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Tech regents decide to remain in Big

By EVAN JANSA STAFF WRITER

All of the speculation and deliberation regarding Texas Tech's to athletic difuture with the Big 12 Conference

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 erage of \$17 million annually. 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

each will see a boost in revenue.

According rector Gerald Myers, each team in the conference will almost

double their revenue with an av-

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 keeping the conference together, more money if you have a better

on national TV.'

The contract has yet to be 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."

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

team, if you're on ABC, if you're about \$12 million. You can see the 12. The other growth that we've been able to nine teams 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 of Regents on mega-conference.

"We had other options during Since its inception in 1996, the 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

with Tech announcing their commitment after a meeting by the Board

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

"It's been up and down," 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."

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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-ZALDI-**VAR 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 accomplish-

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.

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 Eisley of Moscow, Pa., said he thinks people are starting to get nutsand-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 Eisley, 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

"I thought when people began year-olds) and Republicans (from 8 on health care. 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 insurance markets. Medicaid will train more primary care doctors

"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

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 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

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. Mullets, crabs, rays and small fish congregate by the thousands off an.

Marine scientists studying the effects of the BP disaster are seeing some dolphins by the dozen frolicking in 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 we're not seeing more yet is that the see as a potentially troubling sign.

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 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 the trend. marine biologist.

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 mon for fish to flee major changes in 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-

By JAY REEVES, JOHN FLESHER tom of the sea or being scavenged by other marine life. And large numbers of 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, Alabama pier. Birds covered in oil are a three-person crew with Greencrawling deep into marshes, never to peace cruised past delicate islands and mangrove-dotted inlets in Barataria Bay off southern Louisiana. They saw the oily sheen and oil-tinged pelicans feeding their young. But they spotted no dead animals.

"I think part of the reason why impacts of this crisis are really just be-The animals' presence close to ginning," 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 the wildlife running to the edge of a trying to determine where exactly they are migrating to understand the full scope of the disaster, and no scientific consensus has emerged about

Mark Robson, director of the Divi-The nearly two-month-old spill has sion 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 comtheir environment, however.

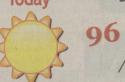
In some areas along the coast, researchers believe fish are swimming closer to shore because the water is cleaner and more abundant in oxygen. Farther out in the Gulf, researchers say, the spill is not only tainting the water with oil but also depleting oxygen

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.

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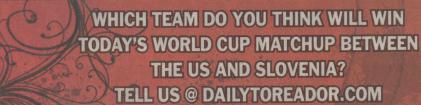
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DAILY TOREADOR

Therapeutic Riding Center begins construction of new riding facility

By MERIDETH MURPHEY STAFF WRITER

The Texas Tech Therapeutic Monday in the first phase of a threeresearch facility.

Heather Hernandez, program Center and certified instructor with needs.

"We've been fundraising for about Therapeutic Riding, Teaching and equine-assisted activities. Research Facility and we're build-

exciting for us is that it will be a sit sideways, forwards, backwards, balance, coordination and com- not as high-functioning, their social gratifying. all our own."

Riding Center broke ground at the Center shares its current arena with Texas Tech Equestrian Center on the rodeo team, equestrian team, riding lessons and anything else Tech phase project to construct a new needs it for so another advantage to which we host every year in May. therapeutic riding, teaching and the expansion is that it will free up more time for those things.

According to its website, the misdirector for the Therapeutic Riding sion of the Texas Tech Therapeutic Riding Center is to provide the highthe North American Riding for the est quality of equine-assisted therapy ing the center focuses on the spe-Handicapped Association - NAR- to people with disabilities in the cific need of each client - anything spectrum dis-HA — said the fundraising for this South Plains. Its goal is to enhance from speech and communication to orders, Down project has taken years but is worth the quality of life of the people who balance and trunk control — and syndrome, the wait because the expansion will participate in the program, to train ultimately increase that client's self- chromosomal allow them more time and schedule students in all aspects of equineflexibility with their clients and assisted therapy and to contribute the ability to cater to their specific knowledge to its respective area of research.

five years, almost," Hernandez said, to achieve these goals through hip-"and it's going to be the Texas Tech potherapy, therapeutic riding and

"Our program offers three differing it in three phases. Phase one is ent types of equine-assisted therapy," the arena area, that is a 100' by 200' Hernandez said. "One is hippothermetal structure, and that is where apy which is physical, occupational our arena is. Phase two, which we're or speech therapy on horseback. still fundraising for, will eventually So there's actually a therapist and have offices, a classroom, restrooms, a NARHA instructor. They ride a tornado safe room, horse staging on bareback pads and they utilize movement of the horse is translated ing a study on area and then phase three will be the movement of the horse as a to the pelvis of the rider to relax tight the benefits of

goals are. Therapeutic riding is more She said the Therapeutic Riding like therapeutic sport for people with disabilities. So, for therapeutic riding they'll do things like the Special Olympics Equestrian Competition, therapy can be beneficial to a wide-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 rid-

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

Hippotherapy is derived from the center, said Greek "hippos", which means horse. the center is It is a treatment method in which the currently docoordination and motor skills, stimulate respiratory and vestibular systems and stimulate neurological activity.

The purpose of therapeutic riding is to positively contribute to

Some of the people who most abnormal tone and reflexes; impaired maybe a little more involved, maybe stories like these make her job >merideth.murphey@ttu.edu

decreased mobility; sensory-motor been riding for only 10 lessons." dysfunction; hearing impairment and amputation. However, it is not sons also benefit the parents of the love getting the community involved limited to those, equine-assisted disabled children who participate. range of people.

Hippotherapy has also been known to diagnose disabilites such as cerebral palsy, autism abnormalities, cerebral vascular accident, fetal alcohol syndrome and

Tangi Arant, instructor at the equestrian

by the results.

on the benefits of therapeutic riding ence therapeutic riding can make in office work or cleaning stables, the for children with autism spectrum someone's life and why having their disorders," Arant said. "We're look- own facility will enable the instructhe cognitive, physical, emotional ing at social skills and interaction, tors to focus on the progression of and social well-being of people with and I know the results from the first their clients rather than letting them three of this project is still in progsemester were pretty cool to look at digress. just because the social skills went way benefit from these types of equine- higher than I ever expected them therapeutic riding instructor and assisted therapies are those who have to. And even on the ones that were volunteer at the riding center, said

place for therapeutic riding that is depending on what their treatment munication; poor postural control; skills went really high after they'd

She said these therapeutic les-

"I know that one parent expressed before he came

Every day we see

miracles, and I

love our jobs out

love getting the

community

JESSICA JONES

NARHA-Certified Riding

Instructor and volunteer at the

involved...

them in the know we all really ing with people. here and we really somebody and tried to shake their hand, he

was like something clicked

Texas Tech Therapeutic Riding Center and he was get-

"We're currently doing a study of many, which proves the differany experience. She said whether it's

Jessica Jones, a NARHA-certified

"Every day we see many miracles," Iones said, "and I know we all really love our jobs out here and we really and seeing what we do every day."

There are alternative methods of to me that her child, to greet people therapy for people with social and mental disabilities, but Hernandez said she thinks interacting with an be to walk up to animal does something for the clients them and slap that other types of therapy can't do.

"They are taught to bond with face or some- their horse," Hernandez said. "They thing," Arant thank their horse, they love their said, "and that horse, they help take care of their was his way of horse, so it also helps teach them communicat- some of those empathic responses."

She said riding the horse also helps She said that it with balance and helps to desensitize almost brought them to sensory input because they her to tears the can feel the movements. She said the first time that therapy sessions release endorphins he walked up to and other positive chemicals in the brain because they are exercising and bonding with the horse.

Jones said even people without didn't, but he disabilities can benefit from the ridtried to, and it ing center by volunteering.

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

Hernandez said volunteers are She said that is just one story, always welcome and do not need riding center can find an enjoyable way for volunteers to help.

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

The tail number shows the air-

State police and Lincoln County

plane is registered to Rod Aviation

emergency management officials

apparently overshot the runway at

the Sierra Blanca Regional airport

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

CONTINUED FROM PAGE 4

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

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

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

With such a dominant trend in place it's hard to see an end in the near future. There's nothing wrong with being pas-

sionate 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-bytes to get your attention.

>>> chris.leal@ttu.edu

So it's important to take what these pundits say with a grain of salt. On cable news channels, these people have a

By no means do I intend to insinuate that cable news networks are solely

CABLE←

near Ruidoso.

the accident.

for re-election.

your attention.

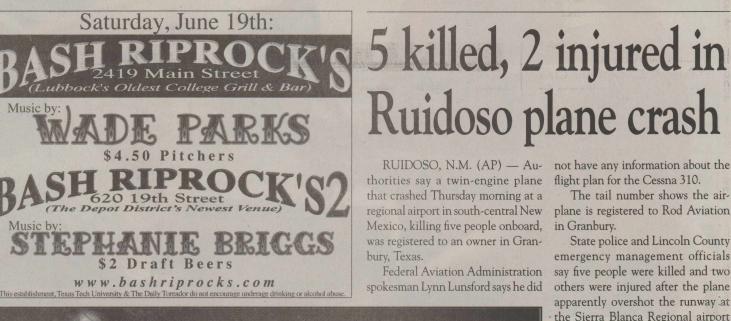
of the situation.



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struggled in Korean War

By MARIA SUDEKUM FISHER THE ASSOCIATED PRESS

INDEPENDENCE, Mo. (AP) — The young CIA was badly organized and the American military was illprepared to cope with the maneuvers cated tools, he said. of Communist forces during the Kodocuments released six decades after its core, the (job) of understandthe conflict began.

The CIA released 1,300 docu- challenge.' ments Wednesday that included 900 papers that either had not been made public earlier or contained new information. The release coincides with the 60th anniversary this month of the Korean War's start.

One CIA analysis said "American tinues today. military and civilian leaders were caught by surprise" when North Korean troops moved south across the 38th Parallel in June 1950.

"Only the intercession of poorly trained and equipped US garrison troops from Japan managed to halt the North Korean advance at a high price in American dead and wounded," the report said.

That document, "Two Strategic Intelligence Mistakes in Korea, 1950," also describes how U.S. military and civilian leaders were caught off-guard four months later when the Chinese "intervened in massive numbers as American and UN forces pushed the North Koreans back."

The CIA documents were released on a CD-ROM distributed at the Harry S. Truman Library and Museum in Independence to participants at a two-day conference on the Korean War and were to be made available on the CIA's website. They include intelligence reports, correspondence and National Intelligence Estimates, and foreign media accounts of activity in the region.

The Truman library and the Woodrow Wilson International Center for Scholars also released Korean War documents Wednesday. The Truman library documents included audio clips of President Truman and correspondence from then-Secretary of State Dean Acheson.

Peter A. Clement, the CIA's deputy director of Intelligence for Analytic Programs, said the documents showed the CIA was "not very well-organized" at the time.

"They didn't call the invasion," he said. "It showed very clearly that we didn't put the signs all together."

Clement said the documents illustrate how the agency then relied on "a small crew of people who looked over the entire world," as opposed to current iterations involving separate staffs each assigned to a

specific region.

Some parallels remain, however, between the CIA in its early years and the agency today, which is still "doing some tea leaf reading" but also has the help of more sophisti-

'Intelligence-wise, we have rean War, according to intelligence come far," Clement said. "But at ing leaders' decisions ... is still a

> James F. Person, program associate for the Woodrow Wilson center, said the documents his center had collected from 1955 to 1984 depict the "rocky relationship" between North Korea and China that con-

CIA papers show agency United Spirit Arena to host World Vision concert



NEWS

FROM LEFT: THIRD Day's Mac Powell, Third Day's Tai Anderson,

Third Day's David Carr, TobyMac (kneeling), Third Day's Mark Lee, Michael W. Smith (seated) and Max Lucado make up the list of entertainers for the World Vision Make a Difference Tour 2010.

By TRISTIN WALKER

Tour 2010" will be at the United Spirit Arena on Oct. 22, and tickets are available for purchase today.

best-selling author Max Lucado, as well as helping to raise sponsors for 25,000 chil-

EDITORIAL BOARD

Grammy-award-winning recording artists TobyMac, Michael W. Smith and Third Day. The concert is inspired by the themes The World Vision "Make a Difference of Lucado's forthcoming book, "Outlive Your Life: You Were Made to Make a Difference."

The "Make A Difference Tour 2010" The show will feature New York Times aims to change the lives of children by

dren through World Vision.

Cindy Harper, associate director of the United Spirit Arena, said the concert is going to be a neat event and everyone has said they are really excited about the artists that are coming.

"It's going to be a unique twist on a typical concert," Harper said, "especially the role Lucado is going to play in the

Harper said the concert has peaked interest with the Lubbock community and is proud that the tour is coming to

Megan Yeary, a Texas Tech graduate, Lubbock and couldn't be more thrilled.

Max Lucado, who is donating 100 percent of author royalties from all Outlive Your Life products to benefit children and families, has more than 65 million books in print and a 25-year publishing career. Lucado and his wife, Denalyn Lucado, live ** tristin.walker@ttu.edu

in San Antonio, where he is a minister.

Toby Mac, Michael W. Smith, and Third Day will be having their first tour

The leading provider of live entertainment around the world, Ansuchutz Entertainment Group Live, will be the producer for the tour and World Vision, an international humanitarian agency, is the tour sponsor. World Vision is dedicated to working with children, families and their communities worldwide to tackle causes of poverty and injustice.

Tickets will go on sale at 10 a.m. today and are priced \$30 and \$57. VIP packages, said she heard about the tour coming to which include Golden Circle Seating, a pre-show artist question and answer session, a limited edition tour poster, a commemorative credential with lanyard and a copy of Max Lucado's book, "Outlive Your Life: You Were Made to Make a Difference," are available for \$110.50.

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gratitude, briefly
32 Massive marina
protectors?
36 Basilica section
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landmark landmark
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68 Play a round
69 Marketing ploy,
and a hint to this

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STUDENT ASSISTANT needed in Student Rec Business Office. Hours will be Monday-Friday, 11-5 and Wednesday, 11-6. Position is to begin June 21st and will continue thru Fall and Spring semester. A Tech student who is friendly, can provide customer service and has good phone skills. Typing, filing and assist office staff with projects. Must have some computer knowledge. Come to

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2 BLOCKS FROM TECH 2313 Broadway. Garage efficiency apartment. One bedroom. Hardwood floors. \$500 plus electric. Available June 1st. 747-2856.

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pointment to view come by 4211-34th or call 795-**CLOSE TO CAMPUS**

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Backhouse. Alley entrance. Clean one bedroom house. 10 blocks off campus. Near 25th & University. Appliances. Private parking, fenced yard. \$325 plus pet fee. Lease today for July. Short or long lease available. Call for appointment 795-2011 or come by our office at 4211-34th

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One bedroom garage apartment. Nice efficiency. 4

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tos from Adam at b_anderson58@att.net RECENTLY REMODELED. Roommates wanted Unfurnished bedrooms. \$350+bills. No pets. 806-438-7750. Close to Tech/LCU.

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DPINIONS

Conference realignment hype overshadows Leach legacy

By THOMAS LOTT

of the charges. That charge was that the sons, Adam James, but it was a huge story university had breached the contract of to begin with. Mike Leach.

Pac-10 would have become the Pac-16 super-conference.

This whole controversy could not the impending demise of the Big 12. have come at a better time for Tech. The cloud that is Mike Leach.

When the Mike Leach story broke in ruled on Mike Leach's lawsuit against story. Much of this was because of the fact Texas Tech. He threw out all but one that it involved one of their broadcaster's

On June 3, the Pac-10 was offering Leach's lawsuit could go on June 1, there one that even considers us their arch-rival new memberships to teams in the Big 12. were hardly any reports anywhere to be If this were to have come to fruition, the seen on television. All that people were reporting on was that the University of Texas was thinking of leaving the conference and

Now Tech did not put the idea into university's lawsuit with former coach UT's heads to leave the conference, Texas' Mike Leach was already being tried during desire for money was the only reason for the exception of Tech fans. But every time the summer, and now they had conference that, but Tech did all they could to remain realignment to distract people from the in the story and divert attention away from realignment, we found a way to get into

The fact is, Tech has never been a December of last year, the only thing that leading member of the Big 12. No one has courted by the Pac-10, and believe me it On June 1, Judge William C. Sowder seemed to be showing on ESPN was this ever held Tech in high regard sports-wise. was just Texas that the Pac-10 wanted and any fan that has ever been to a game at icing on the cake, I bet that Tech was like Jones AT&T Stadium (but that is why it someone's little brother tugging on UT's is such a tough place to play and I hope it sleeve begging them to let us come along. When the story came out that Mike stays that way), the fact that we have no in our conference, and the fact that when our new head coach Tommy Tuberville got team that needed someone to come and save it from the clutches of failure.

So honestly, nobody cared what hapthat you saw an update about the possible

I am sure that when Texas was being This is very clear in that we are hated by whoever else came along would just be

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 here he spoke as if we were some mediocre 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 pened to Tech in the Pac-16 scenario with 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 attempting to snag viewership, these deeper, more important trend in current cable news companies are going from 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 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

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.

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At the end of the 1980s, there were

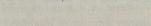
roughly 53 million American households subscribed to cable television. By the end of the 1990's that number had grown to 65 million, that's 22 percent growth over the previous decade. Today the number of American households subscribed to cable has jumped to nearly 93 million, a 43 percent growth over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

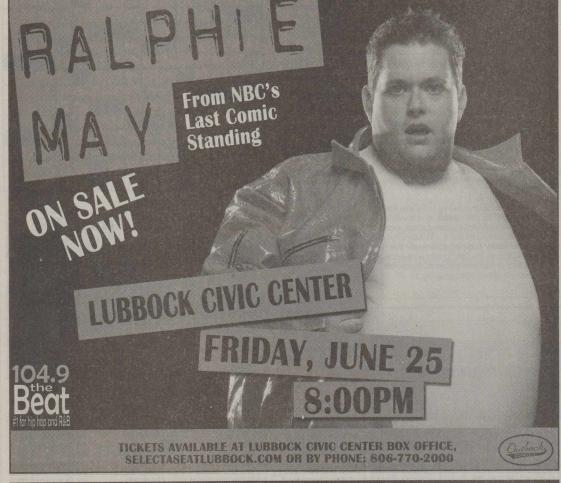
With the industry growing, and more competitors entering the market traditional ways of delivering the news to more flashy and entertaining methods. Glenn Beck and Keith Olbermann's sensationalist newscasts may be good for profits and keeping your attention for 30 minutes, but can spicing up the news in a biased manner have any negative repercussions?

"I could give a flying crap about these cable news networks — and their 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 somewhere lower on the list of their 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 consti-

The truth is Beck is an ex-drug-andalcohol abuser with no college education that DI'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.

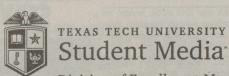
My biggest concern is that this trend in big-budget sensational cable news and the highly extreme political polarization of late may have a connection.





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