



Baylor Bears have the opportunity to win back-to-back conference titles should they win against Kansas State on Saturday

Sports, B1

baylorlariat.com

# The Baylor Lariat

WE'RE THERE WHEN YOU CAN'T BE

Friday | December 5, 2014

## College GameDay arrives, hypes up Baylor Nation

By CODY SOTO  
SPORTS WRITER

Sleeping bags, tents, poster boards, oversized markers and Baylor fans will flood campus to witness another milestone in school history Saturday morning.

Out of 14 weekend matchups, including Power 5 conference championships featuring the nation's top teams, ESPN's College GameDay will be in Waco for Saturday's Baylor vs. Kansas State showdown at McLane Stadium.

The sports entertainment show built by Home Depot has been on air since 1987 and has toured the country to cover an important game every week during the football season. Saturday will be the first time a Baylor football team has been featured on the popular pregame program.

The national spotlight will feature two Top-10 teams competing for a share of the Big 12 conference championship title, and it would be the second title in a row for Baylor. This weekend has a lot in store for the Bears.

"We are very honored and excited to be hosting College GameDay," director of athletics Ian McCaw said. "It is a very exciting time for our program and university. We will be able to showcase our beautiful campus and our outstanding football team, along with what we believe is the

best college football stadium in America."

The show's appearance in Waco was announced Sunday afternoon by ESPN, and Baylor's social media erupted.

"I couldn't believe it. I couldn't believe they were actually coming to Waco," Angleton sophomore Kyle Keeney said. "We're going to be competing for our second Big 12 title in a row, so I'm pumped and super excited."

A chance for a back-to-back title crowning and a national program in Baylor territory has the community excited. Quite simply, it is a big deal, senior quarterback Bryce Petty said.

"This is what you want. You want to be in this position," Petty said. "If you can't get fired up for this, then you maybe need to find another sport or something. I think everybody community-wide and school-wide are excited for it and they should be."

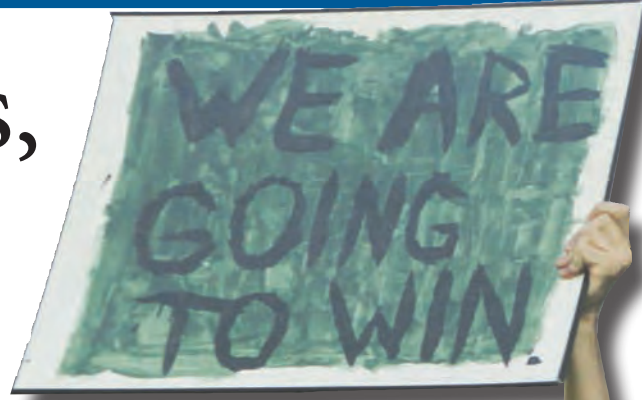
This opportunity is a memory for the Baylor community, and there are already students planning on camping outside for a spot in the student pit.

"A bunch of friends and I are camping out Friday night starting at 5 p.m.," Austin sophomore Mattie Raiford said. "It's such a big thing for Baylor. It's so exciting for all of us as students, so I couldn't have asked for anything better to happen."

The entire buildup to this week will provide Baylor with a big platform Saturday night, McCaw said.

"It will be a wonderful opportunity for us to advance the cause of Baylor and have ESPN here in Waco and Central Texas," McCaw said. "It is also a great platform for us as we finish up the regular season and make a case for the College Football Playoff."

Saturday is going to be a memorable day for the



"If you can't get fired up for this, then you may need to find another sport or something."

sixth-ranked

Bears, and the action all ends with the possibility of another Big 12 championship.

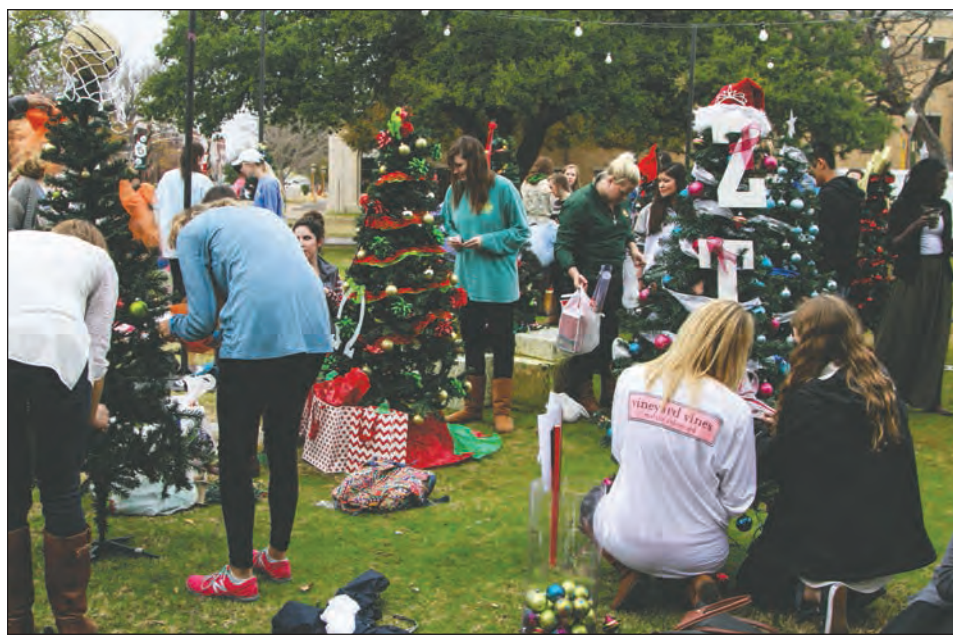
"It's a very exciting week for us without question because we

SEE HYPE, page 11

Bryce Petty | Quarterback



CARLYE THORNTON | LARIAT PHOTO EDITOR



CONSTANCE ATTON | LARIAT PHOTOGRAPHER

### Oh Christmas tree

Members of various student organizations decorate their trees Thursday in preparation for the tree competition held on Fountain Mall during Baylor's annual Christmas on 5th event.

## BU Athletics hires PR firm to aid in national coverage

By REBECCA FLANNERY  
STAFF WRITER

In light of the new college football playoff rankings and the Baylor Athletics department hiring a public relations firm to help with national media attention, several rumors have spread about the intentions of the deal.

Throughout Twitter and on ESPN, commentators have discussed Baylor's decision to hire Kevin Sullivan Communications, a public relations firm, as a way to boost Baylor in the rankings. However, Nick Joos, executive associate athletic director, said the depart-

ment hired the firm to help with the increased media attention.

"We wanted to bring on some extra assistance on the national level," Joos said. "We have a tremendous media relations staff, but we needed some extra hands to help with the national perspective."

Twitter comments ranged from accusations that the firm's purpose is to boost Baylor's ranking in the playoffs to frustration over the most recent posting of Baylor as No. 6 in the NCAA ranking. A tweet from the official Whataburger account stated that Baylor's disappointing ranking matches the same feeling as being left out of an

invitation to go to the fast food restaurant.

Joos said any media coverage on the topic of hiring the firm as an attempt to lobby for a higher position in the rankings is a misrepresentation of their intent.

"It's a shame that it has become a topic of conversation around the situation," Joos said. "It's not [the firm's] mission to lobby for a position, but to strictly adhere to assisting us with media relations."

Lori Fogleman, Baylor's assistant vice president for media communications, said a high volume

SEE PR, page 11

## Santa's Workshop offers kids presents, festivities

By SARA KATHERINE JOHNSON  
REPORTER

Santa's Workshop will visit campus today to bring Christmas cheer to approximately 400 children between the ages of 3 and 5 during an event that includes presents from Baylor cheerleaders, crafts and an appearance by Bruiser.

The two-hour long event begins at 10 a.m. and takes place at the McLane Student Life Center. Santa's Workshop is a student organization made up of a committee of 15 participants. During the fall semester, they fundraised, marketed and organized to host a Christmas party in December for local Waco children by partnering with school programs. Each child in attendance will receive a wrapped toy and lunch.

"Planning is like a waterfall," Vienna, Va., senior Peyton Starr said. "It's most difficult to get the first thing done, but the payoff is worth everything."

Santa Claus will visit the children before their lunches are served, and student volunteers, including student athletes, will play

with kids during this time.

Starr, the program's director, said money to provide presents is donated largely by faculty and staff. The money goes directly to buying presents and decorations for the gym.

While some gifts were donated in donation bins around campus, most of the gifts were purchased by the organization. The goal is for kids to receive gifts of about the same quality and size, Starr said.

Santa's Workshop has more than a 20-year history on Baylor's campus, but Starr said the way it unfolds changes every year.

San Antonio senior Jackie Hernandez said last year's event was cancelled because of bad weather.

"Since we didn't have the main event we drove to the kids and delivered all 650 toys to 650 kids," Hernandez said, who is also the volunteer and marketing chair.

This year Hernandez is looking forward to hosting the event on campus and seeing it all come together.

SEE SANTA, page 11



CONSTANCE ATTON | LARIAT PHOTOGRAPHER

Student protestors march outside the Baylor Police Department. The Baylor NAACP chapter organized a demonstration Thursday evening that had activists through Fountain Mall.

## Hundreds gather on BU campus

By JON PLATT  
REPORTER

Hundreds chanted, "Don't shoot! BU!" outside Pat Neff Hall Thursday evening in a protest against inequality.

The gathering, organized by Baylor's NAACP, began in front of the Baylor Police Department, where students and faculty together met for prayer, singing, chanting and a moment of silence before marching through campus.

Many activists cited their presence was because of recent alleged police brutality. Often mentioned by marchers were the killing of Mike Brown in Ferguson and Eric Garner in New York.

"Even though it happened in Ferguson, it affects everybody," said Irving sophomore Chelsea Williams. "It's good to see this happen in Waco because it can happen anywhere. Where's next? Who's next?"

Approximately 300 students silently gathered to express themselves peacefully.

"I'm standing here because I personally believe there's a problem with our justice system," said Dallas junior Lauryntyne McGill.

The NAACP planned the movement in response to

SEE PROTEST, page 11



# The Rivalry Lives On

## Baylor: Stay classy as animosity with TCU grows

### Editorial

Even with finals week and Christmas rapidly approaching, average Baylor fans have one thing on their minds: football.

College Football Playoff rankings have caused a whirlwind of debate and put Baylor and TCU in national conversation. The talk can be narrowed down to one question: if both teams win on Saturday, would Baylor's victory over TCU be enough to earn a second Big 12 Title? Ironically, if both teams win on Saturday, the decision was made to name them co-champions despite the infamous Big 12 slogan 'One true champion.'

Emotionally charged, Baylor Nation is in upheaval at the decision. Meanwhile, the average TCU fan mocks Baylor through social media, even forming a Twitter account called Baylor Tears.

The rivalry is alive and well on social media. Many TCU fans have revived the old hashtag #BaylorHateWeek that they used the week before the Baylor/TCU game. Of course, Bay-

lor fans responded with the hashtag #PrayersforTCU. Which hashtag is classier is up for some debate.

No matter the outcome, this season has furthered the already-intense rivalry. The competition between the Horned Frogs and the Bears has deep roots. The teams first played against each other in 1899 - 16 years before the first UT vs. A&M game. While every Bear fan prefers Baylor be ranked higher than TCU, the unfortunate turn of events is only fanning the flame for what is becoming the most important college football rivalry in Texas.

In the history of Texas college football, the average household either sided with the Longhorns or Aggies. The rivalry ended in 2011 when A&M joined the SEC.

Now, Baylor and TCU have the opportunity to rise up and become the household teams. Win or lose, co-champions or one true champion, playoffs or not, Baylor has successfully fostered an intense rivalry. This rivalry is an opportunity for both schools to stay competitive in the Big 12 and NCAA for years to come.

All football games are about competition. However, emotionally charged rivalries seem to foster a higher level of excellence. If Baylor knows how good TCU is and has an intense desire to beat them, it will make them work harder in the offseason, recruitment and in practice before playing them next year.

The Bears will have even more incentive than usual to stay competitive with their rival.

This rivalry also provides Baylor fans with an opportunity: ignore the noise and stay classy. College GameDay will broadcast in Waco for the first time ever Saturday. Part of the GameDay tradition is fans making signs to display behind the broadcaster.

Fans should take this opportunity to focus on the positives about Baylor's season, not on TCU.

Making signs that take digs at TCU will just bring them more attention and make the Baylor Nation seem bitter and classless.

Instead, focus on Baylor's amazing season, elite seniors and show the nation that Baylor fans are good sports.



## Trash Talkin' Tweets

**Lord Hunter @hgreenwood16**

There won't be a drought much longer in Texas, Baylor Tears seem to be filling up the lakes and rivers.

**Ted Harrison @tedvid**

Amazed that the college Football Playoff has us devaluing wins to the point that national media has all but forgotten that Baylor beat TCU

**Adam Jachristmas @Adam\_Jacobi**

People. Beating TCU doesn't give you license to get whacked by a mediocre WVU and still stay ahead of the Frogs. This isn't hard.

**Ryan J. Rusak @rjrusak**

Dear Kansas State, please thrash Baylor so I can eat Whataburger again someday. #gofrogs #riffraam #tcu



**Chris Wingate @MCWingate**

Whilst walking on the Baylor campus, I somehow feel somewhat more entitled #BaylorTears #TCU @CrybabyBaylor

**Baylor Tears @BaylorTears**

To my knowledge Baylor has done no wrong and is undefeated this year ... that WVU game was for funsies.

**Jonathan @ImSuchABurden**

Don't drink Dr. Pepper this week, it originated in Waco. #BaylorHateWeek

**Bradley Charles @1BradleyCharles**

Dear TCU lost to Baylor, almost got beat by KU & somehow they jump the defending national champs on a 28 game winning streak? Makes sense?!

## Shine, Baylor shine

Campus has been abuzz ever since it was announced that ESPN's College GameDay will be broadcasting live from the banks of the Brazos on Saturday for the first time.



The platform is set for a gargantuan matchup between the No. 6 Baylor Bears and a talented No. 9 Kansas State Wildcats team. The game will be broadcast in primetime to national audience on Saturday, possibly the biggest platform Baylor has had since the Fiesta Bowl.

Without question, GameDay is one of the most significant things to happen to Baylor from a national perspective. For that reason, Baylor students need to place the emphasis on the positives of Baylor rather than trying to use this stage to disparage other schools.

For all intents and purposes, GameDay is the nation's first look into Baylor. Robert Griffin III's Heisman Trophy was the first time that Baylor could be marketed on a national level, but there was less attention given to the university than to just the football program.

Now, ESPN brings its flagship college football coverage right into the middle of Baylor Nation. Excitement for the football team is at an all-time high, and Baylor football will get the chance to take national opinion to the next level.

One of the most popular traditions on GameDay is the making of signs. Many Baylor students have talked about using that platform to remind the committee that Baylor beat TCU 61-58.

Baylor and TCU are reviving an intense rivalry that will almost certainly be among the best in college football within the next

few years. But at this point, Baylor and TCU have already played their game.

What does pointing to TCU really accomplish?

The College Football Playoff committee is well aware that the Bears beat TCU; several members have confirmed that Baylor vs. TCU has been the biggest debate during deliberation. Trying to boil it down to "61-58" makes it sound like that's all Baylor has to hang its hat on.

Baylor has an entire resume behind it and has a huge opportunity to add to it against a top 10 team in Kansas State. Even if the Bears do not make the playoff, they can capture a second-straight Big 12 title.

Forget TCU. Saturday is an opportunity for Baylor to show off what makes this university so special. ESPN will be right in front of the brand-new McLane Stadium, which head coach Art Briles consistently calls the best collegiate stadium in America.

There are few opportunities for a school to show it has arrived as a football program. Only a certain number of games a week get to be in the spotlight, but ESPN chose to focus this week on Baylor.

And if Baylor takes care of business on Saturday, it will be only the second back-to-back Big 12 champion in conference history, along with a Sam Bradford-led Oklahoma squad.

So why bother giving so much attention to anyone else? It's Baylor's time to shine.

Shehan Jeyarajah is a junior journalism major from Coppell. He is the sports editor and regular columnist for the Lariat. Follow him on Twitter @ShehanJeyarajah.



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# Dean receives lifetime achievement award

By Brooks Whitehurst  
Reporter

Dr. Jon Engelhardt, dean of the School of Education, is not without accolades in his final year at Baylor. Engelhardt recently received the Robert B. Howsam award, just on the brink of his May retirement.

The Howsam award is a rare lifetime achievement award given on occasion to a deserving individual who has made significant contributions to education, according to the Consortium of State Organizations for Texas Teacher Education website.

The Lariat sat down with Engelhardt to talk about his career at Baylor as it comes to a close and the honor of receiving the Howsam Award.

**What does this award mean to you?**

There are lots of different meanings, one of those is recognition of Baylor's role in the state of Texas, and I think that's important. Some of the things that I've been able to do I haven't been able to do except were it for the institution where I've been, and Baylor has been especially supportive in doing all sorts of different kinds of things.

And of course it's personally rewarding. The way I like to explain it is that most of us work in the garden not for recognition, seeking or expecting it, but because it's the work that's worth doing. It's really surprising and exciting when someone actually notices.

**How does this award speak to Baylor's role in the education field?**

I think it's an acknowledgment of the pivotal or potentially pivotal role that Baylor could play in the state of Texas. Texas has a large number of private institutions, and it clearly points to Baylor as a leader among those.



Dr. Jon Engelhardt, dean of the School of Education, recently won the Robert B. Howsam award for his contributions to education. Engelhardt is set to retire in May.

**What were some of the significant moments in your career?**

I'd say one of those is that from the time I entered higher education as a teacher educator, I've been working to reform the way teachers are prepared in our profession. The schools that prepared teachers, called normal schools, at the end of World War II, as part of the GI bill, were all converted to state universities, and in some cases private.

They all converted what was professional preparation into academic majors, which in many ways destroyed the notion of teacher education, and so my preparation came in that period of time when you heard a lecture about teaching rather than going to do it.

The most significant piece for me looking across my career is having been involved in just about

every major movement to reform and change the way teachers are prepared so that today we call it "clinical teacher preparation."

Some other things have been building a partnership with the superintendents in Waco. Instead of having school districts competing with each other, they're collaborating with each other and trying to strategize for how to improve education and how to influence the Legislature to improve education.

It's really easy in higher education to have people in their own little silos where they don't interact with each other, and that's not who we are as an institution, and not the way higher education is intended to be. I like to think that when one person succeeds, we all succeed, and we should celebrate that together. We raise each other rather than compete with each

other.

**What does the future of K-12 education look like in Waco?**

K-12 education in Waco is poised to address issues of poverty and education outcomes for Waco children like no other time in the city's history. With its roots in the education alliance, the new work of Prosper Waco, with its triple emphases on education, healthcare and income and productive employment for all citizens, is poised to make an enormous difference in Waco.

Focusing on the education part of this equation, we know that poverty takes a huge toll on many aspects of a quality community life, including the effectiveness of education.

To address one and not the others is effectively doomed to failure,

or at least to severely limit success. Research has shown when you find ways to positively address the economic lives of all citizens, the educational experience of children of parents living in poverty is significantly benefited, even with no other intervention.

The role of Baylor in all this is to do its part as a responsible community partner.

**How is Baylor approaching the need for teachers among K-12 schools that have students whose first language is not English?**

This has been an issue that has challenged Baylor for some time. The presence of increasing numbers of second-language English speakers in Texas has never been a surprise to educators. Even a simple-minded look at demographics leads one to the conclusion that this needs to be addressed.

To date, Baylor has addressed this through broad availability of English as a second language preparation for those who would be teachers. Bilingual education, per se, by contrast, requires that instruction in schools be taught, at least for part of the day, in Spanish; this means that fluency in Spanish for the teacher must be rather strong.

**With plans to retire in May, when you look back, what have been some of your favorite things about your career with Baylor?**

Probably one of my most favorite things was the first day I was here. Robbie Rogers, who is the director of Baylor photography, was taking my picture and he said "Welcome to the Baylor family," and that became symbolic to me, because Baylor is a family unlike any other institution that I've experienced.

Probably that is the most striking thing about Baylor to me. I think that working with people

that are here, the level of sincerity about commitment to accomplishing what it is that we're trying to do, putting students and colleagues first, and really trying to take the high ground. It's been a wonderful, wonderful experience here.

**What do you think your most important contribution to Baylor has been?**

To put the School of Education on a firm footing and to, some would say, reestablish or expand the reputation and respectability of the School of Education and our programs within the broader institution.

I think that addressing the issues that existed and then establishing that place of respect for the institution. Close to that is the building of the endowment for the school. It's nearly doubled in the last seven years or so, and of course that's not all me, but being part of that, and valuing that and trying to get out there and do that work is important.

Also, the creation of the advisory council for the School of Education, we have a wonderful advisory council of about 10 or 12 people mostly from Texas, but across the country and they are business leaders, former students, parents, and they have been wonderful, and it's been a thrill for me to have that group come together.

**What kind of legacy do you hope to leave at Baylor?**

A legacy of caring. I once had someone that I worked for at another institution that insulted me by saying "Have you ever met an idea that you didn't like?"

What that person didn't understand was that there may be a lot of ideas that I did like, but there were also a lot of ideas that I didn't like. What I appreciate are people who are willing to take risks and try new ideas to move things forward.

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A television news crew walks away from a vehicle caught in an overnight mudslide on Soboba Road near Gilman Springs Road on Thursday in San Jacinto, Calif. Heavy rain triggered flash floods and stranded more than three dozen people in their cars in Southern California.

## Heavy downpours, flash floods leave California drivers stranded

By CHRISTOPHER WEBER  
ASSOCIATED PRESS

LOS ANGELES — Intense rains took a parting shot Thursday at California, triggering flash floods that temporarily stranded more than three dozen people in their cars in inland Riverside County as the state took stock of the effects of days of steady downpours.

The stranded drivers and city employees in San Jacinto Valley spent the day digging their cars out of mud and cleaning up after the deluge. No one was injured.

The Pacific Coast Highway in Ventura County, closed since an earlier weekend storm sent mud and rocks into the roadway, was open again by late afternoon.

The dwindling storm brought some relief to the parched state, but a new analysis showed how much more rain and snow is needed to pull it from its historic drought.

More than 99 percent of California remained in moderate or worse drought despite rains received through the end of November, national drought experts said.

The data cutoff for the update was Tuesday, meaning most rain and snow from the latest storm was not included.

However, experts said they don't expect the needle will move much when the latest precipitation is tallied.

"One event isn't going to take away three years of drought," said climatologist Brian Fuchs of

the National Drought Mitigation Center in Nebraska.

The update shows the California's drought status was unchanged from the previous week, meaning 55 percent of the state still is considered in the most extreme category of drought while 99.7 percent remains in moderate drought or worse.

The past two months have seen several back-to-back rainstorms, and the rain in recent days was among the heaviest that some areas had seen in years.

The system dropped widely varying amounts of rain, ranging from trace levels in some areas to 14.5 inches at Yucaipa Ridge in the San Bernardino Mountains. San Francisco saw 4.3 inches, while 1.5 inches fell on downtown

Los Angeles, according to the National Weather Service.

The San Francisco Bay Area reached or exceeded normal annual rainfall totals for the first time in years.

The storm put downtown Los Angeles slightly above normal for the season to date. Since July 1, it has recorded 2.30 inches of rain compared with the normal average of 2.14 inches by Dec. 4.

Fuchs and other climatologists stressed that California needs to see a consistent pattern of storms to move beyond its driest three years on record.

Along with rain and snow, drought monitors consider the water levels in reservoirs, rivers and streams, soil moisture, and dozens of other factors.

## Small businesses boast employee happiness, loyalty

By ABIGAIL LOOP  
STAFF WRITER

Big business doesn't always matter.

A new study published by two Baylor researchers reported that small and local businesses have a history of better employee satisfaction and commitment compared to bigger companies.

Wausau, Wis., doctoral candidate Katie Halbesleben was the lead researcher for the study.

Halbesleben said the objective of the research study was to find commitment levels of small and big business employees, then analyze their differences or similarities.

"We came to find that small businesses have more committed and happy employees," Halbesleben said. "I think this is because in a small business, one is more likely to work with people who become friends or work alongside family members. You have a connection."

Halbesleben said research was conducted for the study by taking data from a previous Baylor religion survey published in 2010. With 1,714 people represented in the survey, only 763 were used for the study.

While the survey included information on workers' attitudes, beliefs and practices, Halbesleben made the connection between small and large business employees.

"The people were given statements to agree or disagree with, such as how they feel about belonging to their organization or if they feel emotionally attached to their business," Halbesleben said. "We found that many of the

workers in a small business had more positive answers than that of those working for a large business."

According to the published study, more than half of small firm workers score in the highest commitment category compared to 40.5 percent of large firm workers.

Also, 56 percent of workers in locally owned firms had high commitment scores relative to 38.7 percent of workers in non-locally owned firms.

Dr. Charles Tolbert, professor of sociology, co-authored the study alongside Halbesleben. Tolbert said while it's always been assumed that small businesses had a higher connection with employees, there was no evidence to back up that claim. Now, when analyzing data from the Baylor religion survey, the signs are clear.

"We're able to see the questions about employee commitment and make a connection that hadn't been made before," Tolbert said. "We're able to see how it's more of a relational employment system than individuals rotating through a large business. People involved with small business know each other, they go to the same churches and they bump into each other at the store."

Halbesleben said she was glad to be part of a study that helped highlight the connections made in small and local businesses today.

"It was really interesting because we're becoming a more global society with large scale businesses," she said. "It's nice to still see the value of small and local businesses."

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# CHRISTMASTIME IS HERE!



CARLYE THORNTON | LARIAT PHOTO EDITOR

Kappa Omega Tau lit its iconic Christmas tree in Burleson Quad on Thursday night during Christmas on 5th Street. The tree lighting was one of many events among the Christmas festivities and garnered a large crowd for pictures and fellowship.



CARLYE THORNTON | LARIAT PHOTO EDITOR

The Columbus Ave. Baptist Church Handbell Choir plays various Christmas carols in Vera Daniel Plaza on Thursday night during Christmas on Fifth Street activities.



JON PLATT | LARIAT REPORTER

Denton sophomore Meryn McClain feeds a small fawn at Christmas on Fifth Street. The petting zoo had an array of animals that children and students could feed and pet at leisure.



CARLYE THORNTON | LARIAT PHOTO EDITOR

Students gather to look at the Christmas trees on Fountain Mall that were decorated by various campus organizations. The trees were decorated with ornaments, lights, tulle, pictures.



JON PLATT | LARIAT REPORTER

Children play with props available to use to take pictures with in front of a fireplace scene. Families and Baylor students lined up for an opportunity to take unique Christmas photos.



CARLYE THORNTON | LARIAT PHOTO EDITOR

Students lined up to take pictures in front of the ornament with their friends.



JON PLATT | LARIAT REPORTER

Girls examine the handmade jewelry at the Christmas Marketplace during the Christmas on Fifth Street festivities.



JON PLATT | LARIAT REPORTER

The live nativity scene re-enacted the night Jesus Christ was born, reminding the Baylor community the reason for the season of Christmas.





A sign lets customers know they can get a flu shot in a Walgreens store in Indianapolis. The flu vaccine may not be very effective this winter, according to U.S. health officials who worry this may lead to more serious illnesses and deaths. The Centers for Disease Control and Prevention issued an advisory to doctors about the situation this week.

# Flu vaccine may not be as effective this year

By MIKE STOBBE  
ASSOCIATED PRESS

NEW YORK — The flu vaccine may not be very effective this winter, according to U.S. health officials who worry this may lead to more serious illnesses and deaths.

Flu season has begun to ramp up, and officials say the vaccine does not protect well against the dominant strain seen most commonly so far this year. That strain tends to cause more deaths and hospitalizations, especially in the elderly.

“Though we cannot predict what will happen the rest of this flu season, it’s possible we may have a season that’s more severe than most,” said Dr. Tom Frieden, director of the Centers for Disease Control and Prevention, at a news conference Thursday.

CDC officials think the vaccine should provide some protection and still are urging people to get vaccinated. But it probably won’t be as good as if the vaccine strain was a match.

Flu vaccine effectiveness tends to vary from year to year. Last winter, flu vaccine was 50 to 55 percent effective overall, which experts consider relatively good.

The CDC issued an advisory to

doctors about the situation Wednesday evening.

CDC officials said doctors should be on the look-out for patients who may be at higher risk for flu complications, including children younger than 2, adults 65 and older, and people with asthma, heart disease, weakened immune systems or certain other chronic conditions.

Such patients should be seen promptly, and perhaps treated immediately with antiviral medications, the CDC advised. If a patient is very sick or at high risk, a doctor shouldn’t wait for a positive flu test result to prescribe the drugs — especially this year, CDC officials said.

The medicines are most effective if taken within two days of the onset of symptoms. They won’t immediately cure the illness, but can lessen its severity and shorten suffering by about a day, Frieden said.

He was echoed by Dr. Richard Zimmerman, a University of Pittsburgh flu vaccine researcher. Some doctors may hesitate, reasoning that flu season usually doesn’t hit hard until around February.

But it appears to have arrived in many parts of the country already and “it’s time to use them,” Zimmer-

man said.

Among infectious diseases, flu is considered one of the nation’s leading killers. On average, about 24,000 Americans die each flu season, according to the CDC.

Nearly 150 million doses of flu vaccine have been distributed for this winter’s flu season.

Current flu vaccines are built to protect against three or four different kinds of flu virus, depending on the product. The ingredients are selected very early in the year, based on predictions of what strains will circulate the following winter.

The ingredients always include a Type A H3N2 flu virus. The most severe flu seasons tend to be dominated by some version of that kind of flu bug.

The three most deadly flu seasons of the last 10 years — in the winters of 2003-2004, 2007-2008, and 2012-2013 — were H3N2 seasons.

In March, after the H3N2 vaccine strain was vaccine production was underway, health officials noted the appearance new and different strain of H3N2. “This is not something that’s been around before,” Frieden said.

But health officials weren’t sure if

the new strain would become a significant problem in the United States this winter until recently, they said.

Lab specimens from patients have shown that the most commonly seen flu bug so far is the new strain of H3N2.

Specifically, about 48 percent of the H3N2 samples seen so far were well matched to what’s in the vaccine, but 52 percent were not, the CDC said.

An official with one vaccine manufacturer — GlaxoSmithKline — emphasized that about half the samples do match the strain in the vaccine. He also noted flu seasons can sometimes involve a second wave of illnesses caused by a different strain.

“We’re at the very beginning of flu season, and it’s quite possible different strains will predominate,” said Dr. Leonard Friedland, director of scientific affairs for GSK’s vaccines business.

Thursday’s news follows another problem recently identified by CDC officials, involving the nasal spray version of flu vaccine.

However, CDC officials believe H3N2 will be the most common flu bug this winter.

## During the winter break, the following closures and hour restrictions will apply on campus:

- All residence halls will close 12 p.m. Dec. 17 for non-graduating seniors and 2 p.m. Dec. 20 for graduating seniors. Halls will reopen for the spring semester Jan. 5 for residents participating in sorority recruitment and Jan. 8 for all returning students.
- Administrative offices will continue to operate 8 a.m.-5 p.m Monday through Friday. Offices will be closed Dec. 24 through Jan. 2 in observance of the Christmas and New Year’s holidays.
- All university libraries will close from Dec. 24 through Jan. 4.
- Baylor Law School will close Dec. 20 through Jan. 4.
- The McLane Student Life Center will close Dec. 21 through Jan. 4.
- The Student Union Building will close Dec. 21 and Dec. 24 through Thursday, Jan. 1.

\*Compiled by Rebecca Flannery, staff writer

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# S3 team produces winning research for Fox Sports network

By ABIGAIL LOOP  
STAFF WRITER

Four Baylor students were named winners Thursday in a Fox Sports University program competition that will utilize their marketing research and data for the network.

Nashville, Tenn., senior Tod Zhang, Austin junior Darolyn Pierce, San Antonio junior Ashley Malik and Houston junior Kyle Koch are sports, sponsorship and sales (S3) majors who won the competition.

The students competed in the competition as part of a class project for Dr. Kirk Wakefield, who teaches a consumer behavior course. Wakefield said this is the second semester Baylor's S3 program has partnered with

Fox Sports University program, a program that forms partnerships between Fox and academic institutions to address marketing, research, technology or strategy challenges that the businesses face.

Students in Wakefield's class were split into 11 groups and had to develop a communications strategy to increase consumer awareness of the different FOX Sports networks in the marketplace.

"It makes me proud to see the kids have worked so hard," Wakefield said. "What they learned in concept, they could use in major media companies. Each presented research and stats for Fox Sports that would bring in more fans and supplied a marketing strategy. I'm amazed at their progression."

Wakefield said last year's winners had their project brought to

life in a commercial aired by Fox Sports Southwest. While the winning team's presentation was described as excellent and thorough, Mary Hyink, director of marketing for Fox Sports Southwest, said it was still a difficult choice to make.

"We were very impressed. There was such a high degree of difficulty with this project and they all showed commitment," Hyink said. "It was a difficult decision for us to make. Out of the 11 groups, there were six very strong ones."

Marc Sommer, senior director of consumer research programming at Fox Sports, agreed with Hyink and said the presentations were phenomenal.

"Every part of every single one of them was impressive," Sommer said. "They all had great ideas."

Sommers told the group of stu-



SKYE DUNCAN | LARIAT PHOTOGRAPHER

Nashville, Tenn., senior Tod Zhang, Austin junior Darolyn Pierce, San Antonio junior Ashley Malik and Houston junior Kyle Koch formed the group that won the Fox Sports University Program competition.

dents that some of them had research and prep work like they've been working for Fox for two or three years.

He was also stunned that they

covered almost 70 percent of the goals that Fox Sports had themselves talked about.

"When we started off this program-developing marketing pro-

cedures- some of you were skeptical," Wakefield told the group of students. "But I'm proud with the results. There are many things we liked from each time."

# House nears passage of \$585 billion defense bill

By DONNA CASSATA  
ASSOCIATED PRESS

WASHINGTON — The House on Thursday headed toward passage of a \$585 billion defense policy bill that gives President Barack Obama the authority to expand U.S. military operations against Islamic extremists in Iraq and Syria.

The sweeping legislation authorizes spending for the nation's defense, from construction of ships, planes and war-fighting equipment to a 1 percent pay raise for the troops, while maintaining the prohibition on transferring terror suspects from the federal prison at Guantanamo Bay, Cuba, to the United States.

The bipartisan legislation traditionally garners strong support, but several lawmakers complained that they were barred from a fresh

vote on authorizing military force. In an effort to expedite the bill in the lame-duck session, leadership allowed no amendments.

"These wars deserve a debate," said Rep. Jim McGovern, D-Mass. "We're getting more deeply involved in the war in Iraq and Syria."

If passed as expected, the measure heads to the Senate, where Republicans are divided over the inclusion of unrelated provisions expanding wilderness areas in the West. Proponents of the bill hope to finish the bill next week and send it to Obama for his signature.

This year, work on the bill has added poignancy as the chairmen of the Armed Services committees in the Senate and House are retiring. Democrat Carl Levin is leaving after representing Michigan for 36 years in the Senate; California Republican Howard "Buck" McKeon



ASSOCIATED PRESS

House Armed Services Committee Chairman Rep. Howard "Buck" McKeon, R-Calif. listens to a speech Wednesday on Capitol Hill in Washington.

is stepping down after a 22-year career in the House. The bill is named for both men. The overall legislation endorses Obama's latest re-

quest to Congress in the 4-month-old war against Islamic State militants who brutally rule large sections of Iraq and Syria. Obama

sought billions for the stepped-up operation and the dispatch of up to 1,500 more American troops; the bill provides \$5 billion.

The administration also pressed for reauthorization of its plan to train and equip moderate Syrian rebels battling the forces of President Bashar Assad. The bill would provide the core funding of \$521.3 billion for the military and \$63.7 billion for overseas operations in Afghanistan and Iraq, where fighting has lasted more than a decade. The bill would prohibit the retirement of the A-10 Warthog, the close-air support plane often described as ugly but invaluable.

The Pentagon sought cuts in military benefits. Lawmakers compromised by agreeing to make service members pay \$3 more for co-pays on prescription drugs and trimming the growth of the

off-base housing allowance by 1 percent instead of the Pentagon's deeper 5 percent recommendation.

The legislation would change the military justice system to deal with sexual assault cases, including scrapping the nearly century-old practice of using a "good soldier defense" to raise doubts that a crime has been committed.

The bill includes a bipartisan plan crafted by three female senators that would impose a half-dozen changes to combat the pervasive problem of rape and sexual offenses that Pentagon leaders have likened to a cancer within the ranks.

The measure would give accusers a greater say in whether their cases are litigated in the military or civilian system and would establish a confidential process to allow victims to challenge their separation or discharge from the military.

# Psy pushes YouTube to its limit

By SARAH PARVINI  
TRIBUNE NEWS SERVICE

Kim Kardashian may have tried to #BreakTheInternet, but it's South Korean pop star Psy who "broke" YouTube - or pushed it to its limits, at least.

Psy's trademark hit "Gangnam Style" is so popular it exceeded YouTube's 2,147,483,647 view limit.

After reaching that unthinkable amount (if you're a failed mathematician, that's more than 2 billion) the counter stopped working.

"We never thought a video would be watched in numbers greater than a 32-bit integer ... but that was before we met PSY," YouTube wrote in a post on Google+. "Gangnam Style" has been viewed so many times we had to upgrade to a 64-bit integer."

The California company, owned by Google, upped the view counter's maximum to 9,223,372,036,854,775,808 - that's more than 9 quintillion.

But YouTube didn't technically break because of the hit song, Google spokesman Matt McLernon told CNN.

"It's just people having fun with the language," McLernon said.

To have its own bit of fun, YouTube recently programmed the "Gangnam" video's counter to move backward and forward when viewers hover over it.

"Gangnam Style," uploaded nearly 2 years ago, was the first video to hit 1 billion views.



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# Baylor to expand online classes in summer 2015

By VIOLA ZHOU  
REPORTER

Baylor social work doctoral candidate Melissa Ishio loves her classes. Like other students, she attends lectures, has group discussions and meets one-on-one with her professors. But unlike other students, Ishio has been taking them in Japan for the past year.

"When I was in Japan, my time was 14 hours different from Baylor's," Ishio said, who has moved back to Waco. "Sometimes I have to take classes at 4 a.m. But it's wonderful I can do distance learning."

Ishio is one of the students benefiting from Baylor's technology-enhanced education. The integration of online tools into teaching and learning is changing the way students are taught both in physical and distant classes. But will cyberspace edge out the campus as the main learning place for Baylor in the foreseeable future?

## Online degrees: the positives

The Hankamer School of Business started its first online master's program in May, following the launch of social work online graduate programs last summer. In the spring, the Louise Herrington School of Nursing will pilot an online master nursing administration program.

The first group of students in the programs think highly of Baylor's online efforts.

Ishio said she believes learning from online classes, which are held as video conferences, is as effective as learning in a physical classroom. During the lectures, students and professors can see each other and have discussions. Class materials are accessible anytime and if she misses a video class, recordings are available for her to catch up.

Carolyn Meyer, who is in the second year of the online Master of Social Work program, also said she

is having a great experience.

Meyer said with the teaching software, teachers can present the PowerPoint slides to the whole class any time they want, while students can type their questions into the chat bar as they are listening. Students can also break up into groups.

Meyer said the program allows her to continue her internship while studying. Although she seldom talks with the professors face to face, she can easily reach them by phone or by email.

Dr. Gary Carini, associate dean for graduate business programs, said students and faculty in the online master of business administration degree program have also given positive feedback.

Carini said the online programs are the same quality as their on-campus counterparts, only delivered differently.

"This is another way to teach," he said. "It's good for people who can't go to university Monday through Friday."

## Undergraduate summer courses

Carini said the online teaching environment has generated new teaching strategies for faculty.

Baylor will soon offer online undergraduate classes. For summer 2015, the College of Arts and Sciences is offering seven online general education courses that can be used in most majors across campus, according to the Office of the Registrar.

Pattie Orr, vice president for information technology and dean of university libraries, said Baylor has long been planning for the summer program, which will enable students to take classes at nights and on weekends.

Dr. Steve Reid, chair of the teaching, learning and technology committee, said the online courses will maintain the same quality as traditional classes and the electronic libraries hired two instruc-

tional designers to help faculty members in transforming their classes to online forms based on their teaching objectives.

Orr said students who join the pilot program will provide feedback, and it's likely other schools will open online classes covering a wider range of subjects.

She said it's possible Baylor students who are studying abroad or

time.

Covington, La., sophomore Isabel Collier took several high school and college courses online before coming to Baylor. She said the quality of online courses varies.

"The college classes were really good, but the high school ones were horrible," Collier said. "The problem isn't with the idea of online school. It's because it was run

think his classes can be taught in the absence of face-to-face dialogues.

"There is so much to be gained from being able to talk with one another," Hogue said. "I know there is capability to do that online, but it misses some of the richness of exchanging ideas and engaging in dialogue in person."

Dr. Marcie Moehnke, senior lecturer of biology, offers video tutorials to help her students study after class. But she said in-person interactions are more effective in learning biology.

"Biology being such a challenging discipline, it's important for students to be able to ask questions in class and to have feedback," she said.

Moehnke said online classes also fail to provide laboratory experience, which is indispensable in biology education. She said although virtual laboratories can offer some good instructions, students learn better when they are doing experiments hands-on.

However, professors currently teaching online courses are optimistic about what technologies can achieve. Many said synchronized videoconference is a good ice-breaking tool in the virtual classroom.

Dr. Jon Singletary, associate dean of graduate students at the School of Social Work, said establishing a teaching-and-learning relationship in a videoconference is easier than many people think.

"A few minutes into the video conference, you kind of forget you are talking to a screen," Singletary said. "It's live and dynamic. The conversations are meaningful. Discussions are just like you would have in an in-person classroom."

He said online discussions sometimes work even better. While only a few respond to questions in a traditional classroom, Singletary said every one tends to contribute both verbally or on discussion

board during video classes.

"There are ways you get interactions that are just as high quality as in an in-person class," Singletary said. "It's a different way of learning, but I don't think it's inferior."

Reid, professor of Christian scriptures, said high-quality interactions can be achieved online with tools such as Wiki and online chats, but teachers and students need to invest more time and energy.

"If I were to transcribe everything I'm saying and put it online, and have to wait until you transcribe and read it, then what took less than a minute would take substantially longer," he said.

"The big problem is we are not used to it," Reid said.

## A residential future

Reid said Baylor started its move towards Internet in recognition of the online work other prominent universities are doing.

But he said online education will not take the place of traditional classrooms. Students at Baylor will always be able to see their friends on campus and have coffee with professors.

"We wanted to make sure that we were not being so traditional and missing out an opportunity to provide excellent education for our students just because it wasn't the way we were educated," Reid said.

Orr said Baylor would like to have more fully online graduate degrees in the professional schools and fully online undergraduate courses for students who are temporarily away from campus. Most of the teaching and learning will be done in the technology-enhanced classrooms on campus.

"Baylor faculty didn't feel it's a high priority to do a lot of fully online courses," Orr said. "We really are a residential campus and we are really about serving students that are here in a residential setting, one on one with their faculty."

## Online Classes For Summer 2015

GEOG 1300	NSC 1306/
HIS 2365	1106
HIS 2366	REL 1310
PSY 1305	REL 1350

SKYE DUNCAN | LARIAT PHOTOGRAPHER

Baylor's College of Arts and Sciences will begin to offer online courses for the summer 2015 semester. The courses that will be offered are listed above. Baylor is expanding its online program after a successful launch of the Hankamer School of Business' online MBA program.

servicing in the military will be able to take online classes in the future.

"Before we go too far, we are making sure it really meets the needs of our students," Orr said.

"We need to find out which faculty would like to teach the courses this way and what students would like to take. We want to make sure we are matching these two things together."

## Online interactions: Divided opinions

This trend of digital education is not applauded universally, however. Previous online course takers said online education, if not treated seriously, can become a waste of

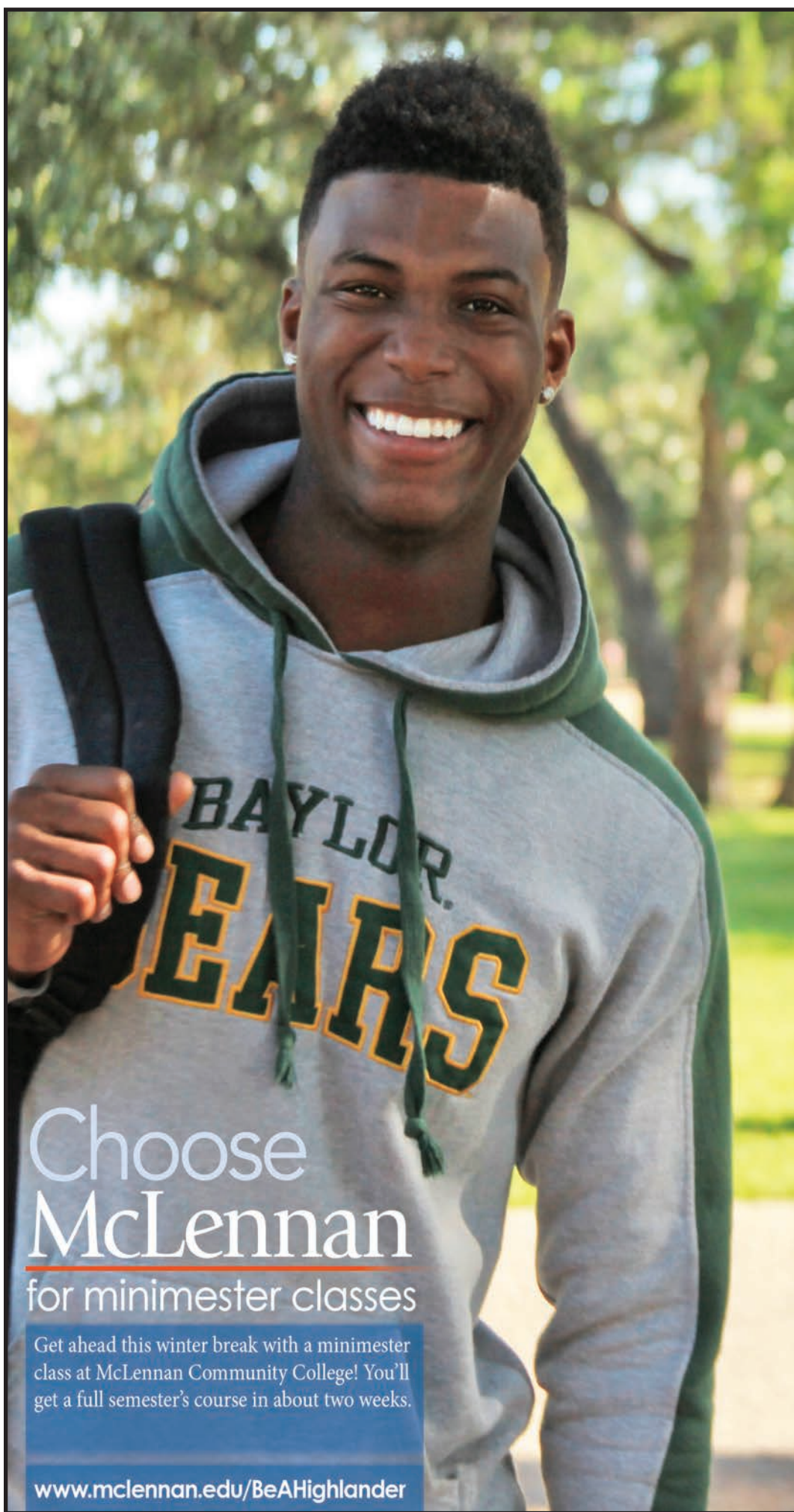
so poorly. There was no video or anything to teach you. They just gave you an online textbook and expected you to learn by yourself."

She said in some classes, students were required to participate in online discussions, but they learned little from the process.

"In my high school, students are forced to talk in online classes," she said. "We had chats every day, but people talked about nothing, because nobody had any specific questions to ask."

Some faculty members are also in doubt of whether in-depth discussions can happen online.

Dr. Andy Hogue, lecturer in political science, said he doesn't



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**Hype** from Page 1

are down to a one game season,” head coach Art Briles said. “We’ve got a great setting at McLane Stadium and we need to take advantage of this great opportunity against a really good football team.”

The three-hour show will begin its live broadcast at the base of the Umphrey Bridge on the South Plaza area at McLane Stadium starting at 8 a.m. on Saturday morning. Students will be admitted on a first-come, first-served basis in the student pit on the ESPN set.

Shuttle services will be available starting at 6 a.m. Shuttles will pick up students and fans from Penland Residence Hall and downtown Waco for transportation to McLane Stadium. Other fans will need to access the stadium from the north side of the stadium on Martin Luther King Jr. Blvd.

A queue begins at 5 p.m. today for students who want to wait in line to be in the ESPN College GameDay Student Pit. Camping guidelines have been set and are posted at



CARLYE THORNTON | LARIAT PHOTO EDITOR

Baylor students show their pride at the game against TCU in McLane Stadium. The Bears will play at home against Kansas State at 6:45 p.m. Saturday.

**Protest** from Page 1

problems they see in the police and justice systems.

“I’m here not only as the adviser of NAACP but as someone who wants to see justice brought about,” said Ramona Curtis, director of civic engagement. “A college campus is a great time for students to express social movements.”

Dr. Kevin Jackson, vice president of student life, joined the students as they marched through Christmas on Fifth Street activities. Jackson helped to self-police the group and said he was there to show his support and see Baylor students expressing their beliefs

“We want students to be able to express themselves, to be able to express what they’re feeling and what they’re concerns are,” he said.

Jackson also said no movement or march of this size has occurred on Baylor’s campus since he has worked at Baylor. The closest thing, he said, was a protest against the administration bringing Anne Lamott to speak on campus.

“That just shows different people have a different opinion,” he said.

Jackson said the protest was well organized and that the leaders were mindful of policing the conduct.

Students from all classification

gathered in solidarity.

“I have dreams. I just want fair treatment. I just want opportunity,” graduate student Jonathan McKay said.

Mychelle Berry, Lawton, Ok. freshman, said she was there to stand for freedom and acceptance. She said her desire to see justice was because she would one day have kids, who might experience these unjust acts against them. She said she did not want to see this happen.

“It affects our generation,” Houston senior Jessica Holum said. “It’s our issue. It affects everyone in some way.”

**Santa** from Page 1

“I originally just got into it for the wrapping of the presents,” Hernandez said.

Wednesday, Santa’s Workshop gathered in the Bill Daniel Student Center building for their annual wrapping party. Hot chocolate and Christmas music was provided to keep spirits high, Starr said. This is the event that drew Hernandez to the group. She said she stayed because it was rewarding to see the kids get the gifts.

Starr said she under ordered on presents this year accidentally, and Wednesday turned into an impromptu trip to Wal-Mart to buy more gifts.

“This is the part that’s all the fun,” Starr said. “The end when we get to buy presents and see the kid’s faces.”

Starr said she was inspired at the beginning of the year to try and reach 1,000 children and 1,000 gifts. Even though this year’s attendance will be short of that, she said it is a good goal for her predecessors to aim for next year.

Starr encourages Baylor Students to drop in and play with kids during today’s event.



CARLYE THORNTON | LARIAT PHOTO EDITOR

Students wrap presents Wednesday in the Bill Daniel Student Center for Santa’s Workshop.

**PR** from Page 1

of media attention often warrants the need for help.

“Sometimes there’s so much demand that there’s a need for more hands,” Fogleman said. “We have an extremely competent media team, both for the university and athletics, but sometimes you need all hands on

deck and then some more.”

Kevin Sullivan Communications is a firm with associates in Washington, D.C., New York and Florida. Joos said the athletic department hired them before the Thanksgiving holiday.

“[The agency] draws upon more than 25 years of experience at the

White House, the U.S. Department of Education, NBC Universal, NBC Sports and the NBA’s Dallas Mavericks,” according to their website.

Joos said the department plans on using the firm through next week.

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**AVA Digital Awards**  
Platinum: Video for Web/Student Production, Savannah Rudkin  
Gold: Web Element/Podcast, Daniel Hill & Greg DeVries  
HM: Web Element/Podcast, Daniel Hill & Greg DeVries

**Camayak Student Media Competition**  
First Place: Best Opinion Piece/Production, Taylor Griffin

**Council for the Advancement and Support of Education**  
Gold: Writing - News, Caroline Brewton & Rob Bradford  
Gold: Newsletters/Tabloids/Newspapers, Lariat Staff  
Bronze: Color Photography - Campus Environment, Michael Bain  
HM: Writing - News, David Trower

**College Media Association**  
First Place: Best Magazine Cover, Rebecca Malzahn  
Second Place: Best Homepage, Lariat Staff  
Second Place: Best Column, Ian Currie  
Second Place: Best Sports Feature Photo, Michael Bain  
Second Place: Best Yearbook Feature Page/Spread, Derek Byrne  
Second Place: Best Yearbook Division Spread/Page, Derek Byrne  
Second Place: Best Newspaper Feature Page/Spread, Linda Nguyen  
Third Place: Best Online Infographic, David Trower  
Third Place: Best Yearbook News Page/Spread, Derek Byrne  
Third Place: Best Magazine News Page/Spread, Rebecca Malzahn

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First Place: Photography Portfolio of Work, Travis Taylor  
First Place: Photo Slideshow, Matt Hellman & Monica Lake  
First Place: Photo and Audio Slideshow, Linda Wilkins  
First Place: Photo Illustration, Alexa Brackin & Linda Nguyen  
First Place: Headline Writing, Corinne Roberts, Savannah Rudkin & Emily Tichenor  
Silver: baylorlariat.com  
Second Place: Feature Photograph, Travis Taylor  
Second Place: Sports Photograph, Travis Taylor  
Second Place: Photography Portfolio of Work, Matt Hellman  
Second Place: News Online Design Website, David Trower  
Second Place: Podcast, Daniel Hill & Greg DeVries

Second Place: Video Feature Package, Savannah Rudkin  
Second Place: General or Humor Commentary, Ada Zhang  
Third Place: Photo Story, Richard Hirst  
Third Place: News Writing, Solis, Paula  
Third Place: Podcast, Daniel Hill & Greg DeVries  
Third Place: Video Feature Package, Matt Hellman & Linda Nguyen  
Third Place: First-person experience, Ada Zhang  
Third Place: Single spot news photo, Travis Taylor  
Third Place: Academic Writing, Kellie Pearson  
Third Place: Academic Photo, Matt Hellman  
Certificate of Merit (CM): Sports News, Daniel Hill  
CM: Secondary Coverage, Caroline Brewton & Ashley Pereyra  
CM: Personal Opinion - Off Campus Issues, Jaja Chen  
CM: Sports News, Greg DeVries  
CM: Podcast, Daniel Hill & Greg DeVries  
CM: Podcast, Daniel Hill & Greg DeVries  
CM: Video News Package, Alexa Brackin & Richard Hirst  
CM: Video Feature Package, Leah Lebeau & Haley Peck  
CM: Magazine single spread page design, Rebecca Malzahn  
CM: Personal Opinion - Off Campus Issues, Ian Currie  
CM: Entertainment reviews, Ada Zhang  
CM: Headline writing, Staff  
CM: Single feature photo, Richard Hirst  
CM: Page one design portfolio, Alexa Brackin  
CM: Editorial page design, Greg DeVries  
CM: Sports page design, Carlye Thornton  
CM: Theme & Concept, Derek Byrne  
CM: Sports Action Photo, Matt Hellman  
CM: Photo Portfolio, Matt Hellman  
CM: Opening/Closing Spread Design, Derek Byrne  
CM: Student Life Multi-Page Presentation, Savannah Rudkin  
CM: Academic Spread, Emily Tichenor

**Editor & Publisher Magazine (Eppy Awards)**  
HM: Best College/University Newspaper Website  
HM: Best College/University Journalism Website

**Houston Press Club (Lone Star Awards)**  
First Place: Best Student Newspaper, 2013 Lariat Staff  
First Place: Print News or Feature Story, David Trower  
First Place: Print Sports Story, Greg DeVries  
Second Place: Print Photography, Richard Hirst  
Second Place: TV and Radio News/Feature Story, Alexa Brackin  
Third Place: Print News/Feature, Caroline Brewton & Rob Bradford  
Third Place: Print Photography, Matt Hellman  
Third Place: TV and Radio News/Feature Story, Haley Peck

**Missouri School of Journalism**  
HM: Newspaper Page Design, Alexa Brackin & Matt Hellman

**National Society of Newspaper Columnists**  
Third Place: Column, Danny Huizinga

**Society for News Design - Michigan State**  
Second Place: Standalone Multimedia, Richard Hirst

**Society of Professional Journalists (Mark of Excellence)**  
National First Place: General News Photography, Matt Hellman  
First Amendment Award, Fort Worth Chapter: David Trower  
Region 8 First Place: General News Photography, Matt Hellman  
Region 8 First Place: Best Affiliated Website, David Trower  
Region 8 First Place: Best Use of Multimedia, Lariat Staff  
Region 8 First Place: Feature Photography, Richard Hirst  
Region 8 First Place: Online News Reporting, Lariat Staff  
Region 8 Top Three: General News Photography, Matt Hellman  
Region 8 Top Three: Best All-Around Daily Student Newspaper  
Region 8 Top Three: Best Student Magazine, Focus staff  
Region 8 Top Three: Sports Photography, Travis Taylor  
Region 8 Top Three: Best Use of Multimedia, Lariat Staff  
Region 8 Top Three: Online Sports Reporting, Shehan Jeyarajah & Parmida Schahhosseini  
Region 8 Top Three: Feature Photography, Michael Bain  
Region 8 Top Three: Editorial Cartooning, Asher Freeman Murphy  
Region 8 Top Three: In-Depth Reporting, David Trower

**Texas Intercollegiate Press Association**  
Newspaper Sweepstakes: The Baylor Lariat  
Yearbook Sweepstakes: Round Up Yearbook  
Photojournalist of the Year: Matt Hellman  
Co-Designer of the Year: Alexa Brackin  
First Place: Magazine Illustration, Asher Freeman Murphy  
First Place: Magazine Overall Design, Rebecca Malzahn  
First Place: Magazine Feature Story, Rebecca Malzahn  
First Place: On-Site Magazine Design, Taylor Griffin  
First Place: Newspaper Illustration, Asher Freeman Murphy  
First Place: Newspaper Information Graphic, Matt Hellman  
First Place: News Story, Rob Bradford  
First Place: Page One Design, Alexa Brackin  
First Place: Sports Page Design, Matt Hellman  
First Place: Special Section/Editorial, Lariat Staff  
First Place: Editorial Cartoon, Asher Freeman Murphy  
First Place: Editorial, Alexa Brackin  
First Place: Best Recurring Podcast, Daniel Hill & Greg DeVries  
First Place: Best Breaking News Package, Lariat Staff  
First Place: Best Web Site Navigation, David Trower  
First Place: Best Interactivity, David Trower  
First Place: Best Community Engagement, Lariat Staff  
First Place: Best Video Package, Matt Hellman & Linda Nguyen  
First Place: Yearbook Title Page, Derek Byrne  
First Place: Yearbook Academic Copy, Kellie Pearson  
First Place: Yearbook Features/Student Life, Savannah Rudkin  
First Place: Yearbook Photo Story, Drew Mills, Matt Hellman & Savannah Rudkin  
First Place: Yearbook Sports, Corinne Roberts & Derek Byrne  
First Place: Yearbook Overall Excellence, Round Up  
First Place: Yearbook Opening, Derek Byrne  
First Place: Yearbook Academics, Emily Tichenor & Kellie Pearson  
First Place: Yearbook People Spread, Emily Tichenor  
First Place: Yearbook Feature Photo, Matt Hellman

Second Place: Magazine News Feature Story, Liz Hitchcock  
Second Place: Overall Excellence, Focus Staff  
Second Place: Headline, Taylor Griffin  
Second Place: In-Depth Reporting, Kristin Burns, Abby Loop, Rayne Brown & Paula Solis  
Second Place: News Photo, Matt Hellman  
Second Place: Information Graphic, Matt Hellman  
Second Place: Overall Excellence, Lariat Staff  
Second Place: Picture Story, Matt Hellman & Alexa Brackin  
Second Place: Sports Column, Greg DeVries  
Second Place: Best Multimedia Package, Lariat Staff  
Second Place: Best Interactive Graphic, David Trower  
Second Place: Best Audio Slideshow, Paula Solis  
Second Place: Yearbook End Sheets, Derek Byrne  
Second Place: Yearbook Photo Story, Matt Hellman & Derek Byrne  
Second Place: Yearbook Sports, Corinne Roberts  
Second Place: Yearbook Academic Photo, Mackenzie Mason  
Second Place: Yearbook People Spread, Emily Tichenor  
Second Place: Yearbook Feature Photo, Matt Hellman  
Third Place: Sports Action Photo, Matt Hellman  
Third Place: Editorial, Greg DeVries  
Third Place: News Feature Story, Caroline Brewton & Rob Bradford  
Third Place: Best of Show, Lariat Staff  
Third Place: Best Video Package, Haley Peck, Kasey McMillian & Kelsey Wesolick  
Third Place: Yearbook Organizations, Alekza Latte  
Third Place: Yearbook Organizations Copy, Kellie Pearson  
HM: Feature Page Design, Linda Nguyen  
HM: Sports Feature Photo, Matt Hellman  
HM: Sports News Story, Shehan Jeyarajah  
HM: Sports Feature Story, Shehan Jeyarajah  
HM: In-Depth Reporting, David Trower  
HM: Feature Photo, Constance Atton  
HM: Sports Page Design, Greg DeVries  
HM: Critical Review, Caroline Brewton  
HM: Single Subject Design, Taylor Griffin  
HM: On-Site Feature Writing, Maleesa Johnson  
HM: On-Site News Design, Taylor Griffin  
HM: Best Audio Slideshow, Linda Wilkins  
HM: Television Sports Feature Story, Haley Peck  
HM: Television Non-Feature Story, Haley Peck & Matt Hellman  
HM: Yearbook Sports Copy, Kellie Pearson  
HM: Yearbook Student Life Copy, Kellie Pearson  
HM: Yearbook Organizations, Alekza Latte  
HM: Yearbook Features/Student Life, Derek Byrne  
HM: Yearbook Academics, Emily Tichenor & Kellie Pearson  
HM: Yearbook Academic Copy, Kellie Pearson  
HM: Yearbook Cover Design, Derek Byrne  
HM: Yearbook Sports Action Photo, Meagan Downing  
HM: Yearbook Sports Feature Photo, Matt Hellman  
HM: Yearbook Sports Feature Photo, Matt Hellman

**Western Publishing Association (Maggie Awards)**  
Finalist: Best Magazine Print Publication/Student, Focus Magazine  
Finalist: Best Magazine Print Article/Student, Rebecca Malzahn



# ANTWAN GOODLEY

SENIOR RECEIVER  
BAYLOR FOOTBALL

