

THE PRICE OF PARKING

Transportation and Parking Services proposes to raise the cost of parking decals by 50 percent over the next four years.

JOSH WALLACE, Staff Writer -

UCO's Transportation and Parking Services (TPS) has created a proposal to increase the price of a commuter parking decal starting next fall.

According to TPS Director, Raul Martinez, the proposal seeks to increase the price by 50 percent of the \$100 the decals cost now. The cost would be implemented over a period of time instead of one large increase, with Martinez adding, "We're looking to get to \$150 over. a four-year period, my proposal is to do two increases, one this coming fall to jump it to \$125, and then not do another one for another three years, and the intent of that is to impact a student only one time in a four year period. So a freshman coming in won't know the difference, it's \$125, they won't see an increase until their senior year, a soph-

omore will see it this coming fall and won't see an increase unless they stay on a fifth or sixth year."

Martinez cites increasing costs for maintenance as one of the main focuses of seeking additional revenue, as well as to support the campus' alternative transportation programs, which include the bus service, and the bum-a-bike programs. He describes those two programs as being successful, popular, and beneficial to commuters by creating more parking spaces, but adds that costs continue to rise.

"I'm paying for the bus out of maintenance fees, every decal sale goes to a maintenance pot of money, and I can't even afford the bus through my operational funds, but the bus is so important to our strategy that I've been allowed to

utilize funds from my maintenance reserves to pay for the bus." He added, "what those funds will be used for specifically is to continue paying for the rising costs of the bus, to continue to invest in the bicycling program that we have on campus, to also continue paying the rising cost of maintenance on campus, I'd like to be able to do more, maintain more of our parking lots per year, on a planned schedule."

He went on to describe that just maintaining the parking lots is a large expense in itself, adding that costs can range up to several hundred thousand dollars just to maintain them properly. Martinez prides himself and his department as being transparent, and is looking for UCOSA's recommendation on the proposal.

He describes that students might not react favorably to the idea of an additional expense, but that his goal is to provide a high quality service for com-

Of the students interviewed, reactions were mixed. Aaron Martin, management information systems major, said, "That would be fine. As a student not having zero income that hurts me, but I can understand the need to fuel growth, and for incoming students who would have never known a lesser parking price, \$25 probably won't affect them."

Travis Williams, an applied mathematics major reacted a bit differently, adding, "I can't say as a commuter I'm happy about it, I mean gas prices are going up too, I have to pay more to park here, I have to pay more to get here. Yeah ex-

Continued on Page 4

Student Life

BIG PINK SIGN

Team registration for the third annual Big Pink Volleyball Tournament has begun. Event to be held March 4-7.

BRYAN TRUDE, Senior Staff Writer -

Registrations are now open for UCO's third annual Big Pink Volleyball Tournament, held in support of Susan G. Komen for the Cure-Central and Western Oklahoma, to be held March 4-7.

"Big Pink Volleyball is an annual fundraiser," Nathanial Garrod, campus activities graduate assistant, said. "We bring it to campus to raise awareness for breast cancer, and to educate students."

The tournament, started in 2011, will consists of volleyball matches between teams of four to seven players using a giant, pink inflatable ball. The winners of the tournament will receive the Big Pink Trophy, currently on display on the fourth floor of the Nigh University Center.

Breast cancer, according to Komen for the Cure, is when cells in breast tissue divide and second-most common form of cancer to afflict women, behind only skin cancer. Breast cancer is also the secondleading cause of cancer-related death in women, behind lung

"Breast cancer knows no boundaries - be it age, gender, socio-economic status or geographic location," Komen for the Cure wrote on their web site. "Thanks to heightened awareness, early detection, improved treatment methods and increased access to breast health services, people have a greater chance of survival than ever before."

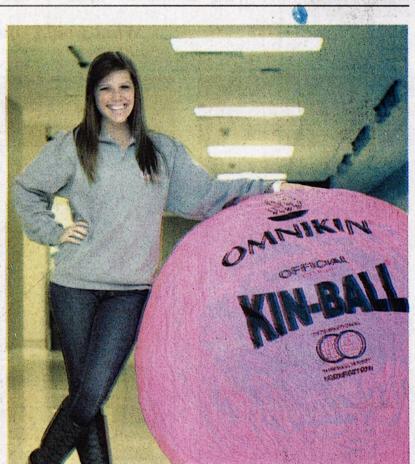
In addition to women, one in 1,000 men will be diagnosed with breast cancer in their lifetime. According to the American Cancer Society, 2,240 new cases of male breast cancer are expected to be diagnosed in

grow out of control, and is the 2013, while the forecasted nationwide mortality rate on the year is 410.

The society, however, predicts that over 200,000 women will be diagnosed with breast cancer this year, with just over 39,000 expected to die from

the disease. "I think everyone has someone in their family, or a friend, someone they know of who that has breast cancer," Garrod said. "1,244 women who are now enrolled at UCO will at some point in their lives be diagnosed with breast cancer."

Entry forms for the Big Pink Volleyball Tournament are due by 5 p.m. Thursday, Feburary 28 online or through Orgsync. Teams can also order t-shirts for \$10 apiece, or long-sleeve shirts for \$12 apiece. Orders for shirts are due by 5 p.m. Thursday, March 7.



Jamie Jekel, Paint the Campus Pink Week Chair, poses with the volleyball to be used in the Big Pink Tournament, Feb. 20, 2013. Photo by Aliki Dyer, The Vista

THE VISTA

100 North University Drive Edmond, OK 73034 (405)974-5549 vistauco@gmail.com

The Vista is published as a newspaper and public forum by UCO students, semi-weekly during the academic year except exam and holiday periods, and only on Wednesdays during the summer, at the University of Central Oklahoma. The issue price is free for the first copy and \$1 for each additional copy obtained.

EDITORIALS

Opinion columns, editorial cartoons, reviews and commentaries represent the views of the writer or artist and not necessarily the views of The Vista Editorial Board, the Department of Mass Communication, UCO or the Board of Regents of Oklahoma Colleges. The Vista is not an official medium of expression for the Regents or UCO.

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The Vista encourages letters to the editor. Letters should address issues and ideas, not personalities. Letters must be typed, double-spaced, with a maximum of 250 words, and must include the author's printed name, title, major, classification and phone number. Letters are subject to editing for libel, clarity and space, or to eliminate statements of questionable taste. The Vista

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Editor, The Vista, 100 N. University Dr., Edmond, OK 73034-5209, or deliver in person to the editor in the Communications Building, Room 131. Letters can be emailed to vistauco@gmail.com.

ADVERTISE WITH THE VISTA

The Vista is published biweekly during the fall and spring semesters, and once weekly during the summer. In all issues, The Vista has opportunities for both classified, online and print ads.

> Contact Aaron at 405-974-5913 or email your questions to vistamedia@yahoo.com for rates.

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It's all about the weak days

brings resolutions upon resolutions, which by now have probably already been given up by most.

Yet, just last week, a select number of people attempted to make another kind of resolution.

Last Wednesday, Ash Wednesday to be correct, served as the beginning of a 40-day attempt at giving something up, making a sacrifice in your life.

I'm one week into my ongoing struggle to give up cussing, among other things, in an overall effort to be more kind to others.

However, it surprises me just how little support has come my way.

Each time I catch myself about to spew a slew of disgustingly obscene words in the direction of my current frustration, I stop and do my best to contain my negativity, attempting to remain pleasant toward those around me.

When I asked a friend of mine what he thought my biggest weakness was, he simply replied, "kindness."

I understood immediately what

The beginning of the new year he meant; yet, I was saddened by what seemed to be the truth of his answer.

> And then, I decided that it didn't matter. So what, if my kindness is a weakness? What if those who exhibited kindness on a daily basis gave up being kind because they were afraid of having a weakness?

> The homeless man, who was accidently given an engagement ring after a woman gave him some extra cash, returned the ring to the woman, without hesitation, a kind act to say the least.

> The crew of the Carnival Triumph, undoubtedly frustrated, exhausted and run to their limits, remained kind throughout the entire ordeal, when they could have easily become as belligerent as some of their guests.

> After a Valentine's Day stroll by the Golden Gate Bridge, a couple found \$11,000 and kindly returned the money, which belonged to an unknowing tourist from China.

> Let's not forget about those still volunteering in efforts to clean up after Hurricane Sandy, which was

made worse by the winter storms that slammed into the northeast in the past month.

Even students at UCO exhibit. kindness in a big way. Big Event is next month, and already, students are signing up to volunteer all; across the community.

Kindness is not complicated. It: does not take a heart of pure gold.

Being kind could be just one simple act of kindness, a compliment, a door held open.

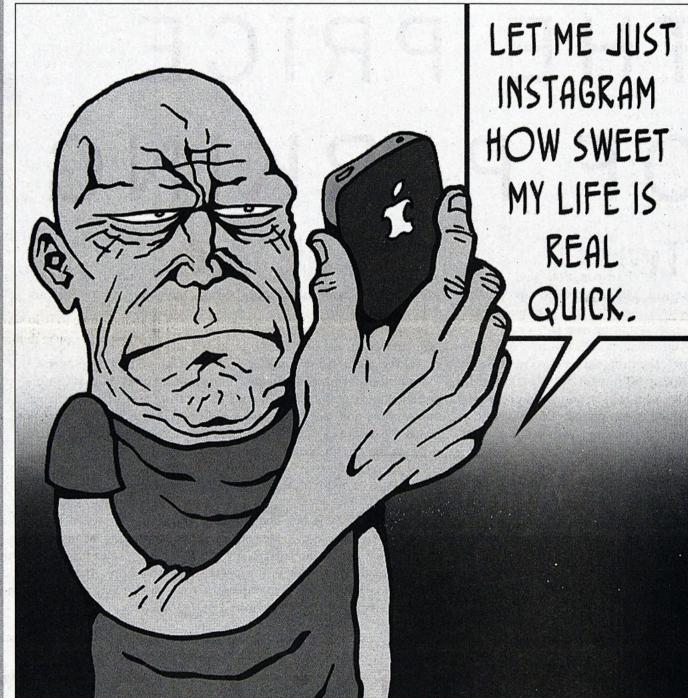
In fact, according to Google, the word kindness is defined as "the. quality of being friendly, generous and considerate." That includes a variety of things. Things that are: easily accomplished throughout the:

Kindness, it seems, in my opinion, is a weakness worth having.

You never know when one simple act of kindness could change a life for the better.



Sarah Neese Copy Editor sneese@uco.edu

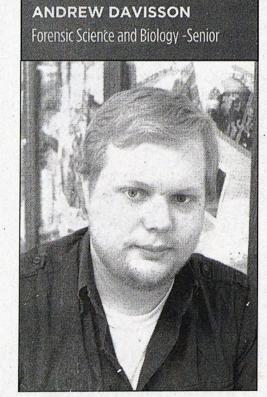


Cartoon by Evan Oldham

G CAMPUS QUOTES



What would you do to improve parking at UCO?



"There should be as many spots as parking decals."



"I don't have a car so I'm not interested."

Marketing - Freshman

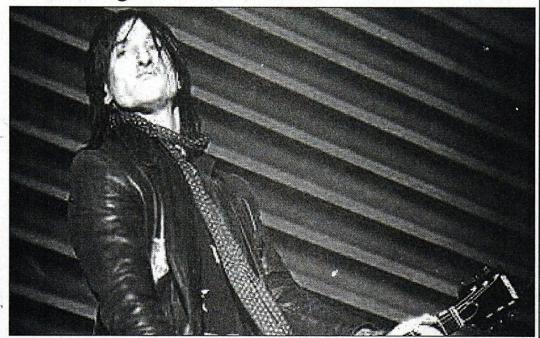
BLAINE WILBURN

"It's a more commuter campus so there should be more commuter spots."

KIMBERLY FOX Forensic Science and Photography-Freshman dr. Culyen woddin M. C. Collum exec. sec W. L. BROW BRAYLL AM Wis M.

"They should definitely have more parking spots."

Rock legend to hold ACM Master Class



Guns N' Roses guitarist Richard Fortus will perform for and speak to students at ACM@ UCO on Thursday, February 21, 2013. (AP Photo/Nousha Salimi)

ALEX CIFUENTES, Contributing Writer

Guns N' Roses guitarist Richard Fortus will visit ACM@UCO to host a free public master class on Thursday. The class will be held at the ACM@UCO Performance Lab, 329 E. Sheridan in Oklahoma City, and will begin at 7 p.m.

Scott Booker, ACM@UCO CEO will begin the class by introducing Fortus to those in attendance, and begin a question and answer session with Fortus. The questions Fortus will answer will be those directly related to what a student or musician looking to make music their career would need to know. This is different from many other master classes in that those in attendance will be able to gain a true sense of what working in the music business is like. Also Fortus will have his guitar with him, and will do some demonstrations on his style and technique.

"He's an interesting guy, he's had a lot of different experience over the years. He's played with Guns N' Roses for over 10 years, which in and of itself is cool. He's a guy who's looked at the big picture, and he really follows the message we try to give the students, which is to be diverse," said Derek Brown, ACM@UCO's business development center manager and member of the Oklahoma City native band The Flaming Lips.

ACM@UCO's ability to draw in big name artists like Fortus is not accomplished through six figure paychecks to the artist, but instead by advocating ACM@UCO to musicians that are active in the music industry and want to give students the ability to get a real taste for what it's like. Brown is able to accomplish this when out touring with The Flaming Lips, and has been successful in connecting with artists like Fortus.

"They feel like the school is something cool, and something they want to be a part of," said Brown. In 2001, Fortus joined Guns N' Roses, replacing Paul Tobias, and has played with the band ever since. Fortus also collaborates with other artists during performances and recordings, including Rihanna, Enrique Iglesias, Thin Lizzy, Fiona Apple, N'Sync and many others.

Lennon's vision hits the road

makes a stop at UCO -



Snowmen stand outside the John Lennon Educational Tour Bus, which parked outside the Mass Communications Building on Wednesday, Feb. 20, 2013. Photo by Kyle Schwab, The

BROOKS NICKELL, Staff Writer

The John Lennon Educational Tour Bus made a stop on the University of Central Oklahoma's campus yesterday.

This is one of the first university stops

on this year's tour. The Lennon Bus is a non-profit mobile recording studio sponsored by Apple with licensing backed by Yoko Ono. The staff travels 10 months out of the year from coast to coast visiting elementary through high schools, non-profit organizations, college campuses and charity organizations.

. "We're promoting kids being creative," Bryce Quig-Hartman, On-Board Engineer, said. "I think John Lennon would have wanted to see something like this. It's a great way to carry on some of his ideas."

The bus and staff work to help students and others to record a song and music video in about 8 hours. Quiq-Hartman said that the kids ultimately do everything, from the songwriting and production to choosing the video shots, something he thinks allows for creative growth.

Josh Daffron, a junior studying Music Business at the Academy for Contemporary Music said that the work being done by the Lennon Bus is vital to keeping the youth educated about music.

"Creativity is being sucked out of our public school systems. The decline in children's musical education is a mistake," Daffron said.

Quig-Hartmann and the rest of the staff on the Lennon bus expressed how important it was to get students "amped

Bryce Quiq-Hartman explains the recording and mixing process aboard the

John Lennon Educational Tour Bus, Feb. 20, 2013. Photo by Kyle Schwab,

up" on what's possible.

The Vista

"It allows kids to get their hands on a guitar they never even imagined they would hold and work in a multimillion dollar studio. We're showing them what they can achieve," Quig-Hartmann said.

The Lennon Bus will be finishing up a recording and live broadcast at the ACM tomorrow with Flaming Lips band member Steve Drozd and a select

few ACM students. The song is part of a peace project for Yoko Ono's birthday.

Afterwards, it will head to San Antonio, followed by Austin, and will be making a stop at the South by Southwest music festival.

The Lennon bus has been in use for 16 years now and there are plans to launch a European bus in May.



Little Miss

By Kara Stewart

Don't Bother the Bears: An Open Letter to America

not meant to bash 'Murica, it's meant to point out questionable actions for the sake of seeking improvement.

Let me go ahead and crush your hopes of my column cheering up your Thursday by telling you that polar bears have gone from a majestic bear to something closer resembling

Because of the debated existence of so-called "global warming," the ice in the Arctic is melting. Without ice to stand on, without food to hunt, the polar bear could soon be relying on helicopters airlifting "bear kibble" to the Arctic.

A very intelligent man (I can only assume) with a bear fetish at the University of Alberta (silly Canadians) recently published an in-depth paper over this crisis. The paper outlines possible emergency actions to intervene on the bears' behalf, including air-lifted kibble. Poke fun of Canadians all you want, this idea has been picked up and ran with by more than a few Americans.

Mr. Barack may or may not be one

Start digging out your spare change, friends. For just \$32,000 per day, "bear kibble" could be airlifted to the Arctic to help save the bears. I know what you're thinking. But, who cares about the significant student debt that's piling up for you when the polar bears are losing their habitat? Surely your lenders will understand.

At the risk of sounding cruel, it's probably about time we stop intervening. From bailing out Wall Street to the always-profitable war, we've always managed to find ways to break in any disaster and act as the world's 'police."

Who are you, America? The world's regulation service?

No, you're a first-world country who's struggling to find purpose, and

Disclaimer: I love America. This is you're spreading yourself too thin. As a country whose people are divided on every major issue, I'd say the bears can take a backseat for a short period of time. After all, this "myth" of global warming isn't exactly new, and if you couldn't start taking preventative measures years ago, why start now?

There is an infinite amount of problems you could seek to fix: hunger, poverty, healthcare, and, of course, the bears. In some instances, you are so intent on trying to fix the problem that everything else falls by the wayside.

Let's look at education. For instance, I could go on and on about how I disagree with being thousands of dollars in debt just to enter a struggling economy where, I'm told, my degree won't matter anyway. But I couldn't get the job without a degree, any degree, because we say we value education.

And yet art is struggling in schools, and they really are being shot up on the block because so many, many children are misunderstood. (Some are crazy from the get-go, but some really just need to color and have a good cry without being teased).

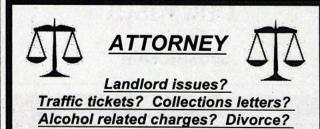
Polar bears or education for the future, I can see why it's a tough choice. Don't get me wrong. Almost anything with four legs and fur is in danger of being ridiculously cuddled (even bears), and one of my life's goals is to pet a Great White. However, I see upcoming generations still struggling with "your" v. "you're," and I'm a little disheartened.

What will it be, America? Because you can't fix everything, and by trying to do so, you're not going to fix a single thing. What are the priorities? Or even more importantly, how are you going to set about getting such a drastically divided nation to agree on even one thing?

I wish you the best of luck.



Students walk to class as snow falls, Feb. 20, 2013. Photo by Cyn Sheng Ling, The Vista



Ignoring legal matters won't make them go away... If you do nothing, they can, and will, get worse. Don't let these or other legal issues get in the way of getting a degree or doing your job.

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BREWERIES LOOK TO SERVE SAMPLES

JOSH HUTTON, Editor-in-Chief

With Oklahoma's craft beer market growing rapidly, House Representative Glen Mulready (R) has drafted a bill to allow the state's brewers to serve samples of their beer during facility tours.

BILL BASICS

HB1341 proposes a brewer's license would authorize the manufacturing, bottling, packaging, selling to retailers, and would also allow brewers to serve free samples of their products to brewery visitors 21 years old and older.

No visitor would be able to sample more than 12 ounces of beer per day. Samples could only be consumed between 10:00 a.m. and 9 p.m.

By a vote of 11-1, the Public Safety Committee recommended the bill be passed on Feb.





UCO's Kaleidoscope Dance Company to host concert later this month

•OLANREWAJU SULEIMAN. Contributing Writer •

ful."

have a good time."

The UCO College of Fine Arts and Design is putting on its semi-annual Kaleidoscope Dance Company concert.

"Kaleidoscope is the dance company of the UCO dance department," said UCO Dance Department Assistant Chair Tina Kambour. "It has been a part of the dance department for the past 38 years."

Kaleidoscope incorporates many different styles of dance. It includes ballet, jazz, tap dance, and hip-hop. Jamie Jacobson, who past away this past July, was the director for Kaleidoscope for the last 25 years.

In addition to their two campus performances, the company does several tours across the United States, and even some in Mexico. They have performed over 80,000 times for high school and elementary students as part of arts outreach programs in Oklahoma.

Students get selected for the company by

first being declared dance majors, and then auditioning in front of judges who work with dancers.

The company is made up of both males and females, and they accept about 20 to 25 students a year. This year there are 23

Senior dance major Taylor Orebaugh has been in Kaleidoscope since her freshman

"I didn't really know anything about Kaleidoscope when I first got to UCO," she

said. "I was nervous when I first auditioned." Orebaugh has been dancing since she was three years old, but still saw the company as

"It was a lot harder than I thought it would be," she said. "I had to know modern, jazz and ballet."

Dance is more than just a major to Orebaugh. It is a lifestyle.

Kaleidoscope has received numerous awards from various art associations from across the country. Many of their dancers become successful in their career after gradu-

"Dance is how I learned self-discipline."

"Depending on what I'm doing, I'm inter-

preting the dance. It is a personal sentiment

that I want to be meaningful and purpose-

Orebaugh is a part of the show in both

production and performance. She choreo-

graphed a piece for the concert. It was part

of a research project for her senior capstone.

it can influence how people feel," she said.

"I just want people to come to the show and

"Dancing is a way to share with the world,

she said. "It helps me leave a mark on the

world and to really make a difference."

Freshman dance major Ryne Swore wants

to have the same success as the rest of the Kaleidoscope alumni.

"I was nervous when I auditioned," he

said. "I wanted to make the best of my skills." Swore believes that dancing is a way to express yourself, and joined the company to share his passion of performing with others.

This semester's concert begins Thursday Feb.28, and continues until Saturday Mar. 2. Each show starts at 7:30 p.m. in the Mitchell Hall Theater. Tickets are \$4 for Central students, \$12 for faculty and staff and \$14 for the general public.

"The dance department wants everyone that comes to the show to have a good experience," said Kambour.

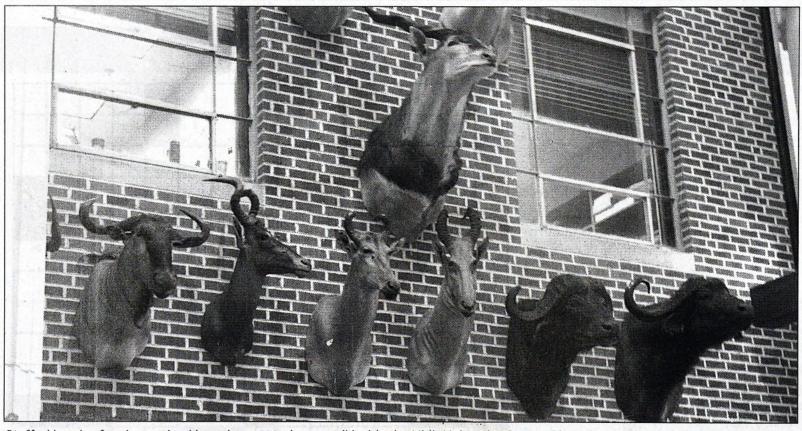
For more information on the Kaleidoscope spring concert contact The UCO Dance Department at 405-974-551 or visit www.uco. edu/cfad/academics/dance.

TheVista uco360.com









Stuffed heads of various animal breeds mounted on a wall inside the Nigh University Center. Photo by Larisa McClellin, The Vista

LARISA MCCLELLIN Contributing Writer

"Brand New," an exhibit showcasing brand development projects by UCO graphic design students, begins Feb. 21 in the Donna Nigh Exhibition Hall, located on the third floor of the Nigh University Center.

Brand development involves creating a unique and memorable logo

HEADS

Taxodermy on display in the Donna Nigh Exhibition Hall

and presentation of a product. An the glass bottle, color scheme and Coca-Cola Company. example of successful branding is use of particular typefaces by The

Professor Ruki Ravikumar, chair

of the department of design, says brand development is a time consuming craft.

"Brand is a complicated subject to develop," she said. "Students take a range of classes to learn brand development."

The brands on display are of the students' creation. The process of creating the brand is also part of the exhibition.

A number of the projects in the presentation are winners of the student ADDY awards, which are presented by the American Advertising Federation (AAF).

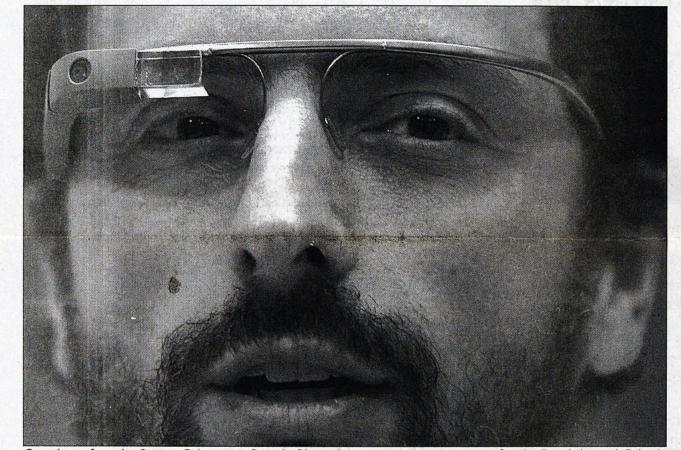
The AAF website describes the awards as "representing the true spirit of excellence by recognizing all forms of advertising from media of all types, creative by all sizes, and entrants from all levels from anywhere in the world."

The Addy Awards are the advertising industry's largest competition. Over 50,000 entries are received in local competitions throughout the nation.

The prizes are awarded on local, regional and national levels. The exhibit will display projects that won on all three levels. In 2012, UCO students won a total of 60 local, 23 regional, and six national student Addy awards.

"Brand New" will be on display through Mar. 28 and is free to the public.

Google Glass a glimpse of the future



Google co-founder Sergey Brin wears Google Glass glasses at an announcement for the Breakthrough Prize in Life Sciences at Genentech Hall on UCSF's Mission Bay campus in San Francisco, Wednesday, Feb. 20, 2013. (AP Photo/Jeff Chiu)

WHAT'S IN A DEGREE?

Future students and graduates contemplate the cost-effectiveness of college

DANIELLE SWEESTER. Contributing Writer

money, effort or struggle?

With the current rate of unemployment, many students find the real world frightening. Stuhaving a difficult time finding a his or her name. Currently, the unemployment rate of college graduates is at the highest rate that it has ever been in the history of the Untied States.

The current figures calculated by the California-based Institute for College Access and Success (TICAS) show that the graduating class of 2011 is facing a whooping unemployment rate of 8.8 percent. Although this number may seem shocking, college graduates still appear to be better off than individuals with only a high school diploma, who are facing an unemployment rate of 19.1 percent. But not only do students leave college unemployed, they also leave with the weight of debt on their shoulders.

According to CNNMoney, "Facing college costs that are raising far faster than American incomes, the middle class is taking out unsustainable amounts of debt." After completing the recommended amount of years for a bachelor's degree, an individual can leave school with up to \$100,000 in debt. Just imagine the amount of debt attached to a doctorate

The cost of tuition is beginning to reach outstanding numbers alongside the

of getting an education, the same thought University of Central Oklahoma provides comes across the minds of a large number an excellent education with a reasonable of college students: is it even worth the price tag attached compared to most universities.

One credit for the 2012 terms at UCO tions about their majors, they can meet

"I make more money a year dents fresh out of college are working as a retail store manjob even with a degree behind ager than I would with my degree in Community Health."

-Tony Patterson, UCO Graduate

will cost a student \$168.70. To be considered a full-time student at UCO, one must be taking a minimum of 12 credit hours. This brings the cost of tuition to \$2,024.40 excluding all of the added in fees. Attending an Ivy League school is a different story. But it all comes down to the degree.

There are several factors that come into play with the topic. First, is the degree in question a dying field? And second, is there a net worth in the career options?

"I make more money a year working as a retail store manager than I would with my degree in Community Health," Tony Patterson, former University of Central Oklahoma student, said. Patterson graduated from UCO in 2000, and he has not once used his degree. He has worked solely as a retail store manager his entire adult life at an array of locations.

UCO Career Services provides an answer to individuals with the above questions, and it is free to all current students. "Career Services offers a lot of oppor-

At some point throughout the journey familiarity of the university name. The tunities to help students out in career advancement and what to do after college. We have assessments they can do if they're not too sure about their majors, or if they just want to ask some general ques-

with one of our career counselors and kind of get some information on that," Zack Cooper, Career Services assistant, said. Along with the assessments, many students discover major and career options they would have never imagined.

Career Services also hosts several events throughout the year includ-

ing career fairs, mock interviews and résumé clinics. These different events help perfect students' interviewing process and increase the rates of receiving a job. In addition, they have financial counselors to ensure students graduating college leave without debt.

It does not end there. "The main thing we try to push students toward is our online database called HireBronchos.com. That has just tons of job postings for current jobs, part-time jobs, full-time jobs and even internships," Cooper said. HireBronchos contains job listings from an array of agencies matching almost every major provided at UCO, and it is free for current students or graduates.

UCO Career Services is located in the Nigh University Center, and they are open Monday-Friday, 8 a.m. to 5 p.m. They are currently looking to bring in more students to advisement. Career Services provides a variety of services, and it is available to all current students who are looking for career assistance.

Parking

penses are going up, they're going up for us too."

The proposal has been received by UCOSA, and over the course of their next few meetings, the issue will be discussed. Ultimately, Martinez wants student's support, and isn't sure if the proposal would be implemented without it.

He describes the work of TPS as a reflection of how people view our campus, adding, "I view parking as the first and last impression that customers get when they come to campus. The first impression when they show up, if what they see is a crumbling parking lot or potholes in the parking lot, then that's the first impression they have of the campus. I want them, when they first show up, to not even think about the roads," adding that by properly maintaining that aspect, visitors will focus their impressions on the campus itself.

"Brand New" exhibit on display



ADAM HOLT, Staff Writer

"Brand New," an exhibit showcasing brand development projects by UCO graphic design students, begins Feb. 21 in the Donna Nigh Exhibition Hall, located on the third floor of the Nigh University Center.

Brand development involves creating a unique and memorable logo and presentation of a product. An example of successful branding is the glass bottle, color scheme and use of particular typefaces by The Coca-Cola Company.

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EMPLOYMENT

Help Wanted

Nanny wanted in Edmond for boy 10, girl 8. Must be dependable, honest. Hours vary. Please call Kate at 405-833-7443.

Help Wanted

Ms. Felicia's Blessd Ones Child Care is now hiring for all positions, apply in person at 1130 Chowning Avenue Edmond, OK 73034. No phone calls please!

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Student to clean vacant apts, general house cleaning. Afternoons. Near UCO. Must be dependable, trustworthy, and do quality work. Call Connie. 641-0712.

Help Wanted

Nanny Wanted in Edmond 2.5 miles from university (children ages 10, 8 & 5) Needed before and after school, Thursday's until 10 pm and summer break.

RANDOM FACTS

canned pork product.

DAILY QUOTE

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3 Locations now hiring bus drivers and FT/PT teachers. We promote a very positive and fun atmosphere! Please call for specific openings: Edmond-749-2262 Quail-254-5222 Deer Creek- 562-1315

Help Wanted

Looking for conscientious workers. Manager Trainees and Chef Trainees, Part-time servers, bussers, & bartenders. No experience necessary. Call 405-749-0120.

The highest temperature ever recorded on earth was a searing 136° F. The

Unable to prevent the use of the word "spam" to represent unwanted email

messages, the Hormel company now uses all-capital letters in referencing its

Before returning to the silver screen in Gangs of New York, Oscar winning

The Latin phrase libra pondo was used in ancient Rome to indicate weight,

Passive acceptance of the teacher's wisdom is easy to most boys and girls.

It involves no effort of independent thought, and seems rational because

the teacher knows more than his pupils; it is moreover the way to win the

favour of the teacher unless he is a very exceptional man. Yet the habit of

to accept a leader, and to accept as a leader whoever is established in that

passive acceptance is a disastrous one in later life. It causes man to seek and

actor Daniel Day-Lewis was working as a cobbler in Florence, Italy.

which is why today the abbreviation for "pound" is "lb."

scorcher occurred in Al Aziziyah, Libya on September 13, 1922.

Help Wanted

River Oaks Golf Club is looking to hire enthusiastic and flexible Food & Beverage employees willing to work in the multiple facets of our department. Come apply Mon-Fri between 2:00-4:00 pm at 10909 Clubhouse Road, Edmond, OK 73013; or call 771-5800 to make appointment (ask for Michael or Katherine).

Advertise with us!

Contact Aaron Wilder for details.

1-405-974-5918

CROSSWORD

1	2	3	4		5	6	7	8	9		10	11	12	13
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Across

- 1. Mischievous sprite of English folklore
- Mall units
- 10. Lady Macbeth, e.g.
- 14. Ricelike pasta
- 15. Coward's lack
- 16. "Aeneid" figure
- 17. Predition of the weather
- 20. Eastern wrap
- 21. Reflect brightly
- 22. Inside shot?
- 25. Granitelike rocks forming the outermost layer of the earth's crust
- 26. Telekinesis, e.g.
- 29. Cry plaintively
- 31. ___ fly
- 35. Long, long time
- 36. Cliffside dwelling
- 38. Spiritual, e.g.
- 39. Day for exchange of tokens of affection
- 43. Asian tongue
- 44. Dearie
- 45. Dadaism founder
- 46. Reddish brown
- 49. Jerk
- 50. "Are we there
- 51. Peak of a hill
- __ Excellent 53. "Bill & _
- Adventure"
- 55. Like a romantic evening, maybe

- 58. High nest: Var.
- 62. Shortsightedness 65. Make, as money
- 66. Chuck
- 67. Misses
- 68. "... or ___!"
- 69. Agreeing (with)
- 70. Fencing†sword

Down

- 1. People who surrender to the enemy inttime of
- 2. Synthesized from ammonia and carbontdioxide
- 3. Alexander, e.g.
- 4. Disposable absorbent pad
- 5. "___ Cried" (1962 hit)
- Town Too" (1981 hit)
- 7. Blockheads
- 8. Movie set objects
- 9. Predicament
- 10. Characterized by careless unconcern
- 11. Face-to-face exam
- 12. Ditch
- 13. "C'___ la vie!"
- 18. Kind of tea
- 19. "-zoic" things
- 23. On the safe side, at sea
- 24. Tall tales
- 26. Annoyances
- 27. Member of the Bantu

- people who inhabit Botswana, Lesotho and northern South†Africa
- 28. Used in tuning†forks and measuring tapes
- 30. Greek disciple and helper of Saint†Pau
- 32. NBC morning show
- 33. Bag
- 34. Pharaoh's land 37. Black billiard ball
- 40. Conveyed by or
- through air 41. Finger, in a way
- 42. Like many shorelines
- 47. Coastal raptors
- 48. Lass
- 52. County of southern England in the English Channel 54. "The Playboy of the
- Western World" author 55. Breakfast, lunch or
- dinner
- 56. Boat propellers
- 57. "Comin' ___ _ the Rye
- 59. Acquire 60. "Cast Away" setting
- 61. "___ quam videri" (North Carolina's motto) 62. Used†to indicate the maiden or family†name of
- a married†woman 63. Elephant's weight, maybe
- 64. "Concentration" pro-

WORD SEARCH

ZOOM

- Bertrand Russell

ACTION BLURRY	В	A	X	F	Е	R	K	0	U	E	V	L	P
CAMCORDER	K	Q	F	В	L	U	R	R	Y	S	K	P *	X
CAMERA CLICK	R	U	N	С	0	A	M	0	0	Z	R	P	Q
DIGITAL DISSOLVE	Y	L	N	I	Н	F	S	T	K	Έ	S	С	T
FLASH	G	I	S	N	N	В	0	Н	D	Е	N	N	D
GHOST LIGHT	A	G	A	0	I	Н	P	R	R	T	0	I	·I
LIGHTING	U	Н	R "	S	P	U	0	U	N	I	G	W	S.
NIKON PALM	T	T	Е	A	D	С	T	I	T	I	Н	K	S
PANASONIC PHOTOS	S	·I	M	N	M	С	R	С	T	A	0	Н	0
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RIDDLE

To unravel me You need a key. No key that was made by locksmith's hand, But a key that only I will understand. What am I?

Answer in next weeks issue.

Bronchos to host Cowley College



UCO senior Antonella Rossini returns in a match last season. Rossini is one of two seniors on this year's team, who is hosting Cowley College on Friday, Feb. 22, 2013. The Vista Archives

Chris Brannick

Sports Editor

The UCO Tennis team will host

noon at the UCO Tennis Courts. Friday's contest will be the fourth match for the Bronchos this sea-

Cowley College on Friday after- non-conference and UCO has won each of them.

"I feel very confident. I think we are going to do just fine," Natalya son. The first three have all been Nikitina-Helvey said. The seventh-

year head coach also said the team is taking the season one match at a time.

The Bronchos have only lost one set in their last two contests and in all three contests combined, Central has only dropped one doubles set. The lone singles loss last week came when number one singles Antonella Rossini went down in two sets to Bohdana Sardak from Arkansas Tech 6-2, 6-3. Rossini, a senior from Cordoba Argentina, is 2-1 this season in singles play and 2-1 in doubles play pairing with Rose Cabato. The senior Cabato is also 2-1 in singles play this season after dropping her first match against Newman on Feb. 8.

"We don't have big gaps between number one and number six," Nikitina-Helvey said. "Everybody can move up and down." The head coach said that it is a game to game decision on who will match up with who.

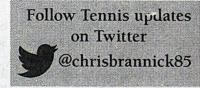
Petra Pesic, a junior from Biograd na Moru, Croatia, has played one match as the number one singles and two others as the number two singles going 2-1 so far this season. Pesic, a newcomer to the Bronchos lost her first match of the season against Newman but didn't go down easy. The junior lost in three sets, 6-3, 6-7 (8-6), 6-4.

Pesic has a 3-0 doubles record this season, all three matches were with fellow newcomer Alina Gorina. Gorina is a sophomore from Moscow, Russia and has won all three of her singles matches and done so in straight sets each time.

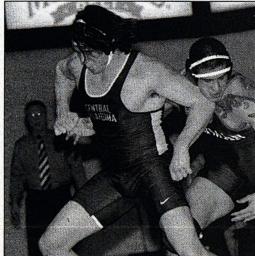
"Our goal, which we set up as a team is to win the MIAA and host a regional. Something that hasn't happened in my time here is make it to the Sweet 16," Nikitina-Helvey said.

Cowley College comes to Edmond after facing a tough trip to Plano, Texas last weekend. Cowley suffered a pair of 8-1 defeats to North Central Texas and Eastern Arizona. Cowley wrapped up play in the tournament by losing 5-2 to Temple Junior College.

The match begins Friday at 2 p.m. at the UCO Tennis Courts.



Wrestlers heading to NCAA Regionals, begin postseason



UCO's Carson Mathews wrestles Lorenzon Serna from Newman on Saturday, Feb. 16, formed impressively. 2013. Photo by Aliki Dyer, The Vista

Whitt Carter

Staff Writer

UCO will travel to the NCAA Division II Super Regional Tournament this weekend in Ashland, Ohio, the last step before the NCAA Division II Wrestling Championships on March 8-9 in Birmingham, Alabama.

The Bronchos will enter this weekend's

Opinion

tournament as the top seed, a spot they are no strangers to, as they have been ranked in the top five for the entirety of the season.

UCO dominated their dual schedule, winning 13 of 14 duals, including last weekend's blowout over Newman at Hamilton Field House. The Bronchos got five falls and one pin en route to a 40-7 smashing, their 15th consecutive home dual victory.

"We've had a really good dual season and it was nice to end on such a positive note," said head coach David James. "But now we have to focus on getting ready for the regional tournament."

UCO wrapped up the MIAA season two weekends ago, as the Bronchos hosted the MIAA Championships in Edmond and per-

As a team, the Bronchos weren't the team champion, settling for second to defending national champion Nebraska-Kearney, who UCO defeated in the teams' lone dual matcharguable the most exciting dual for the Bronchos in recent memory- on January 17.

However, James' squad sent eight individuals to the tournament finals and crowned five Bronchos as champions, including topranked 133-pounder Casey Rowell and second-ranked 157-pounder Cory Dauphin.

UCO also got conference tournament titles from 141-pounder Trison Graham, 197-pounder Znick Ferrell and eighth-ranked heavyweight Cody Dauphin.

The Bronchos enter the Super Regional with five wrestlers ranked in the top eight nationally.

Rowell, along with both Dauphin brothers, second-ranked Jordan Basks and sixthranked Kelly Henderson have had impressive campaigns thus far, and look to be contenders for worthy individual finishes at the national tournament, as well as national champion-

However, this weekend is key for individu-

als. The top four from each weight will advance from the super regional to the national championships.

"It's the most important weekend of the year and we have to be ready to go," said James.

The Bronchos won last year's super regional in dominating fashion, but had a disappointing finish in the national championships.

UCO finished 10th as a team, after a difficult second round, but saw Rowell and Tanner Keck- a top three wrestler at his weight-finish in the top five individually. Keck is currently injured, and the Bronchos are hoping to get him back before the national championships in a couple of weeks.

Full Timeout: Talkin' Hoops



Chris Brannick

Sports Editor

Timeout. Basketball season is getting to the point and doing so in a hurry.

Here at UCO, the Men's and Women's teams are fighting for the postseason after two very interesting season's for both teams. Now that we have moved past the All-Star break in the NBA, it is time to begin really taking a look into who is going to do what in the playoffs this year. High school basketball has taken its talents into the postseason already, with districts being played last weekend and regionals to be played this weekend for most of the classes and Class 5A and 6A. Finally, Division I basketball is steadily approaching each of its respective conference tournaments which is followed by the always intriguing March. Madness. Finally is right. We are at the most exciting point in a basketball fans life.

So lets start with high school basketball. All three Edmond High Schools will begin their quests for postseason glory this weekend. Edmond Memorial, the defending 6A Boys State champs and Edmond Santa Fe Girls are looking to repeat. For Santa Fe, it could be a 3-peat. All that is known in the high school basketball is my alma mater lost their opening game in Districts last weekend by more than 40 points and they probably will not be winning any more games.

In Division I basketball, upsets included, the winner of the greatest tournament in North American sports is still at a toss-up. Even if one team made it through the entire season appearing to be the clear cut favorite there is never and will never be any guaranteeing that team could actually win the tournament. My pick is Syracuse and that is an incredibly biased sports fan pick (Note the fan part). I'm from the area and will pick them to win every March Madness forever. Really I think Ohio State is going to win and that is based on subjective viewing of most of the

Oklahoma City could be hosting yet another series of The Finals this summer. They are in position to do this and have just as good a chance as they did last season to get to the championship. The question that remains is how on earth will OKC or anybody else stop LeBron. I don't think anybody can do not think anybody will this season. I regrettably pick the Miami Heat to win another.

As for Division II pick, I don't know. This could be anybody. The Bronchos are hot right now and there are only two weeks left in the season. This could be good for them. But, they are .500-ball team who happened to work their way into a first-round by, tentatively. They absolutely can make the run and Terry Evans has the coaching pizazz to guide these kids through the madness in March.

The girls' team is struggling to do everything they can to make it into the tournament. I am convinced they can win. They won eight out of their first nine. Will they is a different story. They have been beaten and battered since conference play began. For them to make a run as a 12-seed, which is their best hope, would be something really special but it just doesn't seem plausible.

Whatever happens in the coming weeks, months and season is going to happen without any assistance from me or any other fan. All we can do is sit back and enjoy the ride while freaking out every time one of our teams turns the ball over.



Basketball

Josh Gibbs leads Bronchos into weekend

Sam Philbeck

Contributing Writer

Central Oklahoma men's basketball team looks to continue their hot play tonight against Missouri Southern State University and on Saturday versus Pittsburgh State.

The Bronchos (11-11), come into tonight's matchup winning four straight including a dominating 83-69 win over Emporia State last Wednesday night.

The Bronchos hot second half shooting was the difference with junior transfer Josh Gibbs scoring 15 over his 21 points in the second, while hitting all four of his three point field goals in the second half.

"Really proud of our players, really starting to come around, starting to play so much better on both ends of the floor," Central Oklahoma head coach Terry Evans said of his team's recent play."

UCO's matchup against MSSU is the first of their two contests this season. They will play in the season finale here in Edmond on March 2nd at Hamilton Fieldhouse.

The Lions (11-12), come into the contest losing two straight home games including a 69-66 battle against Emporia State. The Southern men led by 15 with five minutes left in the first half, but the Hornets finished with a strong second half outscoring the Lions 38-26 and pulled out the win.

"Their only weakness is they don't have any senior leadership. They're good at the guard position and in the post position," Evans said when talking about Missouri Southern's squad.

MSSU comes into the game aver-

aging 72.4 points per game ranking eighth in the MIAA, while allowing 71.1 points per game this season, which ranks at eleventh in the MIAA.

The matchup features two of the league's premier scorers with UCO's Gibbs and MSSU's junior guard Marquis Addison both averaging 17.5 points per game. The 17.5 points ranks both in the top five in scoring in the MIAA this season. Addison also leads the Lions in steals and ranks third in MIAA with 2.3 steals per game.

Junior forward Jordan Talbert ranks in the top five in rebounding this season for MSSU with 7.3 rebounds per game. Talbert is the only other Lion to average double digits in points this season with 13.0 points per game.

The Lions sit at the eleventh spot in MIAA play this season with a 6-9 conference record.

The Bronchos have been solid on the road this season going 5-3, including winning two of their last three road games.

UCO closes out the week with a home matchup with rival Pittsburgh State coming to town.

The Gorillas (15-7), won their first meeting this season 81-70 in Kansas. A cold shooting first half gave Pitt State just the cushion it needed to hold on in UCO's first ever MIAA league game.

For the Bronchos, they were 1-6 at the time with the Pitt State loss being their sixth straight loss. Since then UCO has gone 10-5 and 9-4 in league play.

Pitt State is one of seven teams with a spot already clinched for the MIAA tournament in early March with a 8-6 conference record. They



UCO guard Jamell Cormier dribbles the ball against Emporia State on Wednesday, Feb. 13, 2013. Photo by Aliki Dery, The Vista



UCO junior Josh Gibbs drives to the basket in a game last week against Emporia State, Wednesday, Feb. 13, 2013. Photo by Aliki Dyer, The Vista

sit in the eighth spot, just three games behind UCO.

"They're the most athletic team probably in the league, probably one of the better defensive teams in the league, their only weakness is as a team they don't shoot the ball well," Evans said about Pitt State's 2013 team.

A top five offense leads the way for the Gorillas as they come into the game with UCO ranked fifth in MIAA averaging 75.1 points per game just a point less than UCO.

While the offense is high powered, the defense isn't as strong giving up just over 70 points per game, which puts them at tenth in the league.

A defense that holds its own compared to UCO's defense, which ranks thirteenth in MIAA play giving up 73 points per game.

A defense that has improved in the last games holding three of their opponents under 75 points with two of those outings holding opponents under 70 points. A feat they've only done three times this season.

rason. averaging 12.9 points

The Gorillas are led by fresh- Cormier averaging 10.

man guard Kaleb Porter and senior forward JaVon McGee, who rank amongst the top in scoring on the team and each individually lead the team in assists and rebounds.

Porter leads the team in scoring at 13.2 points per game, assists (2.7) and second on the team in steals (1.1)

McGee is second in scoring (12.6) and leads the team, while ranking third in MIAA in rebounds at 7.6 per game.

PSU has two other players that average double digits points per game – senior guards Courtney Ingram (10.9) and Marky Nolen (10.6). Nolen also leads the team in steals at 2.1 ranking him fourth in the MIAA.

All season the Bronchos have been led by Gibbs, who has been playing lights out, but leading the team in rebounding (6.4) and ranking second on the team in assists (2.9).

Along with Gibbs, seniors Jamell Cormier and Spencer Smith are the only other UCO players averaging double figures in points with Smith averaging 12.9 points per game and Cormier averaging 10.

Cormier, a Stillwater native, leads the team in assists averaging three assists per game. Just like in scoring, Smith comes in second behind Gibbs in rebounds averaging 6.1 rebounds per game.

Two players that could factor into wins for the Bronchos this week are junior guard Christian Huffman and freshman forward Cal Andrews.

Both Huffman and Andrews played key parts in the Bronchos victory over Emporia State last Wednesday. Huffman scored a season high 16 points, making all five of shots to open the game, while Andrews was unconscious from wide range going 5-7 in the game scoring 15 points.

Even though the Bronchos sit tied for third in conference play giving them a first round bye in next month's tournament, they still sit two games out of first place with four games to play.

The Bronchos and Lions tipoff at 7:30 pm in Joplin, MO. They come back home on Saturday for a 3:30 pm tipoff against Pittsburgh State at Hamilton Fieldhouse.

Women's Basketball looks to gain ground



UCO senior Alyssa Fuxa, goes up for a shot against Emporia State on Wednesday, Feb. 13, 2013. Photo by Aliki Dyer, The Vista

Sam Philbeck

Contributing Writer

Central Oklahoma women's basketball team looks to rebound this week against Missouri Southern State University and Pittsburgh State following a tough loss last week.

The Lady Bronchos (9-13), lost 73-60 at home to Emporia State last Wednesday. UCO kept the game close for most of the game, but in the end couldn't handle ESU's two six-footers and the Hornets pulled away in the end.

"We played really well against Emporia and we've got to continue building on that,"

UCO Coach Guy Hardaker said about what his team needs to do for this upcoming week of games.

"I felt like the Emporia game was one of the first nights we actually just stuck with a game plan and grinded it out and looked like a basketball and that's what we're going to have to do win or lose," Hardaker said.

UCO heads to Joplin tonight to take on MSSU. The matchup against the Lions will be the first of two contests this season. The Bronchos and Lions will meet at Hamilton Fieldhouse in the season finale.

The Lions (11-12), come into the game like UCO following a loss to Emporia State, they've also lost three in a row and three of their last four and are ninth in the MIAA with

a 5-10 conference record.

"Their super athletic and they pressure the ball real hard defensively and I think what we're going to have to do is make sure the pressure doesn't bother us," Hardaker said about Missouri Southern.

"If we'll just run our stuff, handle the pressure and shoot good shots, I think we'll be fine," Hardaker said.

Coming into the contest the Lions are ranked eighth in scoring defense at 62.7 points per game, but are second to last in MIAA in scoring offense at 62.5 points per

Leading the way for MSSU is junior and senior forwards Dominique Mosley and Erin Rice. The forwards are averaging over nine points per game with Rice leading the way at 9.8 and Mosley at 9.0.

Just like the Hornets front court, both Mosley and Rice stand over six feet tall, which

could be problematic for the Bronchos.

"If we let them score off their defense we

could be in some trouble," Hardaker said:

The Bronchos finish the week coming back home with a matchup against MIAA rival Pittsburgh State.

The Bronchos and Gorillas have faced off against each other earlier in the season with the Bronchos pulling off a 70-62 road win in Kansas

"We're pretty familiar with what they do, they're familiar with what we do. It's like everytime we play we might win by one or they might win by one," Hardaker said about the matchup against Pittsburgh State.

Pitt State (15-7), sits in the seventh spot in MIAA and have won three straight games all at home, including a 78-60 beatdown of Northeastern State University last Saturday.

The Gorillas rank in the top five in MIAA in both scoring offense and scoring defense. PSU averages 68.6 points per game, which should make for another high scoring game as the Bronchos come in just behind the Pitt State at 67.6 points per game.

While the Bronchos and Gorillas both have had solid offenses this season, PSU has been more solid on the defensive side giving up 58.7 points per game, which ranks fifth in the MIAA, while the Bronchos are giving up 69 points per game this season.

Conference leading scorer, sophomore forward Lizzy Jeronimus leads the way for PSU averaging 18.5 points per game. Jeronimus also leads the team in assists (2.7), steals (1.0) and ranks second on the team in rebounds at 6.8 behind senior center Lauren Brown, who is averaging 8.0 rebounds per game.

Brown also leads the team in blocked shots at 1.9 blocked shots per game.

The Bronchos are led by senior forward Alyssa Fuxa who is averaging 12.1 points per game and junior guard Jill Bryant averaging 10.6 points per game.

Fuxa and Bryant are each averaging over five rebounds per game along with senior guard Savannah Hamilton. Fuxa is leading the way at 5.5 rebounds per game with Hamilton (5.3) and Bryant (5.0) following.

Bryant and junior guard Brittney Morganlead the team in assists at just under three assists per game with 2.9 and 2.8 assists per game

The Bronchos, while struggling for most of the season are still within reach of the final playoff spot for the MIAA tournament, but with four games left in the season and three games back the Bronchos will need to play some of their best basketball to make it into the tournament starting this week.

"We're not giving up hopes. We realize we've got to win 3 out of 4. If we do that we have a good chance at making the tournament," Hardaker said about his team.

UCO and MSSU tip off at 5:30 tonight in Joplin, Missouri. They come back home on Saturday for a 1:30 pm tip off against Pittsburgh State at Hamilton Fieldhouse.