

Therapeutic Riding Center begins construction of new facility

See Page 2



Tickets available for World Vision concert in October

See Page 3



FRIDAY, JUNE 18, 2010  
VOLUME 84 ■ ISSUE 148

# THE DAILY T O R E A D O R



SOUTHWEST COLLECTION  
Texas Tech University  
LUBBOCK, TEXAS 79409

Serving the Texas Tech University community since 1925

www.dailytoreador.com

twitter.com/DailyToreador

## Tech regents decide to remain in Big 12

By EVAN JANSA  
STAFF WRITER

All of the speculation and deliberation regarding Texas Tech's future with the Big 12 Conference is over.

Tech will continue to be a part of the Big 12 Conference — although it will now consist of 10 teams. Last week, Nebraska accepted an invitation to join the Big 10 Conference and Colorado accepted an invitation to the Pac-10 Conference — decisions that left the rest of the conference in limbo.

Now that the remaining ten conference teams are committed to keeping the conference together,

each will see a boost in revenue.

According to athletic director Gerald Myers, each team in the conference will almost double their revenue with an average of \$17 million annually.

The increase stems from a possible restructured TV contract and also from the departures of Nebraska and Colorado.

"The revenue sharing formula for the Big 12 has not changed," Myers said. "You're going to get more money if you have a better



MYERS

team, if you're on ABC, if you're on national TV."

The contract has yet to be finalized, according to Tech System Chancellor Kent Hance.

"(The estimated revenues) are parameters that the Big 12 thinks that we will make going forward," Hance said. "They don't have a signed contract at this time. These are things discussed at the Big 12 meetings."

Since its inception in 1996, the Big 12's development has helped Tech's athletic department grow, according to Myers.

"It's been a great conference from day one," Myers said. "Our budget is \$55 million this year. When we started (in 1996) it was

about \$12 million. You can see the growth that we've been able to enjoy being in the Big 12."

The decision for the teams to stay in the Big 12 comes after Tech, along with four other Big 12 South division teams — Texas, Texas A&M, Oklahoma, and Oklahoma state — were courted by the Pac-10 in an effort to create a 16-team mega-conference.

"We had other options during the week," Hance said. "We met with the Pac-10 people on Sunday. They were very impressive and did a good job. That was always a possibility."

On Monday, orangebloods.com reported that Texas was leaning toward maintaining the Big

12. The other nine teams followed suit, with Tech announcing their commitment after a meeting by the Board of Regents on Tuesday.

"We were tied to Texas — no question about it," Myers said. "We value that relationship with A&M, and Texas, and the rest of the Big 12."

Tech continues to have an optimistic outlook in regard to the future.

"It's been up and down," Hance



HANCE

said. "I think the best thing is that we're moving forward. If we have any problems or disagreements we're going to work through those and make sure they're handled properly."

In the end, according to Tech president Guy Bailey, Tech appears to have been able to achieve the goal the university had at the beginning of the realignment talk.

"A few weeks ago, when all of the instability in conference alignments began, we said that our primary goal was preserving the Big 12," Bailey said. "We thought that was the best fit for us. We feel like we have all of our rivalries intact and feel real good about the outcome."

>>evan.jansa@ttu.edu

### COOKOUT



PHOTO BY JUSTICE RICE/The Daily Toreador

JOE BOCANEGRA (LEFT), 21, of Lubbock, and Charlie Hernandez, 17, of Lubbock, prepare for the Red Raider Orientation Student Picnic Wednesday outside the Art building.

## Poll shows public support for health care overhaul growing

BY RICARDO ALONSO-ZALDIVAR AND TREVOR THOMPSON  
THE ASSOCIATED PRESS

WASHINGTON (AP) — The patient is alive and kicking. A new Associated Press-GfK poll finds public support for President Barack Obama's new health care law has risen to its highest point.

The nation remains divided, with 45 percent in favor and 42 percent opposed to the president's signature domestic accomplishment.

Still, the shift in public sentiment was significant. Opposition to the overhaul increased after Congress passed it in March. And last month, supporters were outnumbered 39 percent to 46 percent. But the latest survey found the strongest backing for the health care plan since the AP-GfK poll began asking in September.

"I thought when people began to realize what was in the health care package that they would see it's a good, solid program and that would dispel some of the misinformation," said Claudia Harris, 72, of Orem, Utah, an English professor at Brigham Young University.

Electrical contractor Kerry Easley of Moscow, Pa., said he thinks people are starting to get nuts-and-bolts information on how the legislation affects them.

"If we can insure more people across the United States and get the cost of health care down, I think that's a better thing," said Easley, 43, a Republican who supports the health care plan, though not a single GOP lawmaker voted for it.

The poll found support increased since May among men (from 36 percent to 46 percent), people in their prime working years (from 35 percent to 49 percent among 30-49

year-olds) and Republicans (from 8 percent to 17 percent.) The uptick among Republicans comes even as party leaders are calling for the law's repeal.

The changes coincide with a concerted effort by the Obama administration, congressional Democrats and their allies to sell the immediate benefits of the law.

Those include coverage for young adults on their parents' plan until they turn 26, a \$250 rebate check for seniors with high prescription costs, tax credits for some small businesses that cover their employees and federal funding to train more primary care doctors and nurses.

"They are clearly making progress in convincing more Americans that this bill is the right way to go," said Robert Blendon, a Harvard University public health school professor who tracks opinion trends

on health care.

But the prognosis for Obama and the Democrats is still uncertain. "In my view, they can claim victory if it gets a majority," Blendon added. "The country is so polarized, it just might not make it."

The \$1 trillion, 10-year health care remake puts the nation on a path to coverage for all. Starting in 2014, all Americans will be required to carry health insurance. The government will provide tax credits to help middle-class people not covered at work buy a policy through new competitive health insurance markets. Medicaid will be expanded to help low-income people. The plan is paid for through a combination of Medicare cuts and tax increases.

One complication for the president is that seniors remain opposed to the law. Just last week, the president answered questions at a tele-

## Gulf wildlife flees spill, gathers in coastal waters

By JAY REEVES, JOHN FLESHER AND TAMARA LUSH  
THE ASSOCIATED PRESS

GULF SHORES, Ala. (AP) — Dolphins and sharks are showing up in surprisingly shallow water off Florida beaches, like forest animals fleeing a fire. Mulletts, crabs, rays and small fish congregate by the thousands off an Alabama pier. Birds covered in oil are crawling deep into marshes, never to be seen again.

Marine scientists studying the effects of the BP disaster are seeing some strange phenomena.

Fish and other wildlife seem to be fleeing the oil out in the Gulf and clustering in cleaner waters along the coast in a trend that some researchers see as a potentially troubling sign.

The animals' presence close to shore means their usual habitat is badly polluted, and the crowding could result in mass die-offs as fish run out of oxygen. Also, the animals could easily be devoured by predators.

"A parallel would be: Why are the wildlife running to the edge of a forest on fire? There will be a lot of fish, sharks, turtles trying to get out of this water they detect is not suitable," said Larry Crowder, a Duke University marine biologist.

The nearly two-month-old spill has created an environmental catastrophe unparalleled in U.S. history as tens of millions of gallons of oil have spewed into the Gulf of Mexico ecosystem. Scientists are seeing some unusual things as they try to understand the effects on thousands of species of marine life.

Day by day, scientists in boats tally up dead birds, sea turtles and other animals, but the toll is surprisingly small given the size of the disaster. The latest figures show that 783 birds, 353 turtles and 41 mammals have died — numbers that pale in comparison to what happened after the Exxon Valdez disaster in Alaska in 1989, when 250,000 birds and 2,800 otters are believed to have died.

Researchers say there are several reasons for the relatively small death toll: The vast nature of the spill means scientists are able to locate only a small fraction of the dead animals. Many will never be found after sinking to the bot-

tom of the sea or being scavenged by other marine life. And large numbers of birds are meeting their deaths deep in the Louisiana marshes where they seek refuge from the onslaught of oil.

"That is their understanding of how to protect themselves," said Doug Zimmer, spokesman for the U.S. Fish and Wildlife Service.

For nearly four hours Monday, a three-person crew with Greenpeace cruised past delicate islands and mangrove-dotted inlets in Barataria Bay off southern Louisiana. They saw dolphins by the dozen frolicking in the oily sheen and oil-tinged pelicans feeding their young. But they spotted no dead animals.

"I think part of the reason why we're not seeing more yet is that the impacts of this crisis are really just beginning," Greenpeace marine biologist John Hocevar said.

The counting of dead wildlife in the Gulf is more than an academic exercise: The deaths will help determine how much BP pays in damages.

As for the fish, researchers are still trying to determine where exactly they are migrating to understand the full scope of the disaster, and no scientific consensus has emerged about the trend.

Mark Robson, director of the Division of Marine Fisheries Management with Florida Fish and Wildlife Conservation Commission, said his agency has yet to find any scientific evidence that fish are being adversely affected off his state's waters. He noted that it is common for fish to flee major changes in their environment, however.

In some areas along the coast, researchers believe fish are swimming closer to shore because the water is cleaner and more abundant in oxygen. Farther out in the Gulf, researchers say, the spill is not only tainting the water with oil but also depleting oxygen levels.

A similar scenario occurs during "dead zone" periods — the time during summer months when oxygen becomes so depleted that fish race toward shore in large numbers. Sometimes, so many fish gather close to the shoreline off Mobile that locals rush to the beach with tubs and nets to reap the harvest.

### INDEX

Classifieds.....3  
Crossword.....3  
Opinions.....4  
Sudoku.....2

### WEATHER

Today	Sunny	Saturday	Mostly Sunny
	96 / 69		98 / 70

WHICH TEAM DO YOU THINK WILL WIN TODAY'S WORLD CUP MATCHUP BETWEEN THE US AND SLOVENIA? TELL US @ DAILYTOREADOR.COM

EDITORIAL: 806-742-3393

ADVERTISING: 806-742-3384

BUSINESS: 806-742-3388

FAX: 806-742-2434

CIRCULATION: 806-742-3388

E-MAIL: dailytoreador@ttu.edu

RESUME BUILDER

1. Visit www.dailytoreador.com.
2. Click on The DT ad.
3. Apply online to a part of our staff.
4. It's that easy!

THE DAILY TOREADOR

# Therapeutic Riding Center begins construction of new riding facility

By MERIDETH MURPHEY  
STAFF WRITER

The Texas Tech Therapeutic Riding Center broke ground at the Texas Tech Equestrian Center on Monday in the first phase of a three-phase project to construct a new therapeutic riding, teaching and research facility.

Heather Hernandez, program director for the Therapeutic Riding Center and certified instructor with the North American Riding for the Handicapped Association — NARHA — said the fundraising for this project has taken years but is worth the wait because the expansion will allow them more time and schedule flexibility with their clients and the ability to cater to their specific needs.

"We've been fundraising for about five years, almost," Hernandez said, "and it's going to be the Texas Tech Therapeutic Riding, Teaching and Research Facility and we're building it in three phases. Phase one is the arena area, that is a 100' by 200' metal structure, and that is where our arena is. Phase two, which we're still fundraising for, will eventually have offices, a classroom, restrooms, a tornado safe room, horse staging area and then phase three will be the parking lot. But what is really

exciting for us is that it will be a place for therapeutic riding that is all our own."

She said the Therapeutic Riding Center shares its current arena with the rodeo team, equestrian team, riding lessons and anything else Tech needs it for so another advantage to the expansion is that it will free up more time for those things.

According to its website, the mission of the Texas Tech Therapeutic Riding Center is to provide the highest quality of equine-assisted therapy to people with disabilities in the South Plains. Its goal is to enhance the quality of life of the people who participate in the program, to train students in all aspects of equine-assisted therapy and to contribute knowledge to its respective area of research.

Hernandez said the center aims to achieve these goals through hippotherapy, therapeutic riding and equine-assisted activities.

"Our program offers three different types of equine-assisted therapy," Hernandez said. "One is hippotherapy which is physical, occupational or speech therapy on horseback. So there's actually a therapist and a NARHA instructor. They ride on bareback pads and they utilize the movement of the horse as a treatment modality, so they may

sit sideways, forwards, backwards, depending on what their treatment goals are. Therapeutic riding is more like therapeutic sport for people with disabilities. So, for therapeutic riding they'll do things like the Special Olympics Equestrian Competition, which we host every year in May. The ultimate goal is to teach them how to ride a horse, so it's an adaptive horseback-riding lesson with therapeutic goals in mind."

She said during therapeutic riding the center focuses on the specific need of each client — anything from speech and communication to balance and trunk control — and ultimately increase that client's self-esteem.

"The third piece of what we do is equine-assisted psycho-therapy," Hernandez said. "So that's where there is a mental health professional and a NARHA instructor together doing a session using the horses, and it's kind of like a ropes course type of initiative. It's all ground work and they'll do different types of activities and then process afterwards in whatever their counseling goals may be."

Hippotherapy is derived from the Greek "hippos", which means horse. It is a treatment method in which the movement of the horse is translated to the pelvis of the rider to relax tight muscles, improve strength, improve coordination and motor skills, stimulate respiratory and vestibular systems and stimulate neurological activity.

The purpose of therapeutic riding is to positively contribute to the cognitive, physical, emotional and social well-being of people with disabilities.

Some of the people who most benefit from these types of equine-assisted therapies are those who have abnormal tone and reflexes; impaired

balance, coordination and communication; poor postural control; decreased mobility; sensory-motor dysfunction; hearing impairment and amputation. However, it is not limited to those, equine-assisted therapy can be beneficial to a wide-range of people.

Hippotherapy has also been known to diagnose disabilities such as cerebral palsy, autism spectrum disorders, Down syndrome, chromosomal abnormalities, cerebral vascular accident, fetal alcohol syndrome and more.

Tangi Arant, a NARHA certified therapeutic riding instructor at the equestrian center, said the center is currently doing a study on the benefits of therapeutic riding and she is amazed by the results.

"We're currently doing a study on the benefits of therapeutic riding for children with autism spectrum disorders," Arant said. "We're looking at social skills and interaction, and I know the results from the first semester were pretty cool to look at just because the social skills went way higher than I ever expected them to. And even on the ones that were maybe a little more involved, maybe

not as high-functioning, their social skills went really high after they'd been riding for only 10 lessons."

She said these therapeutic lessons also benefit the parents of the disabled children who participate.

"I know that one parent expressed to me that her child, to greet people

before he came out here, would be to walk up to them and slap them in the face or something," Arant said, "and that was his way of communicating with people. She said that it almost brought her to tears the first time that he walked up to somebody and tried to shake their hand, he didn't, but he tried to, and it was like something clicked that he knew that was the appropriate form and he was get-

gratifying. "Every day we see many miracles," Jones said, "and I know we all really love our jobs out here and we really love getting the community involved and seeing what we do every day."

There are alternative methods of therapy for people with social and mental disabilities, but Hernandez said she thinks interacting with an animal does something for the clients that other types of therapy can't do.

"They are taught to bond with their horse," Hernandez said. "They thank their horse, they love their horse, they help take care of their horse, so it also helps teach them some of those empathic responses."

She said riding the horse also helps with balance and helps to desensitize them to sensory input because they can feel the movements. She said the therapy sessions release endorphins and other positive chemicals in the brain because they are exercising and bonding with the horse.

Jones said even people without disabilities can benefit from the riding center by volunteering.

"I think that would be a great way for parents to spend time with their teenagers," Jones said, "and their children as well; coming out here and volunteering and getting involved with the community."

Hernandez said volunteers are always welcome and do not need any experience. She said whether it's office work or cleaning stables, the riding center can find an enjoyable way for volunteers to help.

Fundraising for phases two and three of this project is still in progress and anyone who is interested in donating money or time can call the Equestrian Center office at (806) 792-4683.

>>>merideth.murphey@ttu.edu

*"Every day we see miracles, and I know we all really love our jobs out here and we really love getting the community involved..."*

**JESSICA JONES**  
NARHA-Certified Riding Instructor and volunteer at the Texas Tech Therapeutic Riding Center

Today's  
**su | do | ku**

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

Puzzles by PageFiller

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

Solution to yesterday's puzzle

**Ombuds Office**  
A safe place for students & staff to bring concerns.

Got Problems?  
Get Solutions!

Ombuds Office 742-SAFE  
Suite 024 (East Basement) 742-SAFE

Saturday, June 19th:

**BASH RIPROCK'S**  
2419 Main Street  
(Lubbock's Oldest College Grill & Bar)

Music by:  
**WADE PARKS**  
\$4.50 Pitchers

**BASH RIPROCK'S 2**  
620 19th Street  
(The Depot District's Newest Venue)

Music by:  
**STEPHANIE BRIGGS**  
\$2 Draft Beers

www.bashriprocks.com

This establishment, Texas Tech University & The Daily Treador do not encourage underage drinking or alcohol abuse.

Join **TEAM TAN** today

**SUPERTAN**

for as little as  
**\$19.95 a month!**  
Or, get a **MystiTan** for just \$10!

Ask friendly SuperTanologist for details. Find one at any of our 4 rockin' locations:  
82nd & Slide • 698.0099 | 82nd & Iola • 698.1111 | 4th & Slide • 281.1555 | 82nd & University • 748.9998

www.getasupertan.com

## 5 killed, 2 injured in Ruidoso plane crash

RUIDOSO, N.M. (AP) — Authorities say a twin-engine plane that crashed Thursday morning at a regional airport in south-central New Mexico, killing five people onboard, was registered to an owner in Granbury, Texas.

Federal Aviation Administration spokesman Lynn Lunsford says he did

not have any information about the flight plan for the Cessna 310.

The tail number shows the airplane is registered to Rod Aviation in Granbury.

State police and Lincoln County emergency management officials say five people were killed and two others were injured after the plane apparently overshot the runway at the Sierra Blanca Regional airport near Ruidoso.

County emergency manager Travis Atwell says two people were pulled from the wreckage and taken to an area hospital. He says it's too early to tell what may have caused the accident.

## CABLE

CONTINUED FROM PAGE 4

By no means do I intend to insinuate that cable news networks are solely to blame for congressional stalemates and extreme political opposition. But I believe it very clearly adds fuel to the fire. Politicians are representatives of the people, meaning they are at our whim for re-election.

So it's important to take what these pundits say with a grain of salt. On cable news channels, these people have a character to play; what comes out of their mouth does not always necessarily reflect their own ideology. Luckily, not all news networks rely on bells and whistles to get your attention.

The BBC, PBS and Bloomberg news channels have some very fair and quality news broadcasts. Unfortunately, the reason we've seen the proliferation of newscasts as entertainment is because it's a dominant strategy in cultivating viewership. Sometimes putting absurd spin on a story is more fun than the facts of the situation.

With such a dominant trend in place it's hard to see an end in the near future. There's nothing wrong with being passionate or entertaining and being on television. But when it comes to reporting, the facts and basically being an extension of the political system in some cases, these pundits should be better held to an ethical standard of practicing rational and responsible journalism. Such would be much better than mainstream, tabloid-like fodder and desperate sensational sound-bites to get your attention.

>>>chris.leal@ttu.edu

**ROOMMATE MATCHING AVAILABLE**  
You get to pick your own roommate!

**Lynnwood**  
Town Homes  
806.785.7772

**NOW LEASING FOR IMMEDIATE AND AUGUST MOVE IN \$900 Per Month**

Office Hours:  
Mon-Fri 8:30-6, Sat 10-3  
602 B North Belmont Ave  
Lubbock, TX 79416

www.lynnwoodtownhomes.com

No APPLICATION FEE WITH THIS AD!



# OPINIONS

PAGE 4  
FRIDAY, JUNE 18, 2010

## Conference realignment hype overshadows Leach legacy

By THOMAS LOTT

On June 1, Judge William C. Sowder ruled on Mike Leach's lawsuit against Texas Tech. He threw out all but one of the charges. That charge was that the university had breached the contract of Mike Leach.

On June 3, the Pac-10 was offering new memberships to teams in the Big 12. If this were to have come to fruition, the Pac-10 would have become the Pac-16 super-conference.

This whole controversy could not have come at a better time for Tech. The university's lawsuit with former coach Mike Leach was already being tried during the summer, and now they had conference realignment to distract people from the cloud that is Mike Leach.

When the Mike Leach story broke in December of last year, the only thing that seemed to be showing on ESPN was this story. Much of this was because of the fact that it involved one of their broadcaster's sons, Adam James, but it was a huge story to begin with.

When the story came out that Mike Leach's lawsuit could go on June 1, there were hardly any reports anywhere to be seen on television. All that people were reporting on was that the University of Texas was thinking of leaving the conference and the impending demise of the Big 12.

Now Tech did not put the idea into UT's heads to leave the conference, Texas' desire for money was the only reason for that, but Tech did all they could to remain in the story and divert attention away from the lawsuit.

The fact is, Tech has never been a leading member of the Big 12. No one has ever held Tech in high regard sports-wise. This is very clear in that we are hated by any fan that has ever been to a game at Jones AT&T Stadium (but that is why it is such a tough place to play and I hope it stays that way), the fact that we have no one that even considers us their arch-rival in our conference, and the fact that when our new head coach Tommy Tuberville got here he spoke as if we were some mediocre team that needed someone to come and save it from the clutches of failure.

So honestly, nobody cared what happened to Tech in the Pac-16 scenario with the exception of Tech fans. But every time that you saw an update about the possible realignment, we found a way to get into the conversation.

I am sure that when Texas was being courted by the Pac-10, and believe me it was just Texas that the Pac-10 wanted and whoever else came along would just be icing on the cake, I bet that Tech was like someone's little brother tugging on UT's sleeve begging them to let us come along.

This was so clear in the fact that every time the schools were listed in the Pac-16 scenario that Tech seemed like an afterthought. The voice inflection always seemed to go down when Tech was mentioned, almost as if the commentators were ashamed to mention us.

Don't get me wrong though, going to the Pac-16 would have been very lucrative for Tech, and the fact that it fell through is unfortunate. But this whole controversy over the conference realignment proved to be a very helpful distraction for Tech. And when it seemed like the controversy may be over soon, Tech dragged it out as long as they could.

When the Pac-16 fell through and it seemed as if the Big 12 was going to come together for the Big 12 lite, Tech was the last school to sign on. We waited as long as we could just to get a little bit more attention. And in the end, no one even remembers that Mike Leach won a small victory over Tech and his lawsuit is going to go on.

Now did Tech engineer this whole scenario so that it would keep anyone from noticing that they were on the brink of going to court? No. But the timing certainly did help them, and I just hope that no one forgets the legacy of Mike Leach, how successful of a coach he was in his time with Tech, and that he was fired the day before he was due an \$800,000 bonus.

► tlott33@yahoo.com

## Political polarization in news indicates marketing strategy

By CHRIS LEAL

In a recent publishing of this newspaper, a fellow columnist penned a piece discussing the biases of cable news networks. The general theme seemed to be an expression of frustration with such blatant polarization and a yearning for more "balanced" cable news casts.

While that is one person's opinion, and surely shared with many others, I feel the article brushed the surface of a deeper, more important trend in current cable news programs. News feeds have become sources primarily of entertainment, leaving information as nothing more than a mere aftertaste.

It's no mystery what network leans to which side, with the two biggest culprits being Fox News on the "right" and MSNBC on the "left."

But it's important to remember that these cable news networks — and their parent companies — are for-profit businesses. And as any for-profit business their main incentive is to gain viewership and to drive profits; informing society with quality information falls somewhere lower on the list of their priorities.

Don't be mistaken — these companies do not broadcast as a public service, they are out to sell something: your viewership to advertisers. This increase in the sensationalism of the cable news industry correlates to an increase in competition in the broader cable television space.

At the end of the 1980s, there were

roughly 53 million American households subscribed to cable television. By the end of the 1990s that number had grown to 65 million, that's 22 percent growth over the previous decade. Today the number of American households subscribed to cable has jumped to nearly 93 million, a 43 percent growth over the previous decade.

With the industry growing, and more competitors entering the market attempting to snag viewership, these cable news companies are going from traditional ways of delivering the news to more flashy and entertaining methods. Glenn Beck and Keith Olbermann's sensationalist newscasts may be good for profits and keeping your attention for 30 minutes, but can have any negative repercussions?

"I could give a flying crap about the political process. We're [Fox News] an entertainment company." That's a quote from Glenn Beck from his recent interview with Forbes Magazine that published in April of 2010. Now this quote might not be so alarming if it wasn't coming from somebody who didn't have a huge following of people that think he passionately believes half of the things he says on television to get people's attention. The man preaches constitutionality as if he were a constitutional lawyer.

The truth is Beck is an ex-drug-and-alcohol abuser with no college education that DJ'd at various radio stations across the country until he finally got lucky, and now makes \$32 million a year. He does pretty well for himself, and he is well-aware he's made his money not by a conviction to bring truth to the people, but to entertain them; more importantly, to be more entertaining than his competitors.

My biggest concern is that this trend in big-budget sensational cable news and the highly extreme political polarization of late may have a connection.

CABLE continued on page 2 ►►

**RALPHIE MAY**  
From NBC's Last Comic Standing  
ON SALE NOW!  
LUBBOCK CIVIC CENTER  
FRIDAY, JUNE 25  
8:00PM  
104.9 the Beat #1 for hip hop and R&B  
TICKETS AVAILABLE AT LUBBOCK CIVIC CENTER BOX OFFICE, SELECTASEATLUBBOCK.COM OR BY PHONE: 806-770-2000

**Showplace 6**  
**\$3 Dollar Movie Theater**  
6707 South University  
806-745-3636  
showplace6lubbock.com

## Here for Orientation? Come see us in the ballroom to:

- ✓ Order your **La Ventana** yearbook
- ✓ Learn where, when to have yearbook photo taken
- ✓ Learn where to pick up your copy of **The Daily Toreador**
- ✓ Learn how you can work for Student Media



TEXAS TECH UNIVERSITY  
Student Media

Division of Enrollment Management & Student Affairs

THE DAILY TOREADOR

**La Ventana**  
YEARBOOK  
Recording Texas Tech history since 1925

**ASHLEY FURNITURE HomeStore**  
small spaces: TONS OF HUGE IDEAS  
Bring in your College ID for an EXTRA 10% OFF your purchase!  
Great style doesn't have to be expensive.  
LAMPS | MIRRORS | RUGS | ACCENT PILLOWS | BEDDING  
ACCESSORIES | WALL CLOCKS | TV STANDS | STORAGE OTTOMANS  
WALL ART | FLAT SCREEN TV'S | DESKS | MINI REFRIGERATOR  
ALARM CLOCKS | PORTABLE FANS | MUCH MORE!  
ashleyfurniturehomestore.com  
5026 Frankford Ave. | 806.687.3000  
Monday - Saturday 10am - 8pm | Sunday 12pm - 6pm  
SEE STORE FOR COMPLETE DETAILS. Some pieces and fabric prints may vary by region. Selection may vary by store. PRODUCT IS LIMITED TO AVAILABILITY. Although every precaution is taken, errors in price and/or specification may occur in print. We reserve the right to correct any such errors. Prices valid for a limited time only. Participation times may vary. HomeStores are independently owned and operated. An amount equal to sales taxes and delivery charges must be paid at the time of purchase. This promotion cannot be combined with any other savings offer. Previous purchases excluded. Picture may not represent item exactly as shown. Advertised items may not be on display at all locations. ©2010 Ashley HomeStores, Ltd.