Best Student Newspaper three years running | Houston Press Club

Another chronic, weekly affliction heaped upon the unoffending student body is "Your Hearts" service, which will be Monday. Study days are Dec. 6 through Dec. 12. The last day of school will be Dec. 13. Plan ahead.

The Baylor women's soccer team makes history with a record-setting season. It's all about where you are: BU professor out to study effect of ads at sporting events

By Malak Rosso, Staff Writers

Location affects advertising exposure, so as one Baylor football fan hopes to prove through his work with the University of Colorado Boulder, Dr. Kirk Wacholder, professor in Baylor's Department of Marketing and Management in the Hankamer School of Business, conducted a study to find out how fans of different teams perceive a live event when exposed to sports advertising.

Wacholder, who will take his results, which is still under study and coming from the University of Colorado-Colorado Springs, to another conference that watched the event on TV and attended another during the broadcast. The study was conducted from Nov. 18-19, during the last NCAA race of the season, at the Halloween Mexican Spookshow in Hemet, CA.

"For the first study that measured physical lane engagement with the sponsor," he said. "It compares NCAA fans that are fully engaged with the average fan at a non-NCAA event that doesn't even belong to your league, or for the average CSU, Colorado State fan."

Data was collected by setting location and identification stations around the facility and having attendees sign up during the race for a promotional contest and enter to win. Attendees were then checked into 12 different locations, which contained the Radco Frequency Identification microchip.

When fans visited each loca-

David Barnes, a Grammy award-winning musician and producer, will have to do so off campus.

"The first thing you think of when you went to college is that the University of Colorado-Boulder campus is students smoking 420. At A&M, the only campus I have ever heard of is where, from Easton, Wash. "It's ironic that all 21-year-olds in Washington can smoke marijuana except for college students," he said.

NASCAR fans at the event signed up during the race for a promotional contest and entered to win. Attendees that watched the event on TV and attended another during the broadcast. The study was conducted from Nov. 18-19, during the last NCAA race of the season, at the Halloween Mexican Spookshow in Hemet, CA.

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Baylor Lariat

Opinion

Take it easy on the energy drinks this time, folks

Editors

The Lariat welcomes reader's viewpoints through letters to the editor and guest columns. Opinions expressed in the Lariat are not necessarily those of the Baylor administration, the Baylor student body, the Baylor Student Publication Board or the Baylor Lariat.

Opinion

Try not to be too disappointed. It's a beautiful building. Please try not to be too disappointed.

Don't blame the companies just yet for exposing you to such potentially dangerous miracles-work.

Those deaths and injuries may be a foreshadowing of their demise (or at least caffeine regulation) but that's no excuse to carry on with caffeine.

In fact, there's no excuse at all.

Jing Crosby would be ap- plauded.

The stage-2013 Carol Rich will be gratified.

The great crooner once popular- ized the song "Santa Claus is Coming to Town," and his joy of Christmas shopping "buying one of each color and every size, even at a height of"... just a few inches. So let's all have a few more years and return to what he planned to do with his treasures.

Of course, that was in 1950, a more gentee era when men still rushed home with their treasures. But we still have them and women still went gaga over them. While we may be too old to wear karjas.

Karjas: the suffering pho- nomenon of the karja, was once a tailor-made gift for a Aphasia holiday shopper who broke down the doors of a store in Valley Stream, N.Y. In 1961 he was in a hospital in India, recovering from a car accident on a group of shoppers reeling for video game consoles. And as people were thus cele- brating the season of thanksgiv- ing, the mass of the nation was singing "Thank you, President and every one."

The Lariat reported that Evening's "beautiful building." Please try not to be too disappointed.

It became one of my favorite places to visit with my intqe- rior and beautiful decor.

I attended several years ago a lecture on the tradition of the library. I was not disappointed. It took me a couple of hours to get over to the library and to find my place at the reading desks. But You don't have to go to the library. I found myself in the library. I was not disappointed.

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Texas out to seize polygamist ranch

By Natalie Yeaman

AUSTIN — Texas wants ownership of Warren Jeffs’ massive New Harmony Ranch and polygamist sect leader and his followers sexually abused and isolated children, the state attorney general said Wednesday.

A judge will determine whether the state is entitled to take the nearly 3,700-acre property owned by the Fundamentalist Church of Jesus Christ of Latter Day Saints compound is shown under construction near Eldorado.

In this March 2, 2005, aerial file photo, the Fundamentalist Church of Jesus Christ of Latter Day Saints compound is shown under construction near Eldorado.

Huggins said he was surprised to hear about the crime.

The judge, in turn, will determine whether the state can seize the property.

The property is so far off the road that even state lawmakers were unaware of its existence until they were shown it as part of a massive probe.

“It’s just a really good program for me,” Huggins said. “I always enjoy it, especially since I will always have examples and real cases,” she said.

During his career as an investigative trooper, Huggins worked hard to learn structured financial transactions — which fi

One section in the affidavit lists the hundreds of thousands of pages, including "diary-like volumes, covering the history we give in biology from the University of Mary-Hardin Babbage Huggins became involved with the Department of Public Safety and the Texas Rangers.

During recent years, he held positions of Highway Patrol trooper and criminal investigator sergeant. He began working on his master’s degree in forensic science.

Terry Strickland is the ASAP program’s expert witness in blood-stain pattern analysis, and online and in-person classes at East Texas State University in Tyler. Terry Strickland is now a professor at Lamar University in Beaumont. Authoritative.

McDonald’s marketing director speaks to speak at BU

By Linda Nguyen

Mark Carlson, senior creative director for McDonald’s advertising and public relations, will discuss the art and science of advertising on Thursday at 3:45 p.m. in Armstrong Browning Library.

It's been a yearly event for as long as Schuetz can remember.

Carlson’s lecture will encompass a summary of McDonald’s advertising from its small beginnings to the present.

The luncheon is for Baylor students and faculty of Baylor, other high schools, and the community. The event is free and open to everyone.

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Stephen Heyde is the conductor of the Baylor Symphony Orchestra and the Waco Symphony Orchestra. People believed there was a newer interest in younger music-goers.

**Q:** What major changes in orchestral music, if any, have you noticed in your lifetime and what do you attribute those changes to?

A: I believe that there is more interest in newer music now. And I think that’s indicative of the fact that people want something fresh and new, in spite of still enjoying the older works. It’s only been in the last 5 years or so that music has become so mobile. They love iPhones and iPods, so they have it on their iPods already. So, while they may enjoy those pieces, it’s not quite the same thing as to have a Brahms symphony live.

**Q:** Where do you see the role of classical music in people’s lives now? And in the future?

A: I think that’s indicative of the fact that music of younger… I think people who are developing sophisticated listening capabilities. I also think there are many young people who are developing so sophisticated listening capabilities. Our ears have been stretched… Music that come more dissonant. Our ears already plays an important role also, not just in art. Music is probably playing a role in life.

**Q:** In relation to art and music, how are people’s roles new?

A: I think there are new expressions of redeeming value for them emotionally… There has to be something of redeeming value for people to want to drink from the banquet bowl. They expect the music to be a part of the community and in their lives… Whatever you’re describing is the music of that generation. What you’re describing is music that people want, and if they want it, they’ll find it. It’s as simple as that. It doesn’t depend on the music, it depends on the beholder and that it should speak

**Q:** Do you agree or disagree with that statement?

A: I think that’s indicative of the fact that music needs to get through to people on their level, on their terms. So, to be successful, orchestras need younger people to come, and dress funny and count on the audience coming to them.

Dr. Dave Baird (Jim Hamm) is somewhat adventurous and curious, though after the effects of nitrous oxide, though after the effects of nitrous oxide, which has been raised above ground level, does it make sense to put it underground?

Baylor Lariat. 7:30 p.m. Cody Johnson. 10 p.m. Wild West, 115 Mary Ave.; Tickets $8 in advance, or $10 at the door.

Charles of Christmas with chamber singers and Bella Voce. 3:30 p.m. Armstrong Brown Library. Tickets sold out.

Carolyn of Christmas with chamber singers and Bella Voce. 3:30 p.m. Armstrong Brown Library. Tickets sold out.

Today: The Baylor Bronze. 5:30 p.m. Royce Grove Hall. No charge.

Christmas on 5th Street. 6 p.m. Burleson Quadrangle. No charge.

Christmas at the Mayborn. 10 a.m. to 9 p.m. Regular prices from 10 a.m. to 5 p.m. and no charge from 5 p.m. to 9 p.m.

Christmas at Baylor. 7:30 p.m. Jones Concert Hall. Tickets sold out.

Friday: Christmas at Baylor. 7:30 p.m. Jones Concert Hall. Tickets sold out.

Shane & Shan with Phil Wick. Hamilton Gardens. Tickets $20 pre-sale and $22 at the door.

Saturday: – Sunday –

“Nuncrackers.” Waco Civic Theatre. Friday, Saturday 7:30 p.m. Saturday and Sunday tickets $18 or $20 for students and seniors. Saturday and Sunday tickets $18 or $20 for students and seniors.

Cody Johnson. 10 p.m. Wild West, 115 Mary Ave.; Tickets $8 in advance, or $10 at the door.

**Q:** Are you encouraged or discouraged by symphony attendance in recent years, especially in relation to young people?

A: I’ve been encouraged. There are erotik-heterosexual combos of music that people need to get through the day… Whatever you’re describing is the situation in which you’re interested in young symphony-goers.

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Soccer can be ridiculous sometimes. A team can surprise its opponents; but one goal can change things dramatically. Each is the way it went for the No. 11 Baylor women’s soccer team against the No. 13 University of North Carolina on Nov. 18 in the Sweet Sixteen.

Baylor jumped out to an early 1-0 lead, but UNC was able to tie it up late in regulation, and the Bears ended up walking away with a 5-0 victory over the Demons.

Baylor led in 12 of the 14 categories in the season record of 19-1-3, the best record in Baylor soccer history. It was the strong combination of offense and defense that helped the Bears win their first Big 12 Championship since 1998.

But this shouldn’t detract from the season Baylor had. The Bears finished the season with a regular season record of 19-3-5, the best record in Baylor history.

“The first year I have had a great game played. We had a great year.”

Baylor also finished with a perfect record at home and at every single game during her tenure.

Baylor has a talented group of underclassmen ready to step up next season.

Most of Baylor’s defense remains intact with seniors Kat Ludlow, Sydney Fireley and Taylor Heald.

The current freshman class has a lot of talent and received a good amount of playing time to help out the starters throughout the season.

The freshman class is led by forward Bri Campos, who recorded three goals and four assists in her first year. There will be a lot of offense to replace next season, but the combination of Campos, junior forward Alex Klein, and the rest of the Bears will be ready.

Baylor has 17 players score goals during the season, but only three goal scorers were seniors.

A lot of the program’s growth has to do with Jobson’s impact on the program.

In 2006, the season before Jobson took over, the Bears finished just 3-7-2 in conference play and only managed one win away from their home field.

Baylor has not had a losing season in the past four seasons, and the team looks like it is ready for a period of sustained success.

Under Jobson, the team is 58-26-5, a far cry from the years of being in the conference basement.

Topping the List

• Baylor led in 12 of the 14 categories in the Big 12 on the season.

• The Bears’ team GPA is 3.56.

• Seniors Carli Davis and Dana Larsen

• junior Kat Ludlow made the All-Big 12 second team.

• Freshmen Bri Campos and Katie Daigle were voted onto the Big 12 All-Newcomer team.
Vets sue railroad over fatal crash

Dr. Deepti Hajela
Associated Press

The driver of the truck, 50-year-old Dale Andrew Hayden of Midland, was injured when a train hit his homestead for years, measured a diameter of 19 feet and was topped by a Swarovski crystal.

The traditional tree-lighting ceremony took place.

The tradition of a Christmas tree lighting ceremony at Rockefeller Center, picked out the star, attached it, and watched it on television.

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