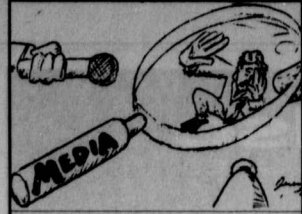


Skiff



Inside
Scrutinizing the media.
See page 5

WEATHER FORECAST

High 95
Low 73
Partly cloudy



WEDNESDAY
SEPTEMBER 9, 1998

Texas Christian University
96th Year • Number 9

Campus

UCM retreat canceled due to lack of interest

Lack of interest and conflicting schedules caused United Campus Ministries to cancel its fall retreat, which had been scheduled for this weekend.

The official cancellation was announced Tuesday afternoon by John Butler, minister to the university.

New UCM member Bekah Branstetter, a freshman engineering major, said she saw the cancellation as a learning experience.

"There are so many programs and activities that many students have difficulty finding time to escape from campus," Branstetter said. "There were a lot of people who really wanted to go, but there wasn't enough support from students. I am looking forward to doing it next year."

UCM President Ben Alexander said he believes the cancellation is not a negative reflection of UCM.

"We wanted to plan a retreat for the campus and be able to go all-out for the students," Alexander said, "but, because of other commitments, we thought our resources would better serve the campus community by planning other programs in which more people could participate in."

Those that had already signed up for the retreat will be contacted about the cancellation, and the fee of \$25 will be refunded, Alexander said.

Alexander said the retreat was part of UCM's continued effort to create a Christian community at TCU. Future activities and programs are now being planned.

Nation

Stock exchange soars, breaking gain record

NEW YORK (AP) — Stocks snapped back Tuesday from a summer tailspin with a 380.53-point surge in the Dow industrials — the biggest single-day point gain in history — as U.S. traders joined a global buying binge triggered by a change of heart on interest rates at the Federal Reserve.

A late buying spree lifted the Dow Jones industrial average by almost 5 percent to close at 8,020.78, according to preliminary figures. It blew by the previous record point gain, the 337.17 points of Oct. 28, 1997, but was not among the top percentage gains.

It was the first close above 8,000 for the Dow since the 512-point plunge of Aug. 31.

Five killed in Colorado suburb

AURORA, Colo. (AP) — Two teen-agers carrying shotguns and wearing bandanas over their faces are believed to have killed five people in two homes a few blocks apart. Then one of the boys apparently finished off the other, police said.

The surviving suspect, a 17-year-old whose name was not released by police, was booked Tuesday on six counts of first-degree murder.

All six victims and the 17-year-old boy knew each other. But police were unsure what triggered the killing spree, one of the worst ever in this Denver suburb.

Neighbors called police Monday afternoon after hearing shots and screams at a two-story home. Inside, police found the bodies of Penny Medla, a woman in her 30s; Greg Medla, believed to be her 18-year-old son; and his 16-year-old girlfriend, Marissa Avalos.

Witnesses told officers that Michael Martinez, 18, and another teen-age boy strode down the street, walked into the home and opened fire, then walked out.

About the same time, police received a call about shots fired at a townhouse complex six blocks away. There they discovered the bodies of two teen-age boys in one townhouse. Police didn't release their names or ages.

Clues at that home led police to Martinez's body in a field about 10 miles from the Aurora neighborhood. He had been shot several times.

Bid Night



Two sorority members show their newfound sisterhood at Panhellenic Bid Night activities Tuesday.

House reps make plans

◆ Election results are released. New members prepare for first meeting.

By William Thomas Burdette
STAFF REPORTER

The House of Student Representatives on Tuesday announced the results of the Sept. 1 campus representatives elections, and many of the newly elected reps said they were eager to learn what the House is all about.

John Cunningham, a sophomore premajor who was elected to repre-

House of student representatives

sent Moncrief Hall, said he got involved with the House to learn what the student government does.

"I really don't know exactly what goes on," he said. "I just want to kind of find out what the House is all about, and from there, just do what I can to make TCU a better place," he said.

Jennifer Hume, a freshman premajor who is one of nine town reps, said learning the ropes is vital to being a good representative.

"I need to learn what's going on so that, when I find out what needs to change or what my fellow students think, I can represent them," she said.

Amy Donnelly, a freshman criminal justice major and representative from Colby Hall dormitory, said she is looking for ways to solve problems at TCU instead of complaining about them.

"I can't wait," she said. "I'm excited because instead of just griping about stuff, I can actually have a part in fixing it."

For some representatives, the first challenge was getting elected. Kimberly Austin, a freshman marketing major representing Foster Hall, said she emphasized the importance of name recognition in her campaign.

"I hung 200 signs up in this place, and I put little fliers under every door. . . . My name was everywhere," she said. "It was rather challenging being a freshman in an upperclassman dorm, so I just really aimed to get my name out."

House President Shana Lawlor said she noticed the enthusiasm of the new members.

"We have had overwhelming interest in House," she said. "We are excited about the semester and the new representatives."

While new representatives are just beginning to learn, some returning reps said they are thinking about ways to improve upon things the House began last year.

Chris Dobson, a sophomore criminal justice major and a second-year rep for Brachman Hall, said he wants to take a closer look at election procedures.

"I'd like to see a large review of election procedures for the House," he said. "We made some steps last year, but I would like to see a greater focus on that."

Another area that Dobson said needs attention is House expenditures.

Please see HOUSE, Page 3

London Centre program commences

By Jeff Meddaugh
SKIFF LONDON CORRESPONDENT

LONDON — Almost a year after officials announced plans for a foreign outpost, the TCU London Centre began its inaugural semester with 19 students who will work and study in the British capital this fall.

On Aug. 31, TCU joined many other American universities that each year operate campuses overseas to offer students a chance to glean an increasingly important cross-cultural experience.

The program offers six liberal

arts courses and internship placements, adding to TCU's long-standing series of study-abroad opportunities.

Five resident professors and journalism department chairman Anantha Babbili comprise the faculty, who will lead courses in theater, art history, literature, political science, history and international communications.

Resident Director Lisa Atkins said the schedule directly connects students with many of London's cultural and intellectual resources — from theater perfor-

mance to high tea with local writers — and was intended to "reflect a British experience."

"Something like this is absolutely vital to (future) employment," Atkins said. "It's a changing world."

Last November, Larry Adams, associate vice chancellor for academic affairs, announced intentions to open a facility that would house classrooms for TCU programs that before required students to study elsewhere.

"Through the good work of a large number of colleagues, TCU

has taken the initiative to provide our students with an opportunity to be in one of the true global capitals," Adams said.

Simple supply and demand prompted the fanfare.

With TCU consistently drawing large numbers to London through its month long summer programs — 90 students went overseas this past June and July — officials decided they needed both a permanent facility and a four-month program in the United Kingdom.

"London has always been much of a magnet for our students and

professors," Delia Pitts, director of international education said. "(This opportunity) will give students a chance to experience London as Londoners."

The inaugural group will especially help gauge how later London programs can be shaped, officials said.

"My impression is that the program, the way it is now, will grow and expand, become broader," Atkins said.

Students now meet in a class-

Please see LONDON, Page 9

Students urged to diversify campus

By Mike Roberts
STAFF REPORTER

Students were urged to leave their comfort zones and strive for diversity at TCU's second annual Diversity Symposium keynote address in the Student Center Ballroom Tuesday night.

Bobbie Guttman, vice president for human resources and the Global

Motorola Diversity Program at Motorola, spoke to a small crowd of about 20 people. Guttman said it was important for corporations, like Motorola, to start getting more diverse because much of their revenue comes from overseas.

"If you'll only work with people that look like you, you'll never be successful," Guttman said.

Please see DIVERSITY, Page 8

Attention to detail

Clark provides car detail service for campus, community

Billy Dean Clark
HORNED FROG OF THE WEEK

By Danielle Daniel
SKIFF STAFF

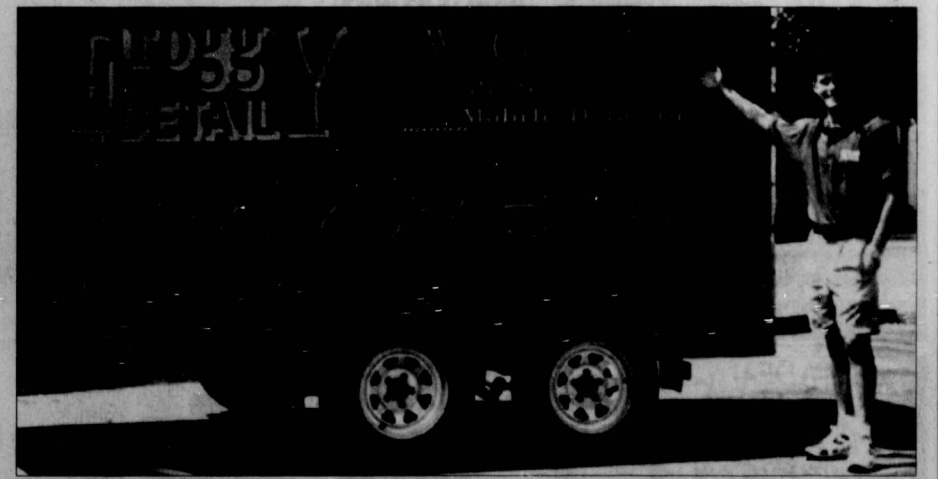
A car-wash-on-wheels may not seem like a gold mine, but Billy Dean Clark has turned his high-school job into a thriving business.

Froggy Detail not only provides the TCU community with "convenient service and competitive prices," but Clark said entrepreneurship is also teaching him the ropes of business and guiding him toward success.

"I decided to do (car detailing) because it is going to be a door opener for my future, for future jobs," he said.

Clark, a sophomore finance and accounting major, said he started his business with "just the basics" in his hometown of Marshall, Texas, where he washed neighbors' cars to earn some extra cash. From that small beginning, Clark said his Christian faith, as well as family and friends, have helped him build a budding business here in Fort Worth.

Now, he said, Froggy Detail is in such high demand that he could work Monday through Sunday



Billy Dean Clark displays his mobile "Froggy Detail" car wash. Clark has built a lucrative business and still manages an 18-hour class load.

from daylight to dark. Detailing, unlike a car wash, is a thorough, inside-and-out cleaning of a vehicle. Clark said he loves detailing cars, but his 18-hour class load restricts him from devoting all his time to his business.

"I could do it for a career and be happy with it, but I am going to college, obviously, for a reason,"

Clark said. Clark said he would like to eventually receive certification as an accountant, and then perhaps pursue a degree in law. Right now, though, he has big plans for Froggy Detail.

"I would like it to be the largest mobile detailing business in the area," he said.

Ash Huzenlaub, a senior finance and marketing major, said Clark is successful because he has a natural talent for business.

"I think rather than talk the talk, he acts on his word," Huzenlaub said.

Clark said he is always learn-

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 Mowdy Building South, Room 291, mailed to TCU Box 290030 or e-mailed to skiffletters@tcu.edu. The Skiff reserves the right to edit submissions for style, taste and space available.

CHRISTIAN SCIENCE ORGANIZATION first meeting of the semester is at 5:30 p.m. today in the Student Center Room 214. Call Natalie at 922-9786 if you have questions.

DECEMBER DEGREE CANDIDATES should file their intent to graduate forms promptly in the office of their academic dean. Each dean's office has a deadline for filing and requires time to process the intent. Names of degree candidates must be submitted to the Registrar by Oct. 9. All candidates should make sure the Registrar has their correct address so they can receive important information during the semester.

FROG

From Page 1

ing and trying to improve his services for his customers. Starting a business, he said, has been a process of trial and error.

"I'll fall a hundred times, and I'll get up every now and then," he said. "But when I get up it's going to be better than the fall."

Clark said it is rewarding to see Froggy Detail succeed, because many people were skeptical when he first decided to start his business.

"When I told them my idea they said, 'Great idea, whatever,'" he said. "Now the people are calling

me to do their vehicles."

Clark said he put up fliers and saw some business trickle in last spring. During the summer, after the word was out, Froggy Detail's business heated up. Clark said he discovered a particularly successful business outlet in catering to golf courses, particularly Diamond Oaks Country Club.


Kathryn Comfort, general manager at Diamond Oaks, said she was surprised to find out that Clark was a college student because of his professional demeanor.

"He has a lot of drive and has a good head on his shoulders for business," she said.

She said Clark is full of new ideas to improve service to her clientele.

Clark said he credits this emphasis on customer service to a job he held at Brookshire's grocery store, where he learned that if a business isn't keeping a customer happy, there is another business to step in and do the job.

"People are like fuel to my fire, and you can't live without people in business," he said.



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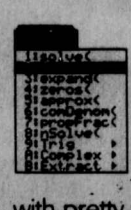
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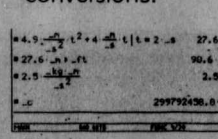
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HOUSE

From Page 1

"I would also like to see a better use of the House's money that we can dole out to the student groups," he said. "We have about \$250,000 and House gets 40 percent of that, and last year I didn't feel that we used all that we could as well as we

could." While Cunningham is new to the House, he said he recognizes that being a representative isn't all about meeting people and making TCU a better place. He said he has heard the House often gets bogged down in

details and fails to see the big picture. Cunningham said if the House focuses on the big issues and doesn't "waste time on things that really don't matter," it will leave a meaningful legacy. "If we leave anything that lasts,

that's great," he said. "I don't think we should focus on a lot of little things. I think we should really go after one major thing that we can be remembered for." The election results can be found in residence hall lobbies or in the

House offices, located in the Student Center Annex. The House is still accepting applications for town reps, said Jason Cordova, chairman of the House Elections and Regulations Committee.

A complete list of Greek representatives is not yet available due to Rush, said Willy Pinnell, House vice president. Pinnell said he hoped to have the completed roster by the first House meeting, which will be 5 p.m. Tuesday in the Student Center.

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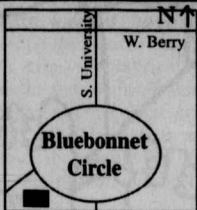
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editorial

A RUSH TO CLASS

Academic problems couldn't be avoided

Thursday officially began Panhellenic Rush activities, which culminated with Bid Night on Tuesday. Many girls were forced to prioritize their daily activities to make room for lengthy Rush activities. And guess which one got shifted to the bottom of the "to do" list, in spite of Panhellenic's attempts to keep academics at the top.

So you skip a few classes, stay out all night. It really isn't that big of a deal.

Yes, it is. The first weeks of college determine how the rest of the semester will flow.

What does this kind of behavior say to professors? It says that the time and effort they put into class are not as worthy of your time as meeting your future best friends. If you think this won't affect your grade, think again. They will remember that skipped day when the fate of your grade lies in their hands.

Leaders decided to postpone Rush because of the construction on chapter houses, where many activities, including Rush, take place.

Before school began, sorority members were preparing for Rush in every building across campus. Could they have kept Rush at the same time and had the Rushees parade around these buildings instead of the houses? Rushees would have willingly shed their name tags that much sooner.

The choices for Rush were certainly limited, but this week has shown what Rush during school will do to a campus of eager girls. Their eagerness can only be spread so far, and some area of their lives will suffer. And can you blame them? Celebrating with new sisters sounds much better than listening to the theories behind Shakespeare's tragedies.

TCU DAILY Skiff

An All-American Newspaper

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Aaron Brown SKIFF STAFF

Christians need to have flexibility

Religion needs a facelift. Speaking from the viewpoint of a strong Christian and the son of a minister, I'm writing both to encourage the principals of Christianity and to slightly censure the practice.

By that I mean that the roots of Christianity and how it applies today are the strongest proofs we have of genuine religion in society and its impending method of decay. I dare propose that the success of the Christian effort lies in the percentage of Christian people who exist. While the number is growing, sadly the percentage is not, according to *Goodnews Christian Ministry*.

This is not to say society itself is in a state of decay. Unfortunately, teen magazines and upstart religions like scientology have grabbed hold of the minds of many, and

while I believe they lead them down the wrong path to salvation, I also think these things lead them to be more happy, productive society members, able to make increasingly definitive and knowledgeable decisions.

Today's society is based on intelligent proof. If you walk up to a pre-Pythagoras mathematician and quote him the Pythagorean Theorem, would he just accept you? If you walked up to Newton and told him the acceleration of gravity is -32 ft/sec², would he believe you? Would he even know what a foot is? We know what a foot is, and we have the concept of acceleration defined in our minds — but it's only true in the context in which it exists. God could have correctly told Moses "Go 32 degrees north by northwest and you'll be out of the desert within the month and in the promised land," but what would that have meant to Moses? In the same way, what does the Bible mean to a non-believer as an authoritative source of how to run his or her life?

Let me put this in direct context. If someone came to you and showed you the Code of Hammurabi (a text that predates the Bible) and said

you should live by that or else be punished after you die, how would you feel (your current beliefs aside)? Especially if the Code of Hammurabi says you need to stop enjoying your life and start living one that is unrewarding and joyless, as Christian discipleship is to a lot of people.

"The Bible's right because it says it's right" isn't going to cut it in these times, folks. We are now a society of technology, science and the pursuit of understanding. If one doesn't feel the Holy Spirit, it doesn't exist. If one becomes mentally blocked when praying, prayer doesn't help. It doesn't make sense that one should praise God when good things happen but not be allowed to curse him when bad things result. As a former skeptic myself, these are genuine refutations! It's time for a different game plan.

As Christians, we need to take into account discrepancies of the human condition and how each individual approaches religion. If you truly search for God in your life, he will answer the call resoundingly — but many people don't look because they are put off from the beginning by the exclusive

reputation and nature of established Christian practices.

Why look for something you think will make your life miserable? Why hold yourself to standards you have no reason to believe in?

As Christians, we need to stop holding people to unconditional, absolutist standards. We need to recognize all people are made differently with different tastes, cognitive abilities, emotional depths, talents and perceptions. Just because we try to keep Christianity strong doesn't mean it can't be flexible.

We need to focus on people living better lives rather than perfect lives. We need to focus on feeding the desire to search for God rather than festering the shame and exclusion of not searching for God. We need to focus on intelligent answers to legitimate questions rather than quoting hollow biblical phrases. And finally, though it sounds hackneyed, we need to focus on acceptance rather than denouncement.

All paths lead to God, our God, and we just need to clear the way.

Jeremy Hoekstra is a sophomore computer science and math major from Burleson.

Commentary



JEREMY HOEKSTRA

Clinton's a sex addict, but not a traitor

The American public is truly a strange group. While we should be happy we have a president who admits, albeit reluctantly, his supposed wrongdoing, we instead choose to call for his resignation.

All of us, regardless of our race, sex, social class or what have you, are at some point fascinated by, or at least interested in, sex. Some of us, of course, more so than others.

It's newsworthy when any member of the Kennedy clan sleeps with anyone whose last name isn't Kennedy. Moviegoers rejoiced when Jack and an already-engaged Rose, of "Titanic" fame, premaritally consummated their relationship. Television shows like "Dharma & Greg," "Lovelace" and "Sex in the City" continually bring in high ratings when, for the most part, their premises and plots center on nothing more than sex, how to get it and how to do it right.

Yet when Clinton, who is a member of this same society, decides he wants to orally consummate his extramarital relationship with a 21-year-old White House intern, this same sex-obsessed public wants to stand with mouths agape and call for his resignation, or as some would have it, his impeachment.

Truly a group of hypocrites. By the end of this month, Independent Counsel Kenneth Starr will likely have presented his potentially graphic account

of Clinton and Monica Lewinsky's relationship to Congress. As we close in on this denouement, it's time we finally put this so-called crisis into perspective.

Before we run this man out of his much scrutinized post as president, we must first set aside our Puritanical beliefs and realize we elected a man as president in 1992, not a saint. Knowing that, we must then ask ourselves if what this man did was wrong, or, for that matter, entirely unpredictable?

I see nothing wrong with Clifton's actions. Sure, he cheated on Hillary, and for that he deserves a swift divorce in which she takes him for all his worldly possessions. But as a man, the mere mortal that he is, even as president, he did nothing wrong.

Americans behave as though a 51-year-old man being attracted to a 21-year-old woman is something new. On the same note, we act as though Lewinsky is somehow a victim and Clinton is the big bad man who lured the young innocent into the Forest of Evil, also known as the Oval Office.

Both attitudes are incorrect. Put any man in the same position: A younger woman comes to him offering ecstatic pleasures at virtually no cost (no commitment) and see how many men will turn her away, married or not.

Put any woman before a man of such power, and if she goes along with his intimate fantasies, then she should be held responsible for her actions and any fallout that may result.

The fact of the matter is simply that Clinton is a man just like any other who happens to have a weak spot for sex. Lewinsky is like any other young woman

who has learned to wield the power of her sex over whomever she pleases. About the only thing these two are guilty of is bad timing (in light of the Paula Jones case) and bad taste. Neither offense is cause for impeachment nor is either a reason for a president to apologize to his public.

Starr would have us believe Clinton is guilty of obstructing justice and somehow scarring the already badly bruised presidential image by lying, then recanting his lie. But the question has to be raised, who wouldn't lie if put in the same situation? If you were asked to recall your entire sexual history before your peers and the public, mistakes and all, wouldn't you lie?

Besides, how exactly was justice obstructed? Aside from now knowing more about the president than I, or the American public, ever needed to know, what exactly would we all have been deprived of, had Clinton not kissed and told?

If anything, the American public must be thankful that we were so successful at imposing enough guilt and brainwashing the president into believing he was wrong that he finally felt obligated to bear his soul to us all.

We must come to the realization that if Hillary can accept her husband for what he is, so should the American public. If anything at all, the only thing this man should apologize for is being a man.

And now that it's all in perspective, we should shut up about this whole Clinton-Lewinsky thing. Surely, there is some real news going on somewhere.

Skiff Opinion Editor SheriAnn R. Spicer is a junior radio-TV-film major from Fort Worth.

Letters to the editor

Parents' rewarded by their student's worth, successes

Joel Anderson's article brought a tear to eyes of the "Moms" in the financial aid office.

What tremendous insight he has shown. I'm certain his parents are very proud. I hope they have a copy of the article.

As a mother of two children who have long since been "out of the nest" and on their own, the most wonderful reward a parent can have is to see the child's worth and successes (not necessarily monetary gain) in life, and to hope their father and I made a contribution to that success. I can see that Joel's parents are already being rewarded.

Marcia Reeves
Office of Scholarship and Student
Financial Aid

Greek women not the only ones available on campus

This letter is in reply to the commentary made by Michael Kruse concerning Rush week. Mr. Kruse implies that all of the women on TCU's campus are completely unavailable right now because of Rush week, and that men on campus are having to suffer because there are no women available on campus.

Excuse me, but if you just looked around, maybe you would figure out that not all of the female population at TCU Rush. And you would also find out that there are some very intelligent and attractive women on this campus, besides those of Greek upbringing.

There is plenty of "feminine grace" on this campus besides your sorority girls, and just because I am not Greek does not

mean that I am "Geek." Try opening your eyes sometime to some of the natural beauty that surrounds you on this campus, like the women that don't need others telling them how to dress and what make-up to wear. You know, those of us with our own minds.

Rebecca Bowers
junior music education major

Constant escort service patrolling a nuisance

The TCU Police Department provides an escort service for the campus in order to insure students may traverse campus safely. The student escorts are given the responsibility to drive around the campus and give rides to any needy souls.

Well, as many joggers and walkers are aware, these carts are quite large and require the entire sidewalk for operation. I realize these carts must remain on the sidewalks for insurance reasons, but I see no real reason for their constant patrolling.

One night I jogged around main campus for approximately thirty minutes, and in this small amount of time, I was forced either onto the street or into the grass on four separate occasions. The cart that continually passed me never held any students who needed rides. The larger cart I saw seven different times, and every time the same four escorts rode on it with no students. I challenge the TCU Police to publish a letter justifying their escort procedures. The bottom line is: The Froggie-Five-O Escort Service is more of a nuisance than it is an asset.

Kyle Hines
junior finance major

Majority of media is ethical

Errors are anomaly, not normal practice

media credibility
issues
JASON CRANE

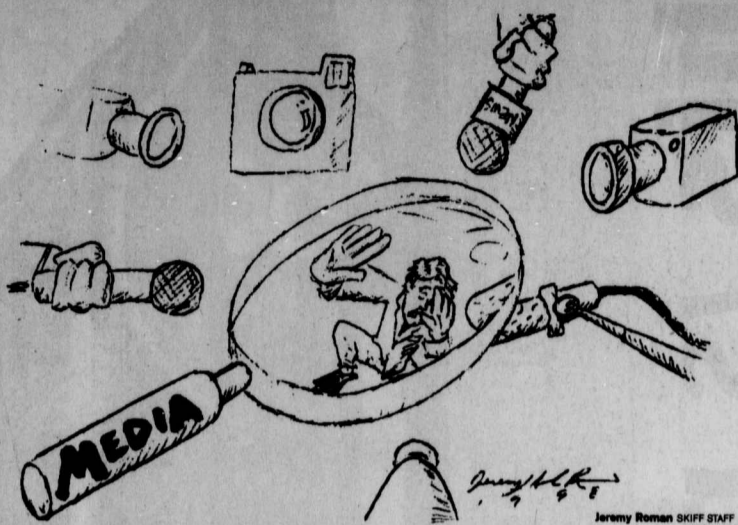
The free press, guaranteed by the First Amendment to the U.S. Constitution, is often referred to as the fourth branch of our government — the ultimate watchdog over the executive, legislative and judicial powers.

Who, then, acts as guardian of the press, tightening the leash when the media snarl at shadows?

Who better than the media themselves? Recently the headlines bear witness to the attacks. Witness "MEDIA (IN)CREDIBILITY" for example, which condemns the media as viciously as if they were the Antichrist.

The already-saturated media market continues to expand as new technology simplifies the process of disseminating information. The mass media are too large to police effectively from the outside. Instead, the media police themselves, adhering to a code of journalistic ethics which provides stringent guidelines for unbiased and accurate reporting.

Journalists do a very tough job very well. They accurately and fairly present complex information in a format that is easily comprehended by the average American. Above all, journalists have, or should have, a sincere dedication to reporting the truth. When journalists fail to uphold these standards, copy editors, editors or publishers are quick to point out their colleagues' shortcomings. While journalistic integrity lapses vary in degree — from misspellings to outright lies — all journalistic mistakes deem some sort of retribution, ranging from printing a clarification to firing the person at fault.



Award-winning columnist for *The Boston Globe* Patricia Smith was asked to resign after she fabricated people and quotes in four of her columns. Not surprisingly, Smith's final column was an apology to *Globe* readers and employees, in which she admitted to "one of the cardinal sins of journalism: Thou shalt not fabricate."

Mike Barnicle, also a *Globe* columnist, was forced to resign when *Reader's Digest* found no evidence that two young cancer victims described in a 1995 column ever existed. Barnicle contends a nurse told the story to a telephone operator, who then told it to him. "I believed the story to be true," he said.

CNN and *Time* magazine were forced to retract a hard-hitting investigative report, called "Valley of Death," which alleged that the U.S. military used deadly nerve gas on American defectors during the Vietnam War. Top military officials and one of the story's confidential sources refuted the story's accuracy the day after the report aired, and doubts about the story's accuracy snowballed from there.

Media credibility took a beating. Headlines poured forth condemning the sensational and unethical reporting which had smeared journalism's already sketchy reputation.

These three events, however unethical and incriminating, are isolated incidents.

Allowing the actions of three people to shape our impression of all media is akin to condemning all organized religion because you abhor televangelism. Literally millions of stories are broadcast or published daily, and the events that have created such a stink in the realm of media integrity are merely three of those stories.

But removing anti-journalistic writers from their jobs is only the first step in ensuring these acts don't happen again.

In an effort to stop inaccurate stories before they ever get to the editing table, CNN has appointed Richard Davis as executive vice president for news standards and practices. This, CNN hopes, in addition to the already existing web of editors, producers, analysts and lawyers, will separate the information from the entertainment, the truth from the lies and the award-winning productions from the potentially libelous and sensational disasters such as the "Valley of Death" disappointment.

The Boston Globe editor Matthew Storrin, in a statement made after Barnicle's resignation, said *The Globe* "can now move forward with everyone operating from the same ethical page."

With luck, this is the same ethical page as the rest of the media.

Jason Crane is a junior news-editorial journalism major from Shreveport, La.

Profit margins at core of modern journalism

media credibility
issues
MICHAEL KRUSE

Most businesses in this capitalistic country try to convince the consumer and the American public they offer a noble service or product for the betterment of civilization.

Defense attorneys crusade for the innocent. Beer companies peddle good times. Internet companies unite the world in brotherhood and peace through the information superhighway.

Journalism is into the public relations spin as well. Journalists claim their mission is to be a government watchdog, educate the masses and act as a public forum for intellectual and stimulating debate — and ideally they do.

But the bottom line in all businesses is profit. Disheartening as that is, newspapers' No. 1 priority is to sell more newspapers.

Too often, journalists sacrifice credibility to be the first to break a story. They take shortcuts around in-depth investigation to beat the competition. In journalism, second place is the first loser.

As a result, the American public is often alienated by cynical mass media. This raises the question: Are a few bad apples in journalism spoiling the barrel?

Recently, news sources have been making the headlines, not writing them.

In June, Patricia Smith, an award-winning metro columnist for *The Boston Globe*, resigned after admitting to fabricating people and quotes in four of her columns printed this year. Smith said she did so in order "to create the desired impact or slam home a salient point."

Just prior to her resignation, Stephen Glass, an associate editor for *The New Republic*, was fired after confessing to fabricating a story that ran in the magazine's May 18 issue. He is also accused of fabricating 27 of the 41 articles he wrote over three years.

It's not always poor reporters who damage the credibility of journalism. Sometimes it's the powers that control media who ruin the reputation of journalism.

A recent trend is corporations buying media

outlets and forming media monopolies. General Electric owns NBC. Disney owns ABC. Neither of these parent companies is in any way qualified to run a news business.

Media monopolies have long been criticized by experts. They're accused of hampering unbiased and accurate news, threatening the integrity of journalism and contributing to "tabloidization."

Danny Schechter, executive producer of "Globalvision" and author of "The More You Watch, The Less You Know" is one of these critics. He said, "It is no wonder that the last thing you see in the media is who owns it, or how ownership limits information, chokes substantive debate and narrows real programming choice."

Sloppy journalism and media conglomerates are but a few of the problems threatening journalism's credibility. Trends toward sensationalism and tabloid journalism have also eroded integrity.

A recent Gallup Poll reported that, despite all this, Americans continue to rely on and report faith in most of the media. This is encouraging news — but being credible isn't just about gaining public trust.

Being credible is accepting the responsibility and challenge of always accurately reporting the truth. Media must not only inform but also truly enlighten. And to do so they must erase all shadows of doubt for every reader of every article.

This means putting a stop to stories founded on sketchy sources and hearsay. It means delaying the release of stories that don't check out 100 percent.

Ultimately it's about internal politics. Journalism has a code of ethics that probably hangs on a wall in every newsroom, but this creed must not just be used for decoration. It ought to be etched in the minds of every reporter and every reader. Journalists need to improve bilateral communication. Readers who demand quality must be heard when the product does not meet their standards. Otherwise journalism won't just lose credibility. It'll lose an audience.

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

Americans must understand media before criticizing them

media credibility
issues
TOMMY THOMASON

Media criticism is like arm-chair quarterbacking — everyone can, and does, participate.

And all journalists — whether they work for the *TCU Daily Skiff* or the *Fort Worth Star-Telegram* or Channel 8 news — have heard news consumers complain about press credibility:

"You never get anything right." "We don't trust you." "You're biased." "You're arrogant." "You're too negative." "You don't respect people's privacy."

Isolated complaints? Unfortunately, no. Researchers in the mid-1980s found that 55 percent of Americans believed national newspapers and broadcasters

Race to meet deadlines with fresh news obscures increasing quality of journalism

reported the facts accurately. Only 34 percent said the press often was inaccurate.

But when that survey was repeated in 1997, the figures had reversed. Now only 37 percent of Americans believe the press is accurate. A solid majority, 56 percent, believe the national news media are often inaccurate.

And what about fairness? Another survey reports that 67 percent believe the media favor one side or the other in news accounts.

Those who have a bone to pick with the media can cite a whole litany of media misdeeds just from the last few months.

So is the press less credible, more mistake-prone, more biased?

It all depends on what you mean by the press.

The same surveys, for instance, that show Americans are more likely to doubt the credibility of national media, also show that they tend to trust their own local newspaper or TV station.

"The media" is a broad term, encompassing both *The New York Times* and the *National Enquirer*; "Nightline" and "Hard Copy"; "Meet the Press" and "Gerald" and legitimate news photographers and paparazzi. Obviously, news-gathering practices and ethical standards vary significantly, but all media are tarred by the same brush.

And with the proliferation of media, a 24-hour cable-TV news day and an Internet presence that can give even Matt Drudge a national platform, it's sometimes difficult to determine just which

media we're talking about when we complain about the media inaccuracies, sensationalism, bias or unfairness.

Journalists know, however, that the problem is not merely one of perception. Just look at the ethical lapses and mistakes in editorial judgment of the last few months — the responsible parties include CNN, *Time*, *The Boston Globe*, *The Cincinnati Enquirer* and *The New Republic*.

Certainly the pressure to break a major story has never been greater. Round-the-clock coverage demands that each medium come up with a fresh angle on an existing story or an investigative scoop.

Too often, when there isn't enough big news to go around to fill the new 24-hour news day, reporters cut corners to give editors

and news directors what they want.

And the bottom-feeding media have such large audiences that once they break a story — even if that story is more titillating than important — the major media cannot ignore what millions of Americans already know about and are talking about.

The sad irony is that the quality of journalism has increased — not decreased — during the decade in which media credibility was falling. Much of national TV journalism panders to infotainment and ratings, and newspapers aren't immune to the pressure to sacrifice significance to hype. But today's journalists are better trained, more honest about their mistakes in print, better able through improved information-gathering techniques to find the facts that would have

cluded their predecessors only a few decades ago.

So when you hear some people decrying inaccuracy and innuendo in the press and others claiming the press has never done a better job, remember this:

Both sides are right. So it's up to news consumers, whether at TCU or on Main Street in Fort Worth, to appreciate the fact that the *Skiff* and the *Star-Telegram* perform essential functions as watchdogs, as public forums and as presenters of news. We must appreciate the press for its unique contribution but insist that it lives up to its own high standards of responsibility and truth-telling.

Tommy Thomason, an associate professor of journalism, is interim chairman of the journalism department.

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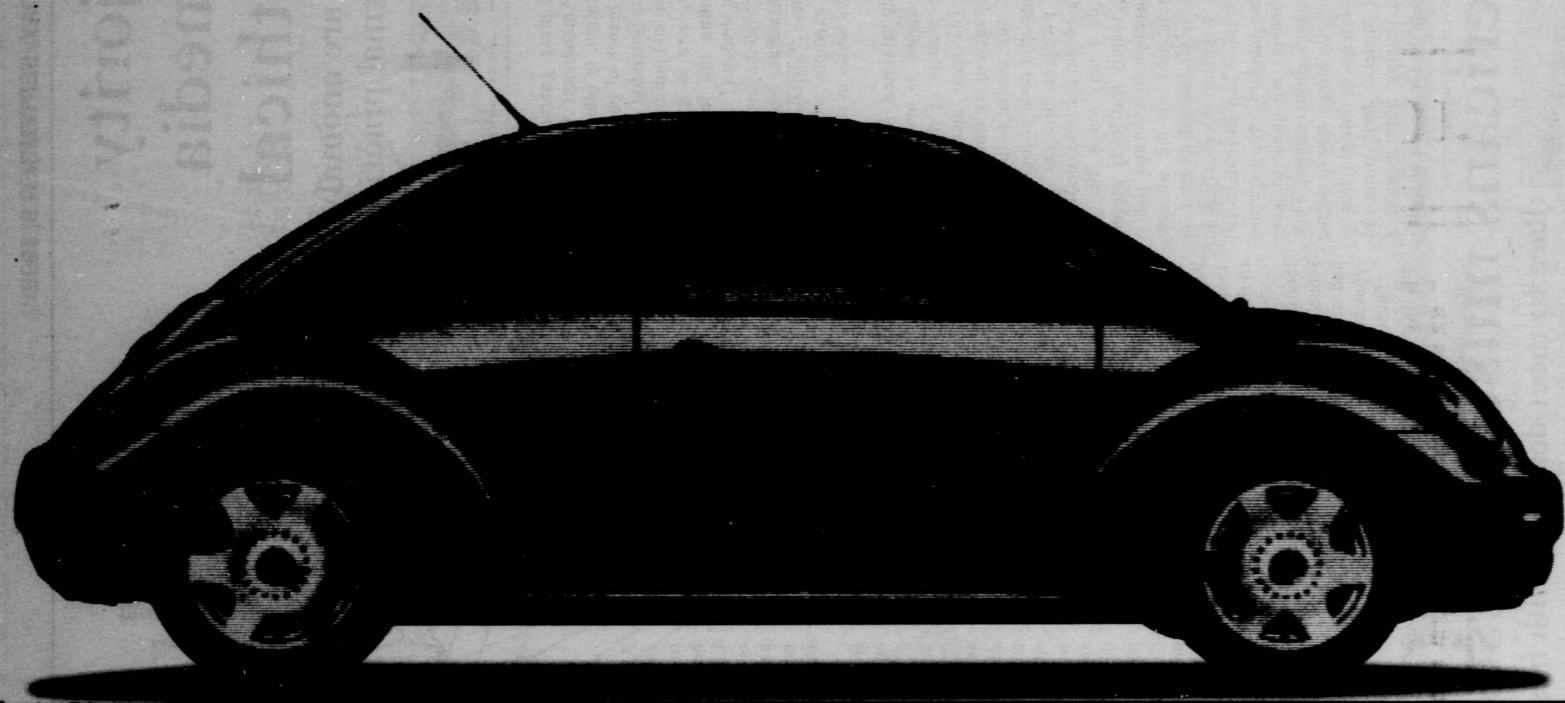
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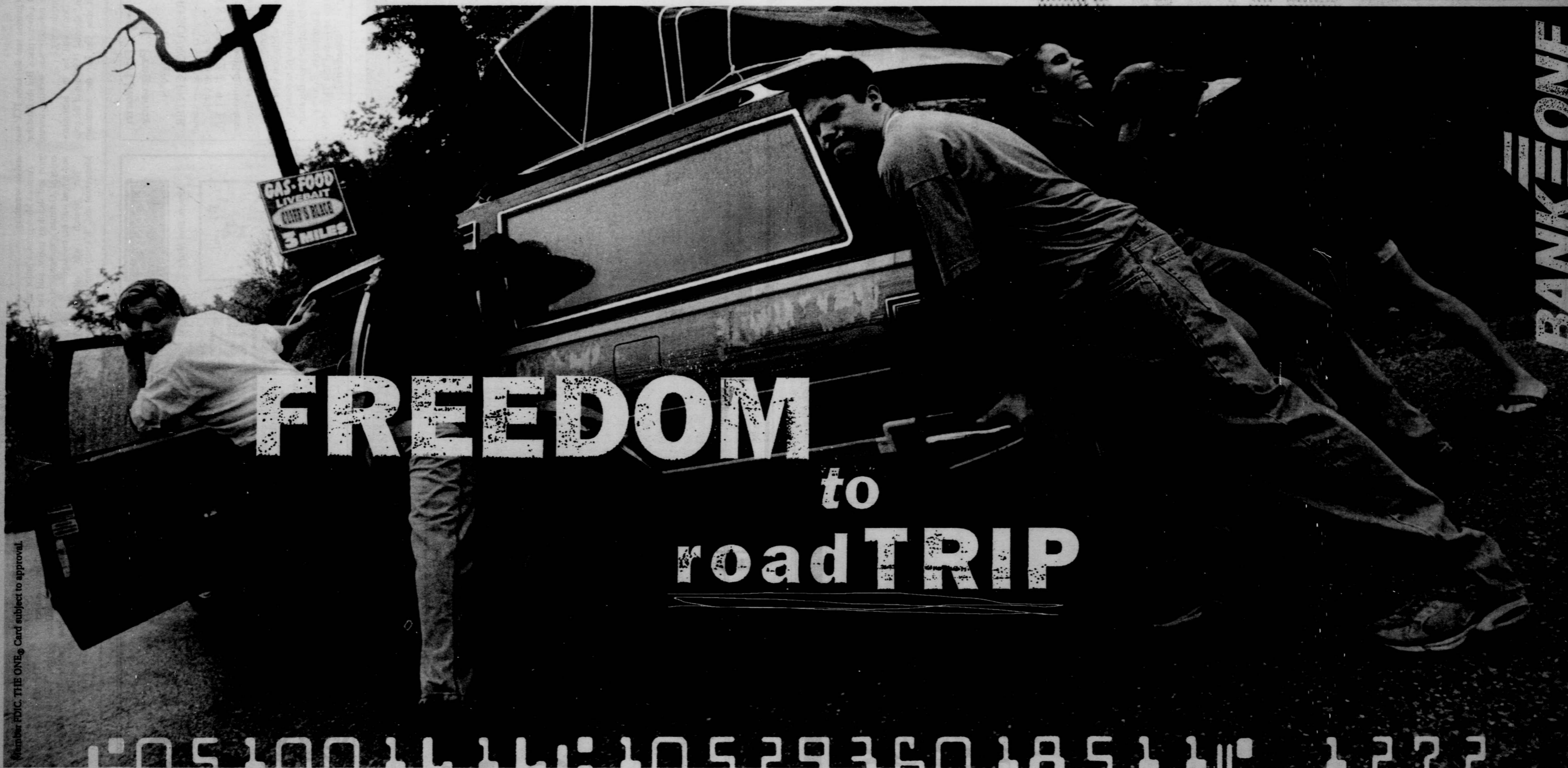
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DIVERSITY

From Page 1

Guttman said she knew TCU was not a diverse place. But she liked that the university was working toward more diversity.

"Don't wait for the administration," she said. "Get out of the comfort zone. Get into the community

and do something."

Amanda Musterman, a junior religion and sociology major, said she enjoyed Guttman's energetic style and agreed with her message.

"Her speech was great," Musterman said. "It's very important

as students to look beyond TCU and to look to the world."

Guttman has spoken to crowds of up to 3,000 people but said she wasn't disappointed with the small crowd. She took advantage of the situation by walking among the crowd

and asking questions to specific audience members, at one point even high-fiving an audience member.

Kirsten Bell, a junior political science major, said she liked how Guttman involved the audience rather than standing behind the podium

and speaking to everyone from there.

"The question-answer period was great," Bell said. "It was good to hear all the different opinions."

Guttman said students need to go out of their way to meet someone of

a different ethnicity or background.

"People will watch what you do, not listen to what you say," she said.

The diversity symposium, with the theme "Joining Hands: Breaking Down Either/Or Thinking," continues through Thursday afternoon.



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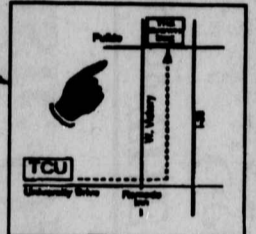
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Frogs win opener 31-21

◆ **New quarterback, defense help football team usher in a new era.**

By **Todd J. Shriver**
STAFF REPORTER

Kicking off the Dennis Franchione era in grand fashion, the Horned Frogs whipped the Iowa State Cyclones on Saturday in Ames, Iowa, by a score of 31-21.

In the season opener, TCU showed no signs of the team that was one of the nation's worst in '97 — the Frogs ran the ball to their hearts' content against the porous Cyclone run defense.

The Frogs delivered the first blow when sophomore cornerback Greg Walls blocked an Iowa State punt in the first quarter and returned it 60 yards for a touchdown.

Both the TCU and Iowa State offenses were stagnant in the second quarter, and the teams went into the locker room at halftime deadlocked at seven. However, in the second half, senior running back Basil Mitchell and junior quarterback Patrick Batteaux were the catalysts for the Frogs, leading the option attack to a dominating late-game performance.

The one weak spot for the Horned Frogs was the passing game. Batteaux was making his first start at quarterback after spending two years as receiver, finishing 4 of 11 for just 49 yards with one interception. None of those passes was completed to a starting receiver, but Franchione said he wasn't worried.

"I was happy with the way Patrick

played, and he'll get better with more game experience," he said.

Batteaux emphasized the team's on-field success. "I'm glad we won the game," he said. "We did some good things and we want to be better every week."

Batteaux's performance didn't go unnoticed by his teammates. Mitchell, whose big day was set up by Batteaux's effectiveness at running the option, said the young quarterback became more confident as the game went along.

"Patrick did real well," Mitchell said. "He got more confident in the huddle, and you could see his leadership."

The option was the Horned Frogs' bread and butter against the Cyclones in the second half. Finding themselves down 21-14 heading into the fourth quarter, the Horned Frogs scored 17 unanswered points. Mitchell scored on runs of 29 and 43 yards in the fourth to go along with his 30-yard scoring jaunt in the third quarter. Mitchell's three touchdowns equaled his entire '97 total. He finished the day with 186 yards on 22 carries.

TCU's defense was also integral in the victory, holding Iowa State junior running back Darren Davis to a scant 73 yards. Sophomore defensive tackle Shawn Worthen said the reason the Horned Frogs' defense was so dominating in the second half was conditioning.

"We out-physicaled them," Worthen said. "We kept things fresh, and we played great in the third and fourth quarters."



Junior quarterback Patrick Batteaux (above) led the Horned Frogs to a victory in their season opener against the Iowa State Cyclones. Batteaux rushed for 83 yards and passed for 49.

Campus

Basil Mitchell named WAC Player of the Week

Senior tailback Basil Mitchell was selected as the Western Athletic Conference Mountain Division Offensive Player of the Week for the week ending Sept. 7.

Mitchell led the Frogs to a 31-21 victory over Iowa State on Saturday. He ran for 186 yards on 21 attempts and had three touchdowns, coming on runs of 30, 29 and 43 yards. Mitchell's 186 yards were the second most of his career and the 15th best in school history. He moved into eighth on TCU's career rushing list with 1,858 total yards.

NCAA

Oklahoma coach decides on QB

NORMAN, Okla. (AP) — Oklahoma will have Brandon Daniels back at quarterback this week against TCU, with walk-on Patrick Fletcher apparently next in line.

Coach John Blake said Tuesday that Daniels, who injured a shoulder in the Sooners' season opener against North Texas on Saturday night, has returned to practice and retained his No. 1 spot on the depth chart.

"He is our starting quarterback," Blake said. "He is a physical, option quarterback that we feel we can go the long distance with."

Daniels wasn't able to make it through the second quarter of the opener. He was replaced by Fletcher, the third stringer, who got a chance because Jarrod Reese was suspended for the game.

MLB

McGwire hits No. 62, beats Maris' record

ST. LOUIS (AP) — Without a doubt or an asterisk, Mark McGwire and his mighty swing broke Roger Maris' single-season home run record Tuesday night — and with plenty of games to spare.

Historic No. 62 was a lined shot to left field, punctuating a chase that reinvigorated the sport and captivated the nation.

McGwire connected with two outs in the fourth inning off the Chicago Cubs' Steve Trachsel for the 341-footer, the slugger's shortest of the season.

McGwire was so caught up in the moment that he missed first base as he rounded the bag and had to return to touch it, pulled back by coach Dave McKay.

From there, McGwire got handshakes from every Chicago infielder as he trotted home to history and a hug from catcher Scott Servais. Cubs right fielder Sammy Sosa, who has 58 home runs, ran in from right field to hug McGwire and give his rival a high five.

McGwire was mobbed by his teammates at home plate, where he hoisted his 10-year-old batboy son, Matt, high into the air. McGwire then ran into the seats to hug the family of Maris, whose 37-year-old record he had just broken.

The ball was picked up by a ground-crew worker, Tim Forneris, who later gave it to McGwire.

"Right when it hit off the bat, I knew it was going out and it went right over the sign," he said. "There was a bunch of ground-crew guys on the edge and I said, 'That ball is mine.'"

Report Card

By **Matt Welnaek**
SKIFF STAFF

Passing Offense

There wasn't much air to the Frogs' passing game. Quarterback Patrick Batteaux only managed 49 yards and threw one interception against Iowa State. That one interception led to an ISU touchdown, tying the game in the second quarter. Dropped passes, missed wide-open receivers, and indecisiveness are all first-game mistakes that can be improved upon as the season goes on.

Grade: **D**

Passing Defense

Once the front line stopped Darren Davis, it was up to the

Frogs' pass defense to stop the Cyclones. While giving up 268 yards to Todd Bandhauer, the TCU defense shut out ISU in the decisive fourth quarter. Safety Reggie Hunt intercepted a pass that led to a TCU field goal in the final stanza. The big Iowa State tight ends picked on the smaller TCU defenders, but the Horned Frogs did not back down. Another area of concern is the fact no sacks were recorded against a weak ISU offensive line.

Grade: **B**

Rushing Offense

This is where TCU reigned supreme, rushing for nearly 300 yards. Tailback Basil Mitchell, who was named Western Athletic

Conference Mountain Division Offensive Player of the Week, gained 186 yards and scored three touchdowns, courtesy of Batteaux's smart decision to pitch the ball. Batteaux added 83 yards on 20 carries. Considering Batteaux's passing efforts, the running game will have to carry the Frogs against Oklahoma.

Grade: **A**

Rushing Defense

Going into the game, the key for the Horned Frogs was to stop the talented Darren Davis, and stop him they did. Although Davis hurt TCU in the first half with some big gains, he was held to negative yardage in the second half. Defensive tackle J.

W. Wilson continually broke through the offensive line to cause havoc in the backfield. Should the front line play this well against OU, good things will happen.

Grade: **A**

Special Teams

This unit provided the confidence-boosters the Frogs needed to get going. Greg Walls returned a blocked field goal attempt 61 yards in the first quarter to score the first touchdown of the game. Also in the first quarter, TCU pulled a trick out of its hat when they faked a punt to keep a drive going. Freshman kicker Chris Kaylakie was perfect on extra points and hit a 23-yard field goal. But, a roughing-the-kicker

penalty in the third quarter kept an ISU drive alive and led to an eventual score.

Grade: **B+**

Coaching

The TCU coaching staff started the new era off with a bang. This TCU team looks more disciplined than last year, which is a credit to coach Dennis Franchione. TCU didn't give up in the fourth quarter, scoring 17 unanswered points, as was the case all-too-many times last year. Penalties were a problem for the Horned Frogs, but with more seasoning and better recruiting, Franchione can make this team a WAC contender.

Grade: **B**

Women's soccer breaks even over weekend



The women's soccer team defeated the University of Houston (above) 1-0 in their match on Saturday.

By **Rusty Simmons**
SKIFF STAFF

Labor Day weekend held great possibilities for the Lady Frogs soccer team. Unfortunately for the squad, they capitalized on only one of the goal scoring opportunities in their first two games of the season.

"We created a lot of good chances to score," head coach Dave Rubinson said. "We just couldn't put it in the back of the net."

TCU had 19 shots in Monday's match-up with Louisiana State. They dominated possession of the ball, but were shut out because they could not take advantage of scoring opportunities. LSU did not have the same problem, scoring three times on fewer attempts than TCU.

"They didn't put a lot of passes together," Rubinson said. "They just capitalized on our defensive mistakes."

In the 13th minute, LSU's Kristen Hogan put a pass from Heather Messey into the back of the net. That goal gave LSU the lead, and despite a plethora of chances, the Frogs could not mount a comeback. LSU added a deflected goal in the 27th minute and a final goal by Suzanne Keenan just minutes before the game's conclusion.

"The longer you let a team stay in the game, the better they get," Rubinson said.

The 3-0 defeat to LSU came just two days after TCU managed a 1-0 victory over the University of Houston in its inaugural women's soccer game.

Once again, TCU held the ball the majority of the first half, but could not score. Crosses by junior Charlia Owens and sophomore Tara Rudiger created only slight scares in the hearts of Houston players as they watched TCU squander scoring opportunities.

Just minutes into the second half, senior Jill Cook scored the lone TCU goal of the weekend. She took a pass from sophomore Christy Filice just three yards out, and placed it into the back of the net on the first shot of the second half.

The single goal loomed large as freshman Adrienne Labovitz, in her debut game, notched a shut out.

"She closed down on a Houston one-on-one and smothered a ball headed for the corner of the goal," Rubinson said.

TCU (1-1) will host Baylor University at 1 p.m. Sunday. For this game, Rubinson will be concentrating on what he called "good" problems to fix.

"We're creating chances," Rubinson said. "We just have to create trouble in the opposing penalty area, and we have to get the goalkeeper worried about what is behind her."

LONDON

From Page 1

room owned by Florida State University, which also leases meeting space to 11 other U.S. universities. The building stands a block from the British Museum and within walking distance of student housing.

While courses can take students out of classroom and into bustling city streets, six students have internships at high-profile employers, including the U.S. Embassy, the American Church

and NBC News. Placements were arranged through Don Jackson, professor of political science, Atkins and other TCU-established connections.

"Any student will say that participating in an internship had the greatest impact on their lives of any college experience," Jackson said. "Adding another country makes the experience even more profound with students learning that they can compete in the

world."

Tara Pope, a junior religion and journalism major who is an intern at the American Church, said she hopes to do more than enhance her resume.

"I saw this as an opportunity to see what ministry looks like on the inside," Pope said. "If I do foreign missions, it will add some understanding of mission work outside the United States."

In addition to introducing the

center, TCU now allows financial aid packages combining money from the university and federal government to be applied to tuition and housing abroad, Pitts said. Until this fall, only federal aid could be used toward similar programs.

Through the same arrangement, students can also participate in semester-long exchanges with the Universidad de Las Americas in Puebla, Mexico, and Kansai

Gaidai University near Osaka, Japan.

Another draw to the program was its schedule, which allows students to travel during three-day weekends.

"Having the weekends open allows me to see more of England, which is why I'm here," Lesley Hilton, a senior theater major said. "to see the ways people live in areas other than central London."

Atkins said officials expect the

London Centre program to grow beyond its current numbers in the next few years. TCU's response: boosting the number of courses and welcoming even more students to London.

And the hope of a TCU-owned building may be several years down the road.

"As the numbers grow and as the program merits, we look toward having our own facilities," Adams said.

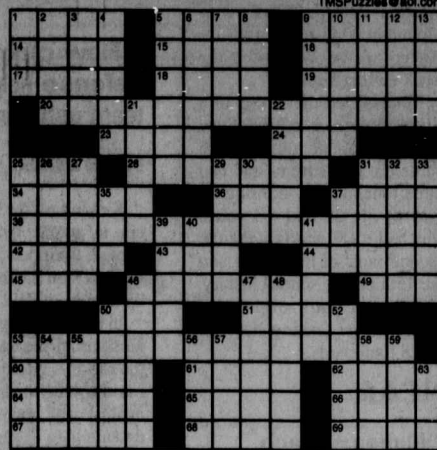
RUDY

by Aaron Brown **Stick World** by Mark Crittenden

THE Daily Crossword Edited by Wayne Robert Williams



- ACROSS**
- Loathe
 - Bovary's first name
 - Spanish sauce
 - Saudi, e.g.
 - Call meat
 - Mine entrances
 - Saint's glow
 - Formerly, formerly
 - The Pentateuch
 - Ernie Burnett standard, with "My"
 - of Man
 - Afore
 - Urban transportation
 - Dictators
 - Sports buff
 - Where lovers walk?
 - Romanian currency
 - Dullard
 - Ann Ronell jazz standard
 - & others
 - His companion
 - Concluded
 - Carmine, e.g.
 - School halfway point
 - Radical '80s student grp.
 - Sat. follower
 - Sound defeat
 - Lillian Roth autobiography
 - Jeered
 - Actor Estrada
 - Swear
 - Inspid
 - Hamlet, e.g.
 - Birthday dessert
 - Passover meal
 - Winter vehicle
 - Otherwise



By Holden Bahr
Greenfield, MA

9/9/98

Academia Nuts

by John P. Araujo



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off the mark by Mark Parisi

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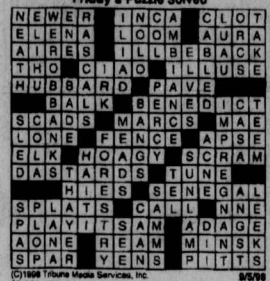
I need help

by Vic Lee



- DOWN**
- Exclamation of doubt
 - Composer
 - Khachaturian
 - Fire-side yarn
 - *Christ Stopped at
 - Uniformly
 - Songsmith Johnny
 - Pound to a pulp
 - Choir voice
 - Woodland gods
 - Homemade brick
 - Maltese currency
 - Knife thrust
 - Pallid
 - Turf
 - Slacken
 - Shady spot
 - Make one
 - Dinner course
 - Warning signal
 - Born in Bordeaux
 - Stream crossings
 - Packing heat
 - Essentials
 - Sick
 - mot
 - habitually complaining
 - Get married
 - Leg bone
 - Homicide
 - Weasel
 - Swindled
 - Act division
 - Vestige
 - Egyptian sacred bird
 - Star or wolf modifier
 - Put on cargo
 - Williams and Kennedy
 - Spoken
 - Racetrack shape
 - Chinese cooking pans
 - Teensy

Friday's Puzzle Solved



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purple poll

Q. DID YOU VOTE FOR YOUR HOUSE REPRESENTATIVE? **A. YES 35 NO 65**

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.

WUZZLES®

WORD PUZZLES BY WOOD TOM

Created by Tom Underwood
North America Syndicate, 1998



Friday's Answers:

- Scattered showers
- Yellow

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