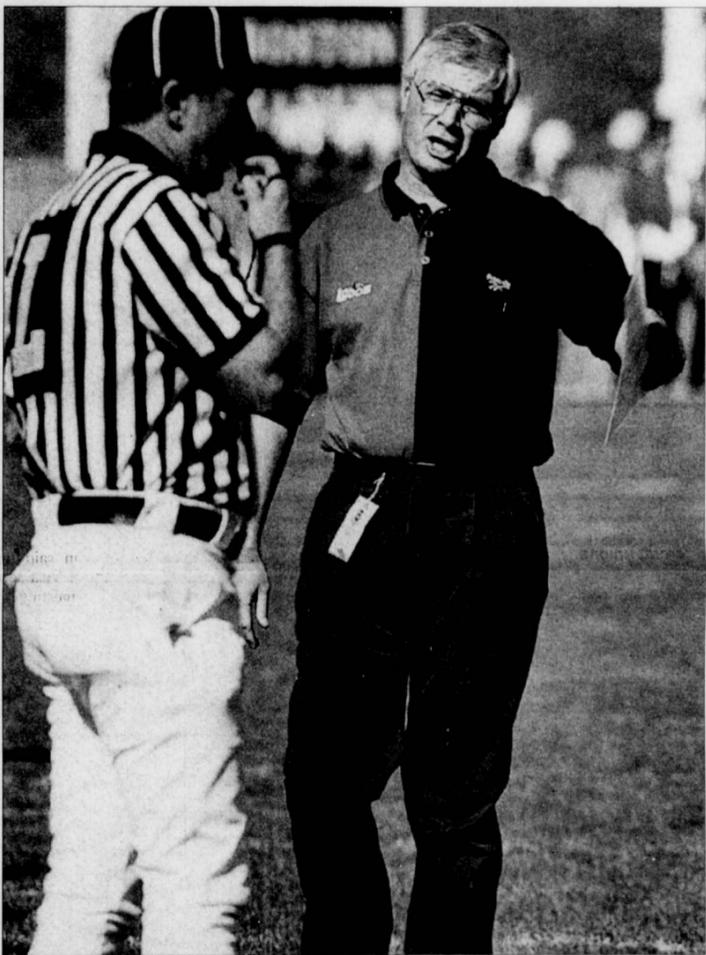
Franchione lists accountability and reliability right behind truth. He also lists work ethic as an important ingredient to success. That includes in the class room, weight room and on the football field. Franchione also put the phrase "power of one" on a list of what it means to be a team.

Franchione will bring his style to TCU. He understands that you can only run a specific system if you have the proper personnel to do so. That, in and of itself, is encouraging.

You won't see the TCU secondary locked up on man coverage defensively unless the coaching staff believes that the Frogs would have an advantage. That will be a welcome change.

"Coach Fran" also realizes he has some very good running backs here. That's why 2-back-sets might become a familiar sight on offense.

Franchione and his family are excited to be in Fort Worth and looking forward to the challenge of restarting Horned Frog football.



New head football coach Dennis Franchione states his case to a referee during a New Mexico football game.

"Everytime I've taken a down job — and that's all I've ever gotten are down jobs — it has been challenging, but I like challenges," Franchione said. "There are certain characteristics that need to be addressed or changed and I do have a lot of confidence that what we do does have credibility." Confidence, attitude, accountability,

responsibility, enthusiasm, work ethic and winning. These are the words of Dennis Franchione. He'll worry about organizing his desk after all the other things fall into place.

Richard Durrett is a senior Radio-TV-Film major from Montreal, Canada.

CBS back in game after purchasing NFL rights

ASSOCIATED PRESS

NEW YORK — CBS is back in the NFL business after reaching an agreement Monday on a \$4 billion, eight-year deal to televise the American Football Conference package formerly held by NBC, a source told The Associated Press.

Earlier Monday, Fox and the National Football League settled on a \$4.4 billion, eight-year contract which will allow the network to continue showing National Football Conference games on Sunday afternoon.

Still to be decided is the lucrative Monday Night Football package, which ABC has held since its inception. But NBC, after losing the AFC Sunday afternoon rights it had long held, has put in a bid challenging ABC for Monday nights, said a source familiar with the negotiations.

Also in the works is the Sunday night package, which has been split by ESPN and TNT. Those cable networks are expected to continue showing the games.

The NFL was looking to replace its four-year, \$4.4 billion contract with Fox, NBC, ABC, ESPN and TNT that expires next month, and did it in a big way.

But in a move just as startling as their losing the NFC package to Fox after the 1993 season, CBS bought its way back into the NFL, agreeing to pay \$500 million a year for NFC games, a source said. NBC had paid \$217 million per season.

CBS declined comment Monday night.

Fox will pay \$550 million per season for eight years. The network will also show three Super Bowls, including two in the first five years of its deal, starting with the game on Jan. 31, 1999, at Miami.

The NFL holds the option to reopen the Fox and CBS contracts after five years, prior to the 2003 season.

If the NFL continues the contracts, the price that CBS and Fox will undergo is a predetermined increase. The raise is a percentage in single digits, a source said.

"This reopening option would enable the NFL clubs to benefit from future positive changes," NFL commissioner Paul Tagliabue said in

announcing the Fox deal.

Industry insiders predict at least a 70 percent increase in rights fees, which would bring the NFL about \$1.87 billion annually. The remainder of the deal could be announced as soon as Wednesday if the incumbents meet the NFL's price.

"With ratings eroding, you have to

million a year in 1993, and ESPN and TNT, which have little viable competition, appear safe.

Fortified by the NBA's recent four-year, \$2.6 billion agreement, NFL owners expected a big revenue boost of their own, despite the fact that the NFL generated its worst combined television rating since before the 1970 A F L - N F L merger. ABC's rating was off seven percent and NBC, Fox and ESPN were all five percent lower. Only TNT showed an increase, jumping six percent for its Sunday night package.

However, the NFL is still the best way for advertisers to target young males — and the league, networks and advertisers all know it.

More than one quarter — \$3.7 billion — of the \$14.5 billion in ad sales generated by the four major networks in 1996 was generated by sports events, said Brian Schecter, an analyst with Paul Kagan & Associates Media Sports Business. Of that total, 40 percent came from

the NFL.

"There is too much focus put on ratings, because they are so easy to look at," Schecter said. "But ratings comparisons miss the point because the landscape has changed so much. You need to look at ad revenues, how many affiliates sign up and other benefits networks get from football."

This will be the 10th contract awarded by the NFL since 1962, when the league and CBS agreed on a two-year regular-season deal for \$4.65 million, about the price of four 30-second commercials during the Super Bowl. If the league gets a 70 percent increase, a new eight-year deal — which would be worth about \$15 billion — would cost slightly more than the previous nine combined, which totaled \$14.89 billion over 36 years.

Part of the increase is attributable to Rupert Murdoch's landmark bid to wrestle the NFC away from CBS. Murdoch was accused of being reckless, but he has since silenced his critics. Fox is the second highest rated network in prime time for men 18-49, the group most coveted by advertisers. Fox also strengthened its affiliates lineup, much at the expense of CBS, thanks to the presence of the NFL.

"There is too much focus put on ratings because they are so easy to look at."
— Brian Schecter
Analyst

Ultrafrog

by Jeremy Roman



RUBES™

by Leigh Rubin



THE Daily Crossword Edited by Wayne Robert Williams

ACROSS

- Disfigurement
- French pronoun
- Venetian-blind strips
- One of Hamlet's choices
- Letters
- MTV play
- Woe is me!
- Partially
- Called it off
- Marry someone much younger
- Captured
- Student's pieces
- Ingrid in "Casablanca"
- Italian fresco painter
- Arcing tee shot
- Cartoon deputy
- CSA boy
- Potential codefendants
- Actress
- Ukrain
- Low fat
- Horse gods
- Angels' home
- Brief time spans briefly
- Morise insertions
- Pyramus' lover
- Got rave for a bit part
- Verbalize
- Meat cut
- Hirsch sitcom
- Well worker
- Writer Morrison
- Moran of "Happy Days"
- Requirements
- Energy cartel, in brief
- Bell tone

DOWN

- Headliners
- Intestine segment
- Addis ____, Eth.
- Limit
- Fixes into a surrounding mass
- Non-cleric
- Whopper peddler
- "Born Free" lioness
- Gracefully slender
- Roster in order
- Say more
- Golf gadget
- Grassy ground
- Ms. Gurley Brown
- Condescend to give
- 25 Day in the movies
- Varnish ingredient
- Temperate
- Relevant Latin
- Two of a kind
- Wet impact
- Cleo, the singer
- Ernie the auto racer
- Comparison phrase
- Beethoven's "Fur __"
- Hidden supply
- Put up a fight
- Threw the party
- Penetrates
- Member of a cultural minority
- Puppeteer
- Attack from all sides
- J.R. or Jock
- Choir voice
- Programming repetition
- Prong
- "Dombey and Lewis"
- Deadlock
- Pub preference

Liberty Meadows

by Frank Cho



off the mark

by Mark Parisi



Mother Goose and Grimm

by Mike Peters



purple poll

TCU Q. ARE YOU SATISFIED WITH THE SERVICE AT THE BOOKSTORE? A. YES 78 NO 17 HAVEN'T BEEN 5

Data collected from an informal poll conducted in TCU's Main Cafeteria. This poll is not a scientific sampling and should not be regarded as representative of campus public opinion.

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Yesterday's Answers:
1. He's bigger than I am
2. High Intensity

TCU DAILY Skiff Application *Image MAGAZINE*
editors, reporters, advertising representatives, copy editors, columnists, and production artists

Please print.
Name _____ Date _____
Social Security Number _____ Expected date of graduation _____
Position(s) desired (in order of preference) _____
School address _____ Phone number _____

List courses already taken that are relevant to position sought.

List relevant courses you are taking this semester.

List previous experience with publications.

How many hours are you taking next semester? _____ What is your TCU grade point average?* _____
What other commitments demand your time during the semester (study time, fraternity or sorority, etc.)? _____
Do you have a car? _____

References: Please list two TCU faculty or staff references (names, departments and phone numbers.)*
Name _____ Department _____ Phone number _____
Name _____ Department _____ Phone number _____

* Does not apply to incoming freshmen or transfer students.

Please attach a writing sample.

Signed: _____

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