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AUDIT INCREASES KNOWLEDGE OF ASU IMAGE

CHRIS MURMAN
Editor

For a university to keep up with changing times, it is sometimes necessary to change its image. To attract students in the 21st Century, centers for higher learning must modernize themselves to fit the students they mean to recruit.

ASU has taken the first step toward the goal of a contemporary tomorrow by having a marketing audit performed by STAMATS Communications, Inc.

"What we've tried to do here is look as far into the future as we can and develop a strategy that is proactive instead of reactive," said University President E. James Hindman. "We're in good shape, but we need to keep in shape."

Director of Admissions and Retention Services Cossich said the need to evaluate how the school markets itself to the

outside arose and administration felt that an outside consultant would be best to perform the audit.

"Enrollment was flat, and we needed to find out why," Cossich said.

At the same time, public perception of ASU's numbers isn't necessarily everything.

"Enrollment can be misleading from a public view," said University News and Information Service Director Preston Lewis.

STAMATS, a nationally recognized higher education consulting firm from Cedar Rapids, Iowa, arrived on campus late in the spring semester and spent two days brainstorming and interviewing both students and faculty to assess the current image of campus. The results were then compared to three other regional schools — Texas Tech, Texas A&M and Southwest Texas State — to get a reference point for

suggestions. The audit was compiled into two reports and a list of suggestions for the school to use.

The university turned the results of the audit over to a marketing team, headed by Cossich and Lewis, to identify strengths, weaknesses, opportunities and threats the school needs to address.

"We don't want to be looking around in a couple of years and wonder what happened," Lewis said.

The issues will be compiled into a marketing strategy that should better serve the campus' best interests.

Hindman said in conjunction with the new Facilities Master Plan and Academic Master Plan, the marketing strategy would make ASU more complete.

"If we do this right, we can have a really good plan," he said.

Hindman also said current student involvement in the process would help

future students.

"The first point that students can get involved, they will be involved," he said.

All in all, the new strategy will help ASU reach four goals: gradual growth of enrollment, improvement in academic quality among current students, improvement in retention of students who enroll at ASU and enhancement of the school's image and communication of results.

Hindman said the most exciting element of the whole endeavor is the future of the school image is wide open.

"I don't think anybody has any pre-conceived notions," he said.

Lewis concurred and added the strategy will be as thorough as possible.

"We want to get a feel for who we are and where we are to get who we want to be and where we want to be," he said.

When ASU figures that out, it could have limitless possibilities.

Enrollment numbers up 1.4 percent

Fall total is fifth highest in school history

STACEY PATTERSON
Staff Writer

A look at the full dorms, overcrowded parking lots and larger class sizes will tell anyone that enrollment for the 2000 fall semester is up from last year.

Total enrollment for this fall was up 1.4 percent, at 6,310, compared to 6,220 last fall.

ASU has experienced an increase in enrollment only once in the past ten years, in 1998, when enrollment was at 6,315. The only semester enrollment totals that surpassed the fall 2000 total were in 1998, 1983 with a total of 6,345, 1988 with a total of 6,334, and the record 6,408 in 1989.

"I think the increased number of students enrolled is great," Registrar Anita Loshbough said. "ASU has been trying to grow into a slightly larger university. Seeing more students is good for that goal."

In addition to the total enrollment number increase, the total number of semester credit hours taken by students this fall was 78,714 hours, a 2.5 percent increase over the 76,822 credit hours taken last fall.

Not only is the undergraduate enrollment number up this year, but the university's Graduate School reported an enrollment of 412, a 14.1 percent increase from the 361 enrollment last fall.

"The addition of the master's level in communication and the new physical therapy program has probably helped to attract more students," Loshbough said. She believes enrollment will continue to grow as more students learn about the new programs the university has to offer.

"The number of students enrolled in these two programs is still a relatively small number, but it is a good beginning," Loshbough said.

The number of semester credit hours taken by graduate students is also higher than last year. This fall 2,551 graduate semester credit hours were taken, surpassing last year's 2,221 by 14.9 percent.

World record achieved with aid of 945 scissor snips

CHRIS MURMAN
Editor

The arrival of UC Week was marked by a run at world recognition, with an intensity that reached a feverish pitch. The run, as it turns out, was a huge success.

The ribbon-cutting ceremony peaked with 945 people performing the ceremonial snip and propelling ASU into the Guinness Book of World Records.

"I think it's really cool we got to be a part of history," said senior Tory Thomas.

The previous record was set on May 1, 1999 in Sheboygon, Wis. by the John Michael Kohler Arts Center with 746 people cutting 1,760 feet of ribbon.

According to University Center Program Office Secretary Shannon Sonnenberg, not only was the number of people cutting the ribbon important, but the increased length of the ribbon was also necessary to break the record. ASU cut a ribbon 1,800 feet in length.

The event also featured appearances by University President E. James Hindman and Student Body President Charlie Landers. UC Hospitality Committee co-chairs Julie Schlabs and Stacy Caswell led the ribbon cutting, which had to be completed in 10 minutes according to Guinness rules.

"This is an exciting time," Landers said. "[The new UC] represents a direct link to ASU."

Hindman said the ribbon cutting



Ram Page photo by Pam Decker

Members of the ASU community lend a helping hand to University President E. James Hindman (center with glasses) during the ribbon-cutting ceremony for the grand opening to the UC Monday. The ceremony boosted ASU into the record books, breaking the Guinness World Record for number of people at a ribbon-cutting ceremony and longest ribbon.

was exciting for him because of his opportunity to participate with the campus.

"I didn't have to do anything except show up and smile," he said.

Despite all the work the UC

Program Office did to break the record, Sonnenberg said the effort was worth the time.

"Everyone was so ecstatic [about breaking the record]," she said. "It's unbelievable that we did it."

With the UC quickly approaching completion, Schlabs said the hard work to plan and prepare the Grand Opening activities was enjoyable. Students should take advantage of the weeklong festivities.

"As the living room of the campus, I look forward to seeing great things happening with the building," she said. "The Program Office staff and council have put many, many hours into seeing the ordeal through."

Family Day will include activities geared for more than just parents

STACEY PATTERSON
Staff Writer

For many students, college is a new world away from home. Many students from distant hometowns may not have had a chance to see their families since they started school.

The Student Senate provides students with that opportunity by sponsoring their annual Family Day this Saturday.

"I would like to encourage all students to have their families participate in Family Day," Family Day Chairman Andrew Ruiz said.

University Center Director Greg Pecina said, "For some students, Saturday will be the first time their

parents have been to visit them since they have been at college. We are trying to give them an experience they can remember."

Family Day activities begin at 1 p.m. with an ice cream social and tours of the newly remodeled UC.

"We have enough ice cream to feed 300 people and all the toppings you could think of," Ruiz said. "We are also serving cookies."

Ruiz said family members could come and go as they please, alternating UC tours with the ice cream social.

Pecina said, "For new students, their families have never seen the UC and this gives us a great opportunity to show them the building. For returning families,

it gives them an opportunity to see the new changes and new technology in the building."

UC tours, given by the UCPC Hospitality Committee, will be offered from 1-3 p.m.

Special shows at the Planetarium will be shown from 2-4 p.m.

"We continued these shows because we have heard a lot of positive feedback from previous Family Days about them," Ruiz said. "Many parents really enjoyed them."

In addition, technology tours will be offered in the Math and Computer Science Building Room 111 from 3-4 p.m.

"The purpose of these tours is to show families the technology in the labs on

campus," Ruiz said. "There will be a presentation on how parents can e-mail their children and other computer basics for parents who want to learn more about computers."

The day will continue with a barbecue dinner at the Pavilion. Cost is free to students who are on Meal Plan A or who have meals remaining on their weekly Meal Plan B program, and \$5 per person for all others.

"We are serving an authentic barbecue (dinner) with all the trimmings and desert," Ruiz said. "It should be a fun dinner for families to have together."

Following dinner, a pre-game pep rally will begin at the stadium at 6:30 p.m.

"The pep rally will take place at the stadium before the band begins their

pre-game show," Ruiz said. "It should be fun, and if we get a large turnout, we will try to have a pep rally before the homecoming game as well."

Kickoff for the ASU/Eastern New Mexico University game will be at 7 p.m. Complimentary football tickets for the game will be available through Friday at the Information Desk in the UC and will be available during Family Day events Saturday.

"The winner of the Family Day essay contest will be announced at the game during halftime," Ruiz said. "The essays were reviewed by three anonymous professors who then chose the winner."

The essay winner will receive a family dinner for four at Zentner's Daughter and commemorative plaque.

This week...



King of Roland by Brian Roland

Relieve stress with a little cage match

◆ page 2 ◆



Keen turns love of writing into blossoming career

◆ page 5 ◆



Study-abroad program allows students to see the world

◆ page 7 ◆



Rams win on road, return home this weekend

◆ page 8 ◆

...and much more.

2 OPINION

Hey students, this UC's for you, enjoy it Editorial

Views expressed on the opinion page do not necessarily reflect the views of the university

Well, fellow students, the day is finally here.

The day our new and improved living room officially opens has arrived. Now, every one of you needs to approach administration and say, "Thank you." To be honest, this was for you.

Before a spending single dollar of the millions the school received via the hard work of Representative Rob Junell, the school had the students in mind. It asked the students what they wanted in the new facility.

Brainstorming sessions were held to find out how the student body felt about the design and help create something the campus would be proud of.

And now it's here. You're welcome.

University President E. James Hindman said in his speech before the ribbon-cutting ceremony that students who are entering their junior year haven't even been inside the University Center before this semester. Half of the campus doesn't even know about the old game room in the basement, the cramped symposiums every fall or the tiny eating area in the snack bar.

Oh, how good we have it now.

The inadequacies of the old UC have been replaced by a state-of-the-art facility that includes the Ram Central Station for student organizations and the huge, mall-like entrance that gives easy access to the bigger bookstore, piper post office, convenient new bank and enormous meeting rooms for campus events.

It is our opinion that, as members of the student body, we should be grateful for our new living room. Enjoy the space and enter it frequently to grab a snack or attend a University Center Program Council event. The project is still not completely finished, as expected, but the product before our eyes today is still quite a sight to see. Bring your family this weekend for Family Day and let them marvel at a campus that cares about what its students want.

Hindman also thanked students for being patient for two years in his speech. It is us that should thank the school for taking its time. The last thing the school should have done was rush through the job in order to better accommodate the campus. A lot of waiting took place and the campus had to inconveniently re-route its services to other buildings while the construction was underway. With everything now under one roof, the two-year wait seems well worth it.

This is also a reminder to take care of our new den. Be proactively aware of how nice we have it. Don't destroy our facility with stupid acts of littering, carelessness or vandalism. Nothing will make an administration stop listening to the students than the destruction of something created for the student body. Now repeat after me, "Thank you."



Need a little excitement here? How about a Royal Rumble?

I seriously doubt I am the only person that has heard or complained about the lack of exciting activities on campus. I know most students, regardless of the school they attend, complain about something their school does or doesn't do. I am aware the majority of our students look to me for inspiration and advice, so, in line with this knowledge, I have come up with a plan that will not only benefit students and faculty, but will also raise money for the school.



Brian Roland
Circulation Manager

What could this suggestion be? Is the suspense killing you? The answer should be obvious. It is wrestling. Yes, professional wrestling. I can almost hear those loyal readers of my column, or those who stumbled onto this article accidentally, saying, "The school can't afford to get the WWF, WCW, or ECW to come to campus." Good call. However, I am not talking about The Rock, Big Poppa Pump or Rob Van Dam performing for this institute of learning. Why get those overpriced guys when we have more than enough talent here?

I seriously doubt we have any trained wrestlers on campus and I am sure you already made the same assumption. This is what would make it all the more fun. ASU could pay for a ring to be assembled somewhere on campus.

The school could then charge admission to matches, which would easily pay for the cost and maintenance of the ring. I would pay \$3 to watch a wrestling show. In my estimation, a lot of people would.

Now back to the good part: the wrestlers. I think we should set matches in the same manner the big promoters do. Start a feud. I am sure there is someone on campus you would enjoy piling. I know I feel that way. What does the bad guy do when he wants to fight the good guy? The answer is very simple: sneak attack. Did somebody cut you off in the parking lot this morning? Run up behind him and hit him with a chair. If that doesn't make somebody want to get in the squared circle with you, I don't know what will. This could go for professors, as well. I know you guys get tired of students coming to class late, not turning in papers and cutting up in class. Next time a straggler comes into class 15 minutes late and disrupts your lecture, just tackle him. When you get up, challenge that student to a barbed-wire match.

If you think I am just running my mouth like I normally do, stop and think about it. If there is nobody on campus you wouldn't like to body slam and drop an elbow off the top rope a la Randy

See Rumble on page 4

ASU Speaks Out

What does San Angelo need that could make college life more enjoyable?



CAMILLE ATWOOD
freshman

"We need a go coffeehouse, like Starbucks"



DIANA MCCORMICK
freshman

"A clean dance club."



CHARLES HUDSON
junior

"A 24-hour Dunkin' Donut"



JENNA RICHTER
freshman

"A bigger mall."

Resonance Society will give ASU artists a home

Hello dear ASU students, faculty, staff et. al. I am writing this column today to address the needs of certain specific interests on campus. I am talking about the wonderful performance artists we have at ASU.

I was approached last week by a friend who thought it would be a wonderful idea to have an on-campus organization dedicated to the premise that artists need a place to exhibit their wares amid their peers. I think this idea is wonderful.

A club that would allow students to express themselves would be a much-needed addition to the ASU social scene. This proposed club would be formed along the vein of ASU's current Club Cafe. Instead of bringing in outside artists, however, this club would utilize the latent talent on campus.

The organization would be a place for poets, musicians, artists, writers and anyone else to perform in front of a sounding board of their peers.

The proposed organization would be called the Resonance Society. A fitting name, given that the club is organized for the sole purpose of performing for and



Jess Black
Columnist

obtaining feedback from other ASU students. This club will be modeled after the Austin coffee house scene; a place to mingle with your friends, other aesthetes and artists in general, with coffee and other drinks available, the main attraction being the open mic.

I feel this group would provide an exciting new forum for people of all talents to express themselves within their respective genres. It will definitely offer an alternative to the current Thursday night activities on campus.

Here is the society's mission, as dictated to me by co-founder, Phillip Balfanz: The purpose of the Resonance Society is to provide a fellowship of people in a forum for creative expression including but not limited to, music, art, poetry, broadcast-

ing, literature and performance. This society also aims to share and develop these talents and inspire members through mediums ranging from open mic to literary magazines or general publications to film musical recordings and other means the members' fellowship may decide upon. This fellowship hopes to inspire, teach, meet, learn from and enjoy members nonmembers alike, as well as expand the talents of individuals and groups and increase the membership of the group.

The group will meet Thursdays at 9 p.m. in Room 101. The Resonance Society will work in conjunction with the UCPC Arts Committee.

The group is currently looking for a faculty sponsor. If any profs. are looking for an exciting new group to underwrite, this is it. For more information, feel free to contact co-founders Auggie Cambell, at 224-2777 or Phillip Balfanz, at 949-4220.

Who knows? Perhaps the next Shakespeare, Beethoven, Picasso or Dickinson will be discovered here at ASU.

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Squirrels Part II: Why I should have been packin'

If you didn't read my article two weeks ago let me catch you up on a few details. I met with "Lenny the Informant," a member of a local squirrel gang, and conducted a secret interview in the Carr Education and Fine Arts building. It was probably the toughest interview I have ever done with a squirrel. During the interview we were almost discovered by a curious security guard and, in order to maintain Lenny's anonymous state, he was forced to hide in my pants. Luckily, we were not discovered and the interview continued.

Winston: Lenny, it has been said your gang is ruthless. How do you defend yourself?

Lenny: HEY!Toughtimescallfortoughmeasures! YouthinkIpackaninebecauseIwantto?

Winston: Well...I...

Lenny: (Pulling a nine-millimeter handgun from his...well, I'm not really sure where he got it from.) Listenherebuddy.FromnowonIaskthequestions.

Winston: Lenny, I'm terribly sorry. I didn't know you were so upset about "packin' a nine."

Lenny: Turnofftherecorder...TURNOFFTHERECORDER! (At this point I hurled the tape recorder into a potted tree, so I could continue taping. However, the audio becomes a bit unclear.)

Lenny: Whadyagoanddothatfor? Now!mgonnahavetoeliminateyou... (Jumbled crackling sound. The following is all I could understand.)

Lenny: HEYGUYS!...BREAKHISLEGS!...DUMPHIMIN...DUMPS-TER!

(My memory on the subject is extremely vague. The one thing I do remember is a group of nine or ten squirrels emerging from the shadows holding little squirrel bats.)

Lenny: GETHIM!

Winston: You know that...doesn't hurt. You're just hitting the tops of my shoes.

(At this point the Janitor stumbles across our little squirrel rumble,



Winston Hall
Cartoonist

begins to scream and dumps a bucket of bleach on Lenny and his accomplices.)

Lenny: AHHHHHHHHHHHHHHHHHHHHHH!

Squirrel gang member #1: AHHHHHHHHHHHHHHHHHHHHHH!

Squirrel gang members #2,7,8: AHHHHHH!

Squirrel gang members #3-6,9-11: AAAAAHHHHHHHHHHHHHH!

The Janitor: AHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHH!

That was the unofficial end to our interview. Lenny and his fellow gang members scattered, never to be seen again. All that was left was the Janitor and I and a bucket of bleach with several small squirrel bats in it.

Perhaps most importantly, never assume a small rodent is properly trained in street combat with a deadly weapon. How there is much more to learn about interviewing these menac society. If you are interested in learning more, you can attend a seminar in the University Center this Friday at 2 a.m. entitled, "Interview a Squirrel and What to Do If the Squirrel You Interviewing Has an Unlicensed Handgun Hidden Somewhere on His Body, Even Though The Gun is Actually Bigger Than He is."

What You Can Do If Ten of His Friends Jump Out Of The Sky With Little Squirrel Bats and Start Clubbing the Tops of Your Skulls Only to Find the Janitor Has a Bucket of Bleach to Pour On Them and Quell the Riot."

Hope to see you there!

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Senate discusses possible fall break

STACEY PATTERSON
— Staff Writer —

Senate members discussed whether to pass a resolution Monday night that would urge the administration to consider a break in the academic calendar.

It is a known fact that faculty and students tend to burn out before finals in the fall semester. Sergeant-at-Arms Bo Speed said, "I think that some type of break needs to be considered." Speed said this proposal is by a resolution to generate discussion in the administration, not a bill.

"We just want them to begin thinking about it," Speed said. Speed has spoken to Dr. Alan Bloebaum, professor of biology on the subject, who agrees that some kind of fall break would be beneficial to both faculty and students.

"We have researched a little about the implications of a fall break, and we are still comparing advantages and disadvantages," Speed said.

The current resolution asks for

a week break, but many Senate members said they feel this week off would never be passed by the administration.

Senate member also expressed concern that a week-long fall break would mean either beginning school a week early or adding a week in December.

Student Body Vice President Brice Foster said he would support a resolution asking for one or two extra days added onto the Thanksgiving holiday, but not a full-week break.

Jerry Perry, assistant professor of government and Student Senate advisor, said he would recommend the Senate ask for the extended Thanksgiving break, rather than a full week.

The resolution was sent back to the environment and health committee for further review.

In addition, the Student Senate decided to delay last week's proposal to place a referendum vote on the Homecoming election ballot concerning the International Education Fee increase.

Charles Landers, student body president, said the Senate will

wait until the spring to consider placing it in a referendum vote.

"The administration was not aware of a push for it right now, and we would like to wait for the legislature to pass it," Landers said.

In new business, the Student Senate passed a SOAR bill, granting the Physical Therapy Association \$245 to attend a convention in Austin.

"The organization is an new program that seems eager to participate in events, like conventions," Senator Keysa Brest said.

Also, senior Jennifer Boggs was sworn in as senator.

In general discussion, junior Patrick Dudley came before the Senate to ask for guidance in a housing concern.

Dudley said he has been a residence in Massie Men Residence Hall for a year and one month, and is now being asked to move.

"I have been in the same room for a year and a month, and my roommate for this semester decided to get up and leave," Dudley said. "Now the director is

telling me to move into another room, or pay extra to remain in the room."

Dudley said he is more than willing to have another resident move into his room, but does not want to have to completely move halfway into the semester.

"Because you have been there for a year and a month, I think you should have priority to the room," freshmen Representative Seth Flowers said. "Besides that, you shouldn't have to worry about moving at a time when you should be concentrating on school."

Parliamentarian David Meyers said, "It is ridiculous that ASU makes students move around like little puppets. They need to treat students with more respect."

The Senate recommended that Dudley contact Director of Housing Connie Frasier directly to discuss his situation.

Foster announced in his executive report that Homecoming queen and king applications are due in the Student Senate office by 5 p.m. today. Parade entries are due by 5 p.m. Oct. 12.

Taste of ASU provides chance to sample foods

AMANDA KIRBY
— Copy Editor —

Hundreds of students gathered in the C.J. Davidson Conference Center to sample an array of tasty treats available from Chartwells and several other companies at the Taste of ASU food show after the record-breaking ribbon-cutting ceremony Tuesday.

After receiving a greeting at the doors by the Blimpie Bear and Chester Cheetah, students and faculty wandered wide-eyed through the room, stopping at tables to gather snack-sized portions of sandwiches, chicken strips, and Mexican food prepared by Chartwells.

The three-dimensional cake was decorated to resemble the University Center and many students enjoyed biting into soft pieces of the rooftop, walls and windows of the large confection.

"The cake was really unique and tasty good, too," senior Diandra Flores said.

Several representatives were available from companies such

as Pepsi, Kellogg's, Snapple and Frito-Lay to pass out bags of chips, candy, drinks, pastries and a multitude of other goodies. Some companies even gave key chains to those waiting in line for their products or offered opportunities to win merchandise such as t-shirts.

Students and faculty alike piled their arms high with as many treats as they could handle.

"My arms were already full," senior Tory Thomas said. "I'm a poor college student and live off campus and I have no money for food...now I have food for all this week."

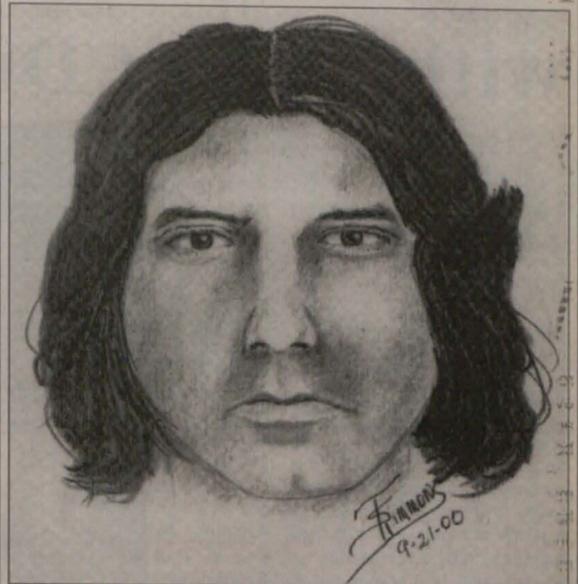
While students and faculty got their fill of the food, about 50 young people played to entertain the crowd.

"I liked the music," sophomore Jose Hernandez said.

He and senior Jessica DeLeon danced to music provided by the Edison Junior High and Central High School mariachi band.

"I thought it was great to have all that food there when there were so many people to enjoy it," Flores said.

HAVE YOU SEEN THIS PERSON?



Courtesy of University Police
This new sketch, generated by an Austin artist, replaces the previously released computer-generated sketch of the suspect in the school's August sexual assault incident. According to Police Chief, Marc Cossich, there are no leads or new developments in the case. Persons with information regarding the case are encouraged to contact authorities at 942-2071.

Contest offers \$500 in prizes

JULIE SCHLABS
— Managing Editor —

Cash prizes of up to \$500 are up for grabs in this year's University Symposium Contest. ASU students may submit research papers, essays, fiction, poetry, plays, film, musical compositions, drawings, paintings, photographs, sculpture and multi-media works for consideration.

The 2000 University Symposium will be held Oct. 16-17 and entries should reflect the theme, "Constructing Political Candidates: Are We Deconstructing Democracy?"

"It gives them a chance to express to express their views on an important topic and take an active interest in the University Symposium," Dr. Chris Ellery, a member of the Symposium Committee. "Students are also given the opportunity to apply their creative & intellectual talents and possibly win some money."

Only works completed this semester are eligible for entry. Prize money will be distributed based on the quality and quantity of entries. The main judging criteria are creativity, originality, depth of thought, technical competency and relation to the theme.

Each entry should include a sheet identifying the title of the entry and providing information about the entrant (name, classification, major, address, phone number, and social security number).

Specific guidelines for each category of entry follow:

Writing: Entries in the writing category may be any genre, including research papers, essays, fiction, poetry and plays. Maximum length is 25 double-spaced pages. No previously published work is eligible. Works citing sources should be appropriately documented. Three copies of each entry should be submitted in a large manila envelope. Writers should retain a copy of their work.

Music: Music entries should contain both a written score and cassette tape recording. Any style of music is eligible. Maximum playing time of compositions is 20 minutes. A clearly labeled tape and score should be enclosed in a manila envelope along with an identifying cover sheet.

Visual arts: Paintings, photographs, sculpture, prints, and multi-media works are invited in this category. Photographs of original pieces (such as sculptures too bulky to submit) are acceptable. If original work is on display, entrants should note the location where the piece can be viewed. Works, whether realistic or abstract, should be accompanied by the artist's explanation that states the relation of the piece to the topic.

Short film: Narrative or non-narrative films up to 20 minutes long are eligible. They must be submitted in standard VHS form. Students should submit the video (one copy) in a manila folder along with a short statement of how the film relates to the theme.

For additional information, contact Ellery (Academic Building, Room 021B). All entries are due by Nov. 13.



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* Nickel Pitchers Night! 'til 11p.m.
after 11p.m. \$1, \$5 cover *

WEDNESDAY

* 25 cent Draft all night and
FREE Pool, No Cover *

THURSDAY

* College Night! 25 cent
well/wine/draft 'til 11p.m., \$1 off
cover with ASU ID, \$3 cover,
\$5 minors *

FRIDAY

* 50 cent Fridays! 50 cent
well/wine/draft 'til 11p.m. *

SATURDAY

* \$1 one liquor shots all night,
\$1 well/wine/draft 'til 11p.m.,
\$3 cover, \$5 minors *

SUNDAY

* Liquid Look Back!
80's Hits,
25 cent well/wine/draft
all nite, \$5 cover *



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**** COMING SOON ****

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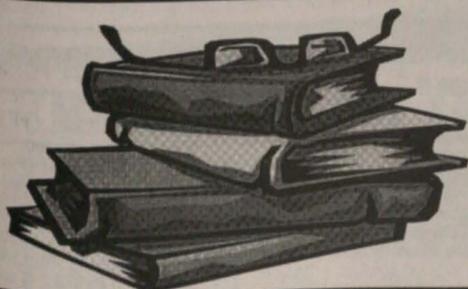
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Arts at ASU debuts fall season with "Don't Drink the Water"

JULIE SCHLABS
Managing Editor

Arts at ASU will stage "Don't Drink the Water," a comedy about international intrigue and romance written in a style that captures the best of Woody Allen's early comic writing, beginning tonight.

The play is set inside an American Embassy behind the Iron Curtain. An American tourist, a caterer by trade, and his wife and daughter rush into the embassy two steps ahead of police, who suspect them of spying. It's not much of a refuge because the ambassador is absent and his son, now in charge, has been expelled from a dozen countries and the entire continent of Africa. The family's carefully and frantically plotted escape is complicated by the budding romance between the caterer's daughter and ambassador's son.

"Allen's imagination is daffy, his sense of the ridiculous is keen and gags snap, crackle and pop," wrote the New York Daily News of the comedy.

The first play of the fall season will be presented at 8 p.m. Oct. 5-7 and Oct. 9-11 and at 2 p.m. on Sunday, Oct. 8. General admission tickets for this presentation may be reserved and are available at the Arts at ASU Box Office. Ticket prices are \$8 general admission and \$4 for ASU Students and activity cardholders. Admission is free for Arts at ASU season subscribers. The box office is open 1-5 p.m.

Monday-Friday. Reservations may be made by calling 942-2000.

"Don't Drink the Water" is directed and designed by Director of University Theatre Bill Doll, with costume design by Eldra Sanford and scenic and lighting design by Ross Fleming.

The production features students Kirk Curtis (Father Drobney); Laura Smith (Ambassador Magee); Kristin Kerbow (Kilroy); Brandon Hines (Axel Magee); Jaime Bain (Marion Hollander); Jason Gaston (Walter Hollander); Jennifer Givens (Susan Hollander); Matt Fohn (Krojack); Charles Wright (guard); Tiffani Fagg (Burns); Justin Blair (chef); Phillip Higginbotham (Sultan of Bashir); Kat Hutton (sultan's wife); Randall Whan (Kasnar); Gina Beaver (Countess Bordoni); Sarah Stephens, Lisa Baggerman,



Ram Page photo by Pam Decker
Jaime Bain, as Marion Hollander whines away her problems to her husband Walter Hollander, played by Jason Gaston in this season's debut production "Don't Drink the Water." ASU's rendition of the Woody Allen comedy will be presented to audiences October 5-11. For more information, call the box office at 942-2000.

Diane Beebe, Rachel Wright (party guests); Karina Vaughn, Jackie Rosenfeld, Chasity Neutze, Dani Crawford, Jojo Francis (communist agitators); Stacy Bloodworth, Beaver, Karina Vaughn, Stephens, R. Wright, Higginbotham, C. Wright, and Thomas Kemp (standbys).

The production staff includes John Moore (stage manager); Stacey Bloodworth (assistant stage manager); Rosenfeld (dramaturg); Beaver (box office

manager); Esmeralda Valenzuela (assistant box office manager); Baggerman (house manager); Crawford (master carpenter); Francis (master finish carpenter); Matt Smith (master electrician); Higginbotham (properties manager); Cindy Morrison (assistant properties manager); Javier Medina (master sound technician); Kellie Journey (wardrobe manager); Fagg (assistant wardrobe manager); and Neutze (promotions assistant).

RUMBLE, from page 2

Savage, then you, my friend, haven't lived. Personally, I would love to power-bomb the sports editor through a flaming table. Now that is entertainment!

There would have to be rules about the whole thing, like you couldn't challenge members of the opposite sex. I couldn't, in good conscience, give a female a running leg drop, so that pretty

much solves that dilemma. Other than that, I think basic wrestling rules should apply.

For those students who deplore violence and think rap music is going to kill our children, maybe we could get John Tesh to perform. The rest of us could hold matches maybe once a week. The higher-ups of school might be opposed to student-on-student violence, but once the dinero starts rolling in I am sure they won't mind.

I can tell those who didn't quit reading after the first sentence or two are thinking wrestling isn't real. Well, duh! But let me hit you with a flaming chair and when you wake up you can tell me how real it felt.

This column was meant for the sole purpose of entertainment. I do not suggest actually hitting someone with a chair on campus. That would result in a possible prison sentence and I would probably get fired and expelled

for suggesting it be done. However, if you want to suplex someone through a table in the privacy of your own home, feel free. But when you have to take your friend to the hospital, do not, under any circumstances, mention my name or the Ram Page.

Miss San Angelo Pageant entries now available

Applications are being accepted for the tenth annual Miss San Angelo Pageant, a preliminary to the Miss Texas and Miss America Pageants. Contestants must be at least 17 years old and a high school senior no older than 24 years.

Five of our last nine winners were ASU students and benefited from the scholarship. Competition consists of private interview, judges, on-stage talent, eveningwear and physical fitness in swimsuits. The winner will receive a \$1,000 scholarship to ASU, a \$500 scholarship and an all-expense paid trip to Miss Texas in July. The runner-up will receive an official Miss America preliminary crown, placard, plus a \$250 cash wardrobe allowance and many gifts and prizes to help her prepare for the state competition.

No entry fee is required. Contestants do not have to live in San Angelo in order to participate. This area-wide event is sponsored by the Miss San Angelo Scholarship Organization.

For more information or an application, call Executive Director Guttery at 651-6491 or Associate Director Judy Rodriguez at 651-6492.

Mentoring program reaches to prospective minority students

CRISANTA PANTOJA
Staff Writer

In an effort to encourage a greater minority population to attend ASU, the school has joined forces with San Angelo ISD to reach to academically successful, low-income students in the San Angelo community in the Up and Coming Scholars program.

The program, started in 1994 by Dr. Lloyd Drexell Vincent, provides students who would not otherwise be able to attend college with one-year scholarships, according to the President's Administrative Secretary, Dallas Swafford.

Along with financial support, the program provides the emotional support of a mentor. Swafford said mentors have outgoing personalities and are willing to help entering freshmen.

Monique Cossich, director of admissions and retentions, has been a mentor for two years. She said she loves dealing with students and she hopes she can help by sharing her past successes and failures.

Even if the scholars choose never to seek help from their mentors, it is helpful for them to know that help is available if they need it, according to Cossich. She believes this creates a sense of security for these students.

As a staff mentor, Cossich periodically calls to check on assigned scholar throughout the semester. If an upcoming deadline is relevant to the student, she may call to let that student know about it.

Cossich said this program benefits not only the scholars, but the university as a whole. She said this program is valuable because it helps to ensure students will graduate and be successful.

The Up and Coming Scholars are selected from low-income students of San Angelo Independent School District when they are in the eighth grade, Swafford said. They must keep passing grades to qualify for the program.

The Educational Opportunities Office recruits mentors and mentors them with the up-and-coming scholars based on application information. The mentor positions for this year have already been filled, Swafford said. But those interested in mentoring can apply now.

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IN ADVANCE

THURSDAY, OCTOBER 5

Chamber Singers, 12:45 p.m., UC Lobby

Art Gallery reception, 4:30-6:30p.m., UC Art Gallery

Finance Real-Estate Organization BBQ/mixer, 7 p.m., 212 Westwood Drive, for more info: Jeremy Futch at 224-4142, all majors invited to attend

UCPC Hospitality Committee meeting, 7 p.m., Academic Building, Room 135

Arts at ASU presents "Don't Drink the Water" by Woody Allen, 8 p.m., ASU Modular Theatre, runs through October 11

SATURDAY, OCTOBER 7

Family Day Ice Cream Social, 1-3 p.m., University Center, sponsored by the Student Senate

Tours of the University Center, 1-3 p.m., UC information Desk, sponsored by the UCPC Hospitality Committee

Ram football vs. Eastern New Mexico, 7 p.m., San Angelo Stadium

MONDAY, OCTOBER 9

Last day for student teaching applications for the spring semester

Student Senate meeting, 7 p.m., UC Ram Room

TUESDAY, OCTOBER 10

Tau Kappa Epsilon is hosting a Rush, 6 p.m., ASU Lakehouse, for more info: Andrew at 944-3503

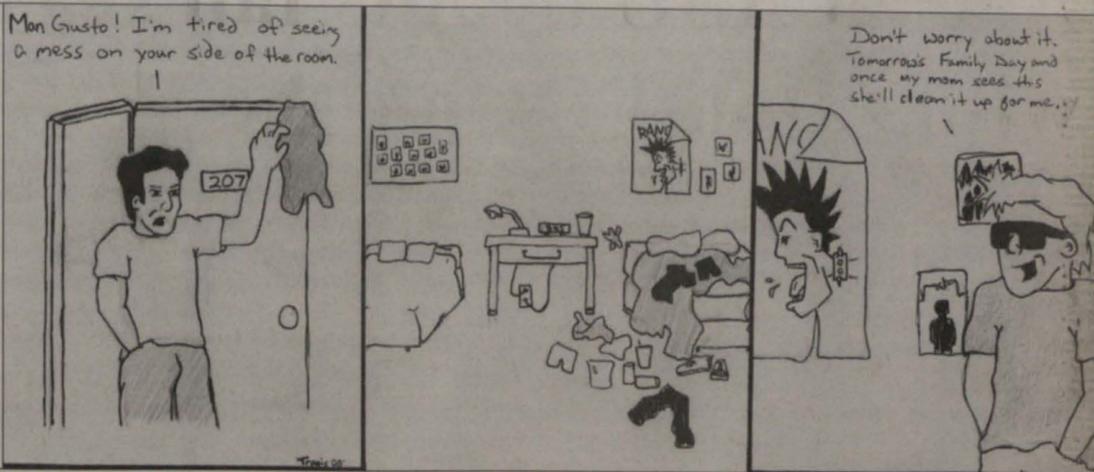
THURSDAY, OCTOBER 12

UCPC Hospitality Committee meeting, 7 p.m., Academic Building, Room 135

Homecoming planning meeting, 4 p.m., MCS Building, Room 112

Everyone is welcome to place their up-coming events with "In Advance." Events must be submitted by Monday at 5 p.m. for that week's issue.

Gusto by Travis Fuhrer



Robert Earl Keen tells all

STACY JACOB
ASU Life Editor

One of West Texas' favorite country artists, Robert Earl Keen, performed Saturday at the Riverstage to a crowd of several hundred people. Upon hearing him for the first time, one might think he's been doing this all of his life, but in a pre-concert telephone interview with Ram Page staff members, Keen told a different story.

He developed an interest in music while attending Texas A&M University. "I started playing the guitar back then and the interest grew," he said.

Keen is the first musician in his family and never considered picking up a guitar until he went to A&M, according to Creative Loafing COM.

"I wanted to find something that I had some passion for and also something that I did well," he said.

Songwriting is one of Keen's many talents. Since his childhood, Keen has had an affinity for writing. He would compose poetry and stories, giving him experience that was helpful when he began writing songs.

"When I started to playing the guitar and realized I could write songs, I felt like...two things I had passion for... just fell together and it made all the sense in the world," he said.

Though he has a distinct musical style, Keen also admires those of Willie Nelson, Bob Dylan and Townes Van Zandt and feels

these artists influenced some of the music he writes.

"If you like a certain person, or the way they do something, you almost always walk away with something that they gave you," he said. "I've seen hundreds of people over my

few hundred people, you wouldn't have believed him. But despite Keen's offstage persona, onstage he is a classic entertainer. For him, performing is enjoyable because he can think more clearly while onstage than any other place.

"Maybe it's just the adrenaline of getting up on stage in front of a lot of people, but I just feel like I'm 110 percent alive," he said.

Though a performer for many years, pressure to perform still gives Keen stage fright. For example, at a cold, rainy concert in California over Labor Day weekend, a crowd of about 2000 drenched people waited for Keen, the last act, while huddling under their ponchos for warmth.

"I thought, 'Please, I just want the strength to get up there and play for these people that are watching,' because if it were me, I would have gone and found a tent," Keen said. "They wanted to stay and listen so you want to do well for them. You get nervous at those times."

Keen sometimes likes to perform to smaller crowds, such as those of the Birchere in Washington D.C. It is a "listening room" that seats about 500 people and talking during performances is strictly prohibited. Contrary to what many fans think, Keen says he does like to play to audiences that are completely quiet.

"I enjoy both, I enjoy people screaming and yelling... but you play better when you can hear all the music going on," he said. "It's so rare for us to have a sedate crowd

see Keen on page 7



Ram Page Photo by Pam Decker
Keen charms the Riverstage crowd. He was surrounded by energized fans Saturday night.

career and I'm sure I got something from every one of them."

Backstage, Keen seemed shy and reserved. If someone had said the very soft-spoken man was about rile up a crowd of a

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Students have many study abroad opportunities

JULIE SCHLABS
Managing Editor

Aspiring world travelers have the opportunity to learn about ASU's international education programs at an information session 3 p.m. Tuesday in the UC Ram Room. Through partnerships with other universities, the school offers summer study abroad programs: United Kingdom, Germany, Greece, and two programs in Chihuahua, Mexico. The summer programs, which have a total capacity of 80-90 students, typically fill quickly. Students wishing to study abroad for a full semester or aca-

ademic year can apply for admission to programs in Edinburgh, Scotland; France, and Chihuahua, Mexico.

All but one summer exchange program allows students to earn six credit hours at universities outside the United States under the instruction of the ASU faculty.

"I think it is important because it opens their minds in terms of other cultures," said International Studies Coordinator Dr. Sharynn Tomlin. "So much of what we do is based on these other countries. It's an exposure they cannot even imagine until they experience it," she said. "They learn to be independent people."

Tomlin said the programs help students become aware of the chances for further global travel.

"It's a big world," she said. "They become aware that there are tons of opportunities out there."

Senior Adrienne Roberson took business and politics courses abroad and said it was significant because she got to see more of the world, how other people do business, and how they live. "We aren't the only ones in the world," she said. "When you are in the country, it's like you are more interested in what you are studying because

you're in the middle of it."

Tomlin said the program directors do all planning. With such tasks as travel arrangements and currency transfers, it is a lot of work but something they really enjoy doing.

Students taking part in the United Kingdom program study at Heriot-Watt University in Edinburgh, Scotland. The program is open to 20 undergraduate students and 10 graduate students.

Tomlin said the UK trip, which takes place first summer term, provides students "a unique opportunity to study international business, politics and policy in the United Kingdom." Throughout the month, visits will be made to the British Parliament, the headquarters of the European Union, and Versailles.

After studying at the university for about two weeks, the group makes stops in London, England; Brussels, Belgium; and Paris, France. The final three nights abroad will be spent in the south of France in Nice, on the Mediterranean Sea.

Students wishing to study in Germany will take classes at the University of Luneburg. Twenty students will have the opportunity to study postwar Germany, the major cultural trends and socio-economic and political developments of the country since 1945.

The Germany program takes place the second summer term and the features a side trip to Italy.

Dr. Elisabeth-Christine Muelsch, Associate professor of French and German native, will direct the program. In addition to the classes taught by Muelsch,

professors of the host university will present a series of lectures.

For additional information of the Germany program, students should contact Muelsch at 942-2245 x275.

Dr. James Hedemenos will direct a program in Rhodes, Greece during the first summer term. The Greece program is for education majors only and allows participants to learn about the reformed education system

ies. Twenty-five students will have the opportunity to learn under the direction of teachers from the host university.

Because the classes are not taught by ASU faculty, the courses do not count as in-residence courses at ASU, but students will receive transfer credit.

The group studying during the second summer session will be directed by professors Roberto Garza and Jim Siekmeier. The ASU faculty will offer government and history classes.

Students who participate in this program will take field trips to historic sites and visit some of the high-tech foreign factories there in order to learn about the impact they have on Chihuahua's society.

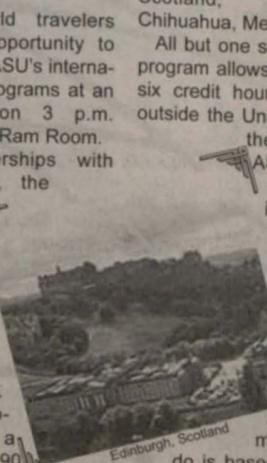
For more information on the Mexico program, students should contact Graza at 942-2007 x 276 or Siekmeier at 942-2201.

All interested students are encouraged to attend Tuesday's information session.

"It is the best part was probably meeting all the friends that I met. I made probably 20 friends and we were all close. We would travel together and take trips on the weekend together," Roberson said. "If you are looking for an adventure, this is something you should definitely do."

Keen has a soft spot in his heart for the city of San Angelo. He spent numerous summers, Christmases and holidays there as a child.

"I like the friendly atmosphere, I like the wide open spaces," Keen said. "As a matter of fact I probably live here in Bandera because I liked the western part of Texas so much, and that's all because I spent most of my youth in the summertime in San Angelo." Keen and his band are working on a new album and have been in the studio over the last few weeks. Fans can look for the new album in the first three months of next year.



Edinburgh, Scotland



UK program participants



Students in Mexico



Mexico program participants



Tec de Monterrey campus

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RAMS SMACK BUFFS

Defense leads ASU to 28-3 victory over West Texas A&M

ANDREW LOVELL
— Staff Writer —

The ASU football team is back on track after containing a potentially potent West Texas A&M offense and capitalizing on eight turnovers in a 28-3 victory in Canyon Saturday.

While the Buffs' offense out-gained the Rams', ASU's defense, led by junior defensive end Dane Krager, did not allow a single touchdown. Krager and company may have allowed West Texas to drive down the field, but when it counted, the defense responded.

"We had some unfortunate breaks to make up for," Krager said. "But when it got down and dirty, we would stop their running backs on fourth and inches. We just knew we had to step it up."

Those unfortunate breaks could have been costly, had it not been for the decisive victory ASU claimed in the battle for turnovers. The Rams picked off five A&M passes, two by Jason Windfield and one each by Sam Davis and Lynn Hadnot. Krager added the fifth and returned it twenty-five yards for a score. Krager also had a fumble recov-

ery, along with Josh Mann and Winston Kibbles.

Quarterback Sterlin Gilbert once again led the offense. Gilbert was 10-23, passing for 91 yards, and running for 25 more, including a touchdown. Wide receivers Ricky Boehle and Clayton Guillory and tight end Joe Gibson handled most of his passes. Ben Reid led the ground game with 73 yards and a score, while reserves Jurome Pickney and Derrick King stepped up with 53 and 46 yards, respectively. Frenchy McCrea added six yards on two carries. Still, the Rams couldn't find a groove offensively and while the defense capitalized on Buffs' mistakes, Head Coach Jerry Vandergriff hopes the Rams' offense will learn from WTAM's.

"We were penalized a lot," Vandergriff said. "We had drives stopped because of it. We also had to call about eleven audibles. Of course, we did win the time of possession, which is good, considering how much we pass and how much they run."

Time of possession will be important this week, as well. Eastern New Mexico will bring a lot of talented running backs into Saturday's game.



Rampage photo by Pam Decker
Defensive back Rashadd Cousins (24), defensive end Dane Krager (40) and linebacker Lynn Hadnot (7) take a breather before their Sept. 9 victory over Adams State. Cousins, Krager and Hadnot were part of a defense that played a major role in the Rams 28-3 win against West Texas A&M Saturday.

"They do have a good running game," Vandergriff said. "They also have a really good defense. They always have a very well-coached team. It will be a good game."

Eastern New Mexico's corps of

running backs has the ability to rack up big numbers. There is not a single dominant back, but a rotation, much like ASU's own offensive system. Krager and the front seven are optimistic about the upcoming challenge.

"We will be looking to dominate their running game so that we can force them to pass," Krager said. "That gives the secondary a chance to get interceptions. We'll be psyched up for the home crowd."

'Belles fall to Commerce in LSC opener



JOHN BOYD
— Sports Editor —

Statistics can tell a lot of things. But, as the Rambelles soccer team found out after their 1-0 loss to Texas A&M-Commerce on Sunday, the statistics and the scoreboard don't always agree.

"Statistically, we won the game," Coach Tom Brown said. "Now we come out of that knowing that we should have won."

On paper, ASU played one of their better games of the season against Commerce, a team that had outscored their previous opponents 24-8. The Belles defense only allowed four shots on goal while the offense managed eight of its own. The Belles seemed to control the ball at midfield and, except for freshman midfielder Emily Brueggemann's goal at the 25:15 mark of the first half, left Commerce guessing.

What was surprising to the Belles, however, was the level of physical play by Commerce. In the first half alone, Commerce committed eight fouls including three on the Belles junior forward and leading scorer, Dorothy May.

"Everybody's going to mark Dorothy very tight," Brown said. "Some teams are going to play pretty physical."

The Belles managed to cope with the physical play but could not put a chink in the armor of Commerce goalkeeper Sarah Fagan. The freshman was perfect, making eight saves on eight shots.

"Things just didn't fall for us," junior goalkeeper Kelly Nichols said. "I think it sets us back a little bit, but not much."

The game was the Belles' Lone Star Conference opener and leaves them at 0-1 in LSC action heading into Sunday's game against a tough Midwestern State team in Wichita Falls.

"[The loss against Commerce] puts more pressure on us to beat every other team," freshman forward Trisha Rosen said.

The game will be a homecoming of sorts for Brown, who played for Midwestern's men team from 1985-87 and was student assistant coach during the 1988-89 season.

"I'm going back to my old stomping grounds," Brown said. "Midwestern has its own mystique and if there is anyone who understands their mystique it is me."

Brown and his players say the key to victory against Midwestern is improved on-field communication among players, something that the team lacked against Commerce.

"It was like being in a silent movie out there," freshman midfielder Jennifer Bartz said. "No one was talking to each other on the field."

Once again, ASU (4-6-1, 0-1 in LSC) stacks up well statistically against its opponent, Midwestern (3-7, 0-1). Hopefully, the Belles can improve their communication and cut down on the little mistakes that they say cost them against Commerce and this time, ASU will have both the statistics and the scoreboard on their side.

Rampage photo by Pam Decker
Rambelle junior forward Dorothy May (right) is tripped up from behind by Texas A&M-Commerce freshman midfielder Emily Brueggemann during the Belles 1-0 loss on Sunday.

Football team to sponsor Abilene roadtrip

The ASU football team will be sponsoring a bus trip to the Oct. 14 game in Abilene versus rival Abilene Christian Wildcats.

The football team is promoting the 90-mile trip to Abilene as a "fifth home game" due to its proximity to San Angelo.

Tickets for the trip are \$20 and include round-trip bus fare and admission to the game. Buses will depart from the west parking lot of the Houston Harte University Center at 11 p.m. and will return immediately following the 2 p.m. game.

Space will be limited and reservations can be made by calling the men's athletics office at 942-2264.

Midnight Madness rapidly approaching

ASU and Head Men's Basketball Coach Esposito will present Midnight Madness Saturday, Oct. 14 at 11:15 p.m. in the Physical Education Building.

This will be the third installment in what has become an annual event since the head coach arrived three years ago.

A long-standing tradition for many schools, Midnight Madness will introduce both the men's and women's basketball teams and allow them to display their talents.

As with most schools, Midnight Madness will mark the unofficial start of the basketball season for the Rams and Rambelles.

The Pigskin Poll

THIS WEEK'S GAMES

JOHN BOYD
Sports Editor



LAST WEEK: 5-3
Season: 31-17

CHRIS MURMAN
Editor



LAST WEEK: 6-2
Season: 30-18

BRIAN ROLAND
Circulation Manager



LAST WEEK: 4-4
Season: 20-28

MIL NICHOLS
5th Grade Class
Austin Elementary



LAST WEEK: 5-3
Season: 35-13

LONE STAR CONFERENCE

Abilene Christian vs. Southeastern Oklahoma

Tarleton State vs. West Texas A&M

Texas A&M-Commerce vs. Texas A&M-Kingsville

Southeastern Oklahoma
Tarleton State
Texas A&M-Kingsville

Southeastern Oklahoma
West Texas A&M
Texas A&M-Kingsville

Abilene Christian
West Texas A&M
Texas A&M-Kingsville

Southeastern Oklahoma
West Texas A&M
Texas A&M-Kingsville

BIG XII CONFERENCE

Texas vs. Oklahoma
Baylor vs. Texas Tech
Texas A&M vs. Colorado

Oklahoma
Texas Tech
Texas A&M

Texas
Texas Tech
Texas A&M

Texas
Texas Tech
Texas A&M

Oklahoma
Texas Tech
Texas A&M

And Finally...

ANGELO STATE VS. EASTERN NEW MEXICO UNIVERSITY



Sports For The Unsporty

Term: Audible
Sport: Football

Definition: Basically, an audible is when a called play is changed at the line of scrimmage. This is usually done by the quarterback on the offense or by the defensive backer on defense who simply shouts out the change of plans.