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The Echo

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New events, outside consultant contribute to increased enrollment

Ashleigh Buchanan, Staff Writer

If the line in Pops has seemed longer, if it has been hard to find an open seat in chapel and even harder to find a parking spot, SNU's increased enrollment rate is most likely the cause.

This fall, SNU has 390 new students (freshmen and transfers), bringing our total undergrad enrollment to 1,096 students. The office of admissions have made a lot of changes this past year, such as using a consulting firm and introducing two new admissions events.

One change in admissions this year has been the addition of two new events: Shine Weekend and Storm Surge.

Shine Weekend is an event for high school girls to come visit SNU's campus for a weekend. Last

February, over 100 girls stayed overnight in the dorms with current female students. They also sat in on a class of their choice, visited a young alumni in their field of choice and had a craft night and banquet night. Shine weekend was created in order to target high-achieving females who typically have better retention and pay their college deposit sooner. Girls also make their college decision sooner than guys, which is why the attendance at this event is important for all ages of high schoolers. Sarah Stocks, an admissions recruiter, said she believes this event was "a pivotal moment for some girls who decided to attend SNU."

The other new event this year was Storm Surge. Admissions held three different Storm Surge events for incoming freshman. During this

event, students and their parents came to SNU on a Saturday when the students received their ID cards and their fall semester schedule. The girls met at least one of their future professors, other incoming freshmen and spoke with different campus departments, such as student housing, the laptop center, health center and financial aid.

What made this event so unique and successful was the campus-wide involvement. The devotion of SNU's great faculty and staff was once again apparent during Storm Surge. Admissions also noted that the faculty involvement was one component that helped make this event a success. Storm Surge was developed to decrease "melt," which is when students commit to a university, but change their minds.

Noel-Levits is a higher education consulting firm that helps campuses achieve their goals in enrollment management and student success. Since last fall, the admissions team has weekly meetings with Noel-Levits for enrollment updates and to set realistic and attainable goals. Stocks said that Noel-Levits has helped admissions come up with new strategies for recruiting students and has also been a big asset in helping them set and reach goals throughout the year.

The SNU Admissions team has worked extra hard this past year to bring new students to our campus. With the addition of a consultant firm and successful new events, SNU saw increased enrollment despite the enrollment for private schools being down across the nation.



New events, an outside consultant and hard work by the admissions staff have led to increased enrollment this fall. (Photo by Kyle Pierce)

Counseling centers teams up to create Renew Counseling

Ronna Fisher, Assistant Editor

This year the counseling center has teamed up with LIFE Counseling Center, a ministry of SNU's Graduate Program that works with the local community. The counseling center is one of many services that SNU is able to offer its students. The restructured counseling center will now be called RENEW.

Through a year's worth of planning, dreaming and discussion, the two centers decided to merge and expand their services. They will offer more hours, a greater variety of therapists and a training site for students in the SNU graduate counseling program. The counseling center will also be able to better reach more specific needs of patrons. The psychology department, SNU counseling center, LIFE and former VP for student development, Scott Strawn, were all a part of the dialogue and planning for the partnership.

Kimberly Campbell, Director of RENEW, said, "RENEW's mission is to offer the opportunity for clients to pursue wholeness, healing, support and

growth. We are blessed to have retained all of the staff from the SNU Counseling Center and to have brought over nearly all of the LIFE staff. We have what I believe to be an all-star team."

Sallye Siems will now be the new full-time dedicated administrative support. All calls and walk-ins will talk to her first. Joe Shallen is the new assistant director. His work at both LIFE and the SNU Counseling Center for over five years has been very beneficial in this transition.

There have been small challenges, however. The daily processes of both centers have had to be refined as the groups had different systems and processes.

"So far the benefits have seriously outweighed any challenges we have faced," Campbell said.

The new center can be found on the first floor of Webster Commons. The space there was being underutilized, but is now being used to its full capacity. The entrance is on the east side of the Commons building, across from the tennis courts. Future plans include a more

permanent entrance with an awning, landscaping and lighting.

"We were grateful that SGA, Marian Redwine, the Arrow, Echo, and Dr. Kyzer were willing to enter into conversations regarding their willingness to make some changes in their spaces and location," Campbell said. "In the end, I believe we all won, getting spaces and locations that will better serve our functions."

RENEW's website (snu.edu/counseling-center) claim they address issues such as self-esteem, depression, relationship conflicts, family struggles, identity issues, grief, drug and/or alcohol use, anger, crisis, pregnancy-crisis, divorce and many more.

"I have been doing this work for over 14 years on this campus, and have been moved, challenged and blessed by the amazing work students have done to create beauty out of difficult and painful situations and circumstances," Campbell said. "It has been a privilege to be a part of their journey."

When asked, many students

will recommend the counseling center. It is not uncommon for students who feel overwhelmed, stressed out or put too much pressure on themselves to succeed to find a listening ear at the counseling center.

"I really benefited from [the counseling center]," junior Shelby Wilson said. "It is a safe place to talk about your life, the struggles and the great times. I would say to go. Even if you don't think you need to go, you might get more out of it than you would expect."

RENEW is open from 9 a.m. to 8 p.m., Monday through Thursday. Students can walk in and schedule appointments. Students can also call 717-6200 or go to my.snu.edu to schedule an appointment and fill out paperwork at any time. Students still get six sessions each year at no additional cost. Sessions seven through 12 are \$5 and 12 or more are \$10 each.

Campbell emphasized the affordability of the sessions, saying "Counseling services will never be this affordable again in student's lives."



The combined counseling center staff. (Photo by Hillary Underwood)

New library director brings vision to increase online resources, availability

Baker Pitts, Staff Writer

To some, running a library would seem like a very cushy job, lots of sitting around punctuated by brief moments of putting books back on shelves. But Katie King, SNU's new library director, knows that it is much more than just organizing books. She has big plans in store to help students succeed in their studies.

When King stepped into the library on July 1 to fill her new position as the library director, she already had a vision for what she wanted SNU's study central to become. King is a 2008 graduate of SNU who holds a masters of Library Information Studies. As library director, King is responsible for handling any problems that come up on a day-to-day basis, making sure that library employees are doing what they need to and are getting along, managing the library budget and figuring out the vision and future of the library.

"So if there isn't a library

in ten years, you can blame me," King said jokingly.

And when it comes to the future of the library, she has big plans in store. Ms. King dreams of bringing the library more into the modern electronic age by making more online resources available to students, both by bringing in new resources and

"it is much more than organizing books"

creating new ways to make the existing resources easier to use.

One plan she has is to create short tutorial videos on how to use things like Ebscohost, an online research tool that is currently available to SNU students. This way those students who have never used it for re-

search can figure out how it works if they are not able to ask a professor for help. The point isn't to make it easier for students to procrastinate and get papers done the night before they are due, but rather to make the library and the resources it contains more easily accessible to those who may not be able to be on campus in the library every night to study.

Also in the works are plans to make books that already exist in the library available to buy or rent as Ebooks, which would work by the library purchasing access to said books and giving students the ability to buy the access to the book from the library. This process allows the library to 'have' the book, but not have to use space on school servers to keep the books on them.

In addition to making the library easier to use without physically being in the library, King also plans to have events in the library to bring some fun

to a place that some students may dread to go. A Halloween costume party was just one of the things that she expressed interest in doing this year.

Some were most likely disappointed in the first weeks of the semester when trying to go to the library to do some homework, only to find that it had closed at 9 p.m., but King would like to assure that it will be open for normal hours the rest of the semester. At the end of last year, the previous library director and the school's provost got together and planned out a library schedule for when the library would be open, and for most of the summer, the library closed at 9 p.m. This year was something of an anomaly. Normally there are only two days of school before Labor Day, but this year there were ten days before the three day weekend, and the schedule had the library closing at 9 p.m. until after Labor Day.

Letter from VP Mike Redwine: Updates on Student Development

Campus Community,

I am just finishing my first week in Student Development and I'm so excited to be joining this talented group of professionals! In addition to the other personnel changes around campus, we've also had several in our area. I've provided a summary of these changes listed below.

Mike Redwine

Here are the Student Development updates:

1. Angela Rhodes has accepted the position of Career Center Coordinator.

2. Marian Redwine is now the Director of Leadership and Vocational Calling. She will still care for

all of her former responsibilities and has added the Career Center as a direct report.

3. Misty Jagers is now the Director for Student Success. This expands her role as NSI Director by adding the responsibility for oversight of Retention, Multicultural Student Network, and Commuter Students. Misty will continue to serve as RD for Imel and Asbury through the remainder of this year.

4. Angie Hattler accepted the position of Director of the Student Health Services back in mid-August. Don't wait until you're not feeling well to stop by and welcome Angie! (Maybe when you get your flu shots, which should be available around the 2nd week in October.)

5. Michael Houston continues his work as the Associate Dean of Students. He has added the responsibility of being the direct supervisor for Director of Student Health Services (Angie Hattler) and the Commons Manager/Conference Coordinator (Cheri Pack). During the spring semester, Michael will begin to "phase out" as the Director of Residential Life. However, he will continue to oversee the management of the residential facilities and serve as the University's chief judicial officer.

6. Katy Bradley has accepted the Director of Residential Life position with a proposed start date of July 2013. That being said, Katy is already working closely with Michael

Houston to provide a smooth transition for residents and the professional staff in this area.

7. As has been announced, Kimberly Campbell is providing leadership to our expanded/consolidated counseling services and is serving as the Executive Director of the Renew Counseling Center.

8. Spiritual Development and Athletics will have a close working relationship with Student Development and will be represented on Cabinet by the VP for Student Development. We have already sensed the synergy that will be gained through this structural connection. These areas will also have a direct reporting line to President Gresham.

OPINIONS

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Why infographics are destroying civility, cooperation,

Brad Crofford, Editor-in-chief

I am a nerd. I have been aware of this for the vast majority of my life, and sometimes it prompts me to do nerdy things like practice for the LSAT for fun. This past week, my nerdiness manifested itself in checking the math on a C-SPAN infographic that came across my Facebook home page. In the wake of Bill Clinton's 48 minute DNC speech, this infographic showed the length of all of his speeches in terms of clocks. Its visually appealing nature caught my attention, but it was the contradictions in the numbers that kept it.

In 2008, three clocks represented 21 minutes while in 2012, six clocks represented 48 minutes. Switching into GRE mode, I determined that in 2012, each clock represented eight minutes while in 2008 each clock represented just seven minutes. Expanding my calculations, I found that the clock on this infographic was an imprecise measurement, varying in value from 5.875 minutes (in 2004) to eight minutes (in 2012).

Now, a small error like this in a non-controversial infographic is not a major issue. After all, during the weeks of the DNC and RNC, who really cares how long Bill Clinton's DNC speeches have been? However, it does raise an important point about the way we have shared information during this election season.

If you are anything like me, you have some Facebook friends who frequently share images

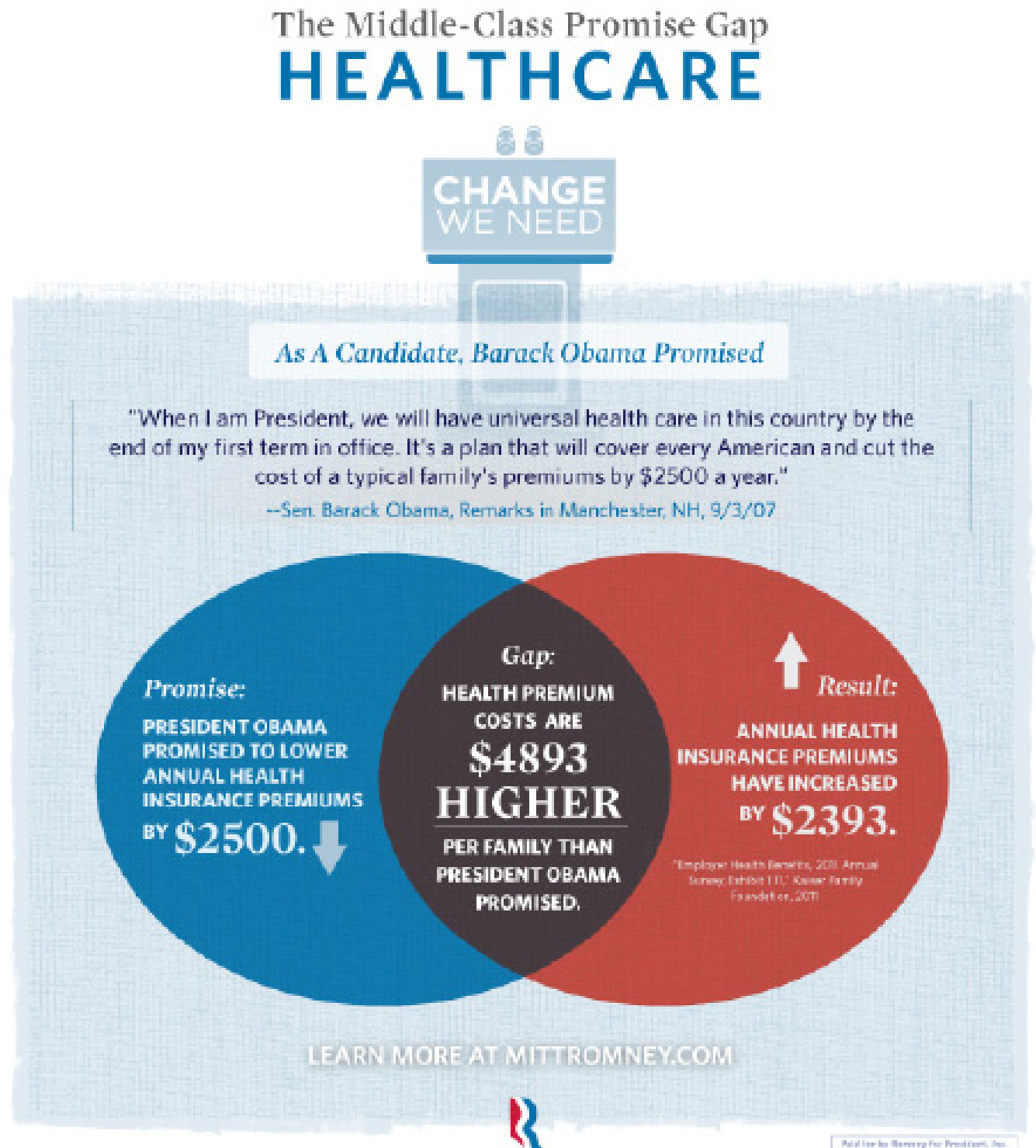
and infographics of a partisan nature. They will quote Founding Fathers, use excerpted quotes from the opposition party and perhaps even cite statistics.

simplicity, concealing important information and considerations.

Consider an infographic I received in an email from the Romney campaign; It purports to

health care and the present reality. In looking at the cited report from the Kaiser Family Foundation, it

continued on page 5



As I see it: Jumping into the pond

Patty Juliuson, Columnist

Down at the pond (don't ask me which one; it doesn't matter), three frogs are sitting on an old log. In a lengthy conversation, they debate the merits of their log, note the features of the pond and discuss their place in the world. Believe me, the rot characteristics of their log and a thorough examination of water quality are part of the discourse. At long last, they come to the essential question; Do they belong on the log or in the pond? After much deliberation, the conclusion is that they will jump into the pond.

So tell me: How many frogs are in the pond? The answer: Zero—because there is a difference between deciding and doing.

We all have different reasons for making decisions. Circumstances lead us to the point where we feel the need to set a goal, make a change, reform, renew, believe, succeed, achieve. However,

many lofty goals fall prey to procrastination, lethargy or the tyranny of the urgent. Tomorrow's objectives stay in tomorrow and we find ourselves weeks or months down the road with no discernible progress toward our goals. It's great to have ambition, even talent, but how can we actually do what we decide?

“Because life is busy, every goal must have a plan”

I have a worn, yellow sticky on my laptop on which is penned, “Discipline is the bridge between your desires

and your accomplishments.” I heard this statement as someone was sharing an inspiring sermon point and I jotted it down as a continual reminder. It is so true— we can want a lot of things, but without discipline, what the Encarta Online Dictionary calls “a conscious control over lifestyle,” all we have are high hopes. Discipline is an idea that has put its boots on.

At the bottom of that sticky note, I wrote, “Plan and execute”. Because life is busy, every goal must have a plan. I have research papers due at the end of the semester, so I have actually noted in my organizer how much I have to write each week in order to finish without a migraine. It's the geek thing again, I know, but it works for me. Life is busy, and I'm not getting any younger.

I have other academic goals as well; I want to spend a semester in Vienna next year and I want to go to graduate school. I won't



Patty Juliuson (Photo provided by Patty Juliuson)

do either of those things unless I devise an approach. Next time you see me, ask how my husband and I are getting to and from Vienna. We have a plan.

How many decisions have you made? What have you actually DONE? Are you a frog on the log or a frog in the pond? I may not accomplish everything I dream, but I strategize to give myself a fighting chance. And you never know— I just might make it.

See you in class!

Infographics killing civility, continued from page 4

seems that his campaign's analysis is correct: the average annual family premium in 2008 was \$12,680 and in 2011 it was \$15,073.

However, citing simply this statistic out of context hides some important trends. If I were a Democratic strategist, I would point out that from 2000 to 2008, the average annual family premium rose from \$6,438 to \$12,680. “Premiums almost doubled under President Bush, and Mitt Romney and his ‘Republican team’ would simply be more of the same!” I would exclaim defiantly (complete with infographic of course). I might excuse this less-than-ideal result on the economic crisis, noting that the full extent of the crisis would have been

far from obvious in September 2007 when then-candidate Obama made this statement. But all of these retorts would be pointless. There will not be a thoughtful discussion of healthcare trends in the US, its drivers, its costs and performance relative to other developed nations. Virality is more important than accuracy, this view holds, which is why infographics like this will use one chart out of a 200 page report. They are meant to be shared and liked, not critiqued. They are for click-throughs to the campaign's donation page, not to the source.

(Please note, my selection of a Romney infographic is not meant to suggest that Republicans are the only ones

responsible for this; I have similarly received infographics from the Obama campaign and am aware that Democrats are

“Infographics like this will use one chart out of a 200 page report.”

also guilty of these practices.) Similarly, each side has pilloried quotes from the other campaign by taking them out of context.

Democrats portray Romney's campaign statement that it won't

be dictated by fact-checkers as a total abandonment of facts and reality, when in reality it seems to be based on the belief that at least some fact-checkers are not objective. Republicans continue to trumpet Obama's statement “If you've got a business—you didn't build that” as an attack on entrepreneurship when in context it was discussing social goods (like infrastructure and education) that benefit, but are beyond the scope of, businesses.

The dissembling in these attacks and infographics has worn thin. While their simplicity is their appeal, it is also their flaw. At a time when America needs real dialogue to enact real solutions, all we are left with is these new sound-bites. And they are destroying civility, cooperation and hope.

STORMSPORTS

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NCAA: The Switch

Matthew Wellman, Staff Writer

Southern Nazarene University's athletics are making the switch from NAIA to NCAA Division II. SNU is currently in a probationary period in which we are not eligible to win either conference or national titles. Because we are not playing our official conference schedule yet, the teams were forced to schedule games whenever and wherever they could get them. This has caused the fall sports to travel much more than they are accustomed to.

Senior soccer player Kendra Nixon said of the traveling, "It's difficult trying to keep up with classes with how much we're on the road, especially when we have been missing a lot of class. Thankfully most of my professors are understanding and are willing to work with us and our busy schedule."

After this year, we will be into our official conference schedule and there will be more consistency in the travelling for all teams. As for this year, it will be a struggle for every athlete to keep up with his or her class work.

Student athletes are held accountable for their schoolwork and must maintain a certain grade point average in order to stay eligible on the field. For athletes, it is always tough staying up with the work during a normal season, but the extra travelling creates another obstacle.

"For me, keeping up with the actual assignments isn't difficult, its finding the time and strength to study in between all of the games and practices," said junior soccer player Sara Eguren. "Its



Photo by snuathletics.com

exhausting playing and traveling and then trying to stay focused when I do find the time to study."

Every athlete struggles balancing time. For some it may be tough to have a social life and others may struggle more in the classroom, but everybody must find a way to keep their grades up.

Since no sports team can win any sort of championship this year, some may feel like there could be a lack of competitive spirit within the teams.

Junior football player Brennan DiChiara doesn't feel like this will be a problem for the football team. When asked if he thinks the team will lose a sense of urgency to win games, he replied, "Not at all. We're a competitive group of guys, and proving ourselves against a new conference and division is all the motivation we need

to keep striving to be the best."

Then there are others like junior Jarod Martin who thinks there may be a lack of competitive spirit in the locker room. He says, "I believe the coaches keep us engaged, and as athletes we obviously have a competitive spirit and we don't want to lose, but I know the reality of not competing for conference or a national championship is in the back of everyone's mind."

All in all, this year will prove to be a struggle for every student athlete here at SNU. But with moving up to NCAA Division II, there will be better competition, which is something every athlete wants. If you ask any athlete here on campus if they think the hardships that will come with this year are worth the switch, I believe it will be a resounding "yes".

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Athletics

Jake's movie review: Rear Window, before there was Facebook stalking

Jake O'Bannon, Staff Reporter

Life was different in 1954. That is the understatement of the century, but if you ever need to be reminded, watch Alfred Hitchcock's 1954 classic "Rear Window." Starring James Stewart and Grace Kelly, *Rear Window* tells the story of a photographer named L.B. Jefferies (Stewart) who is locked in his third floor apartment for eight weeks after suffering an injury that leaves him in a cast that extends the entire length of his leg. During his medical vacation, Jefferies passes time by, for lack of a better word, spying on his neighbors.

Through his observations, he comes across a number of personalities. These characters include a lonely woman Jefferies names "Miss Lonelyhearts," her antithesis "Miss Torso," and a salesman and his bedridden wife. He has friends of his own as well, the most significant being his girlfriend Lisa (Kelly).

The previously mentioned couple (the salesman and his wife) becomes of particular interest when Jefferies spots some questionable behavior by the salesman in the late hours of the night. What begins as personal musings in the head of Jefferies, actually turns out to become a serious murder mystery. As always, I will avoid giving away any spoilers. All you need to know is that the ending is brilliantly "Hitchcockian."

I believe both Alfred Hitchcock and James Stewart are geniuses in directing and acting,

respectively. The two teamed up a number of times over their careers, but they were never given a more positive rating by critics than that which was received for *Rear Window* (8.7 on IMDb, 100% on Rotten Tomatoes).

What is so special about this film is how it is able to take the audience on a ride that other films (AKA today's films) are unable to do. There are two specific traits that I love about *Rear Window*: 1) it is okay to have silence and 2) the writing is incredible. I feel like most films today are filled with noise. It's as if every second has to be filled with something that keeps the attention of an apparent ADD crowd from fading off into their iPhones (or iTouches – I ride party lines when it comes to cell phone partisanship). *Rear Window* does not have to do that. In fact, the film is filled with many scenes that have no sound at all, or only orchestral background music. This is more influential than most would imagine. These scenes not only help develop the plot, but they add suspense – a great characteristic for any mystery.

Along with that, the writing in this film is superb. It is true that people don't talk the way they used to, but each time I watch a film most consider a "classic," I always wish we still talked like Jimmy Stewart and Grace Kelly. At one point, Stewart's character asks his maid to make him a sandwich (remember, it is 1954...), and she replies, "Yes I



"You can't go wrong with Hitchcock and Stewart," writes Jake the Movie Guy. (Photo by fredpanassac, used under Creative Commons license)

will. And I'll spread a little common sense on the bread." I know, I know – that line is unbelievably cheesy. But I submit that we need more cheesy in film today! Call me old fashioned, I don't care!

In the end, this is a fantastic

film. If you ever have the desire to watch a classic, or want to know where Facebook stalking began, I would suggest *Rear Window*. I feel confident saying that, because in truth, you can't go wrong with Hitchcock and Stewart.

Ten quick tips for improving your photography

Kira Roberts, Layout Editor

1) Daydream: Most shots that make people think “wow” don’t just happen on their own. Envision an idea, think about the kind of look you want to end up with, and plan accordingly. Think about things like what time of day, setting, outfits/model, and props. If you aren’t shooting people, think about different ways to capture what we may see every day (ex. Sunsets, trees, grass, etc).

2) Watch YouTube videos and read, read, READ: I’m not kidding. You can literally learn anything you want to on the internet! Of course, you can’t actually get better at it if you don’t go out and practice. As a completely self-taught photographer, I can’t stress how helpful books, articles, and videos have been! I learned everything I know about camera settings and taking pictures this way, but I also learned (and am still learning) how to edit in Lightroom and Photoshop from books and online tutorials. One of my favorite author/photographers is Scott Kelby; any of his books or tutorials are a great place to start.

3) Don’t be afraid to try something silly: At first I felt awkward taking pictures of something different because of the weird looks I would get, but now I’m used to it. One time my brother and I dragged his drum set out into the middle of a field with a trail next to it and I took some pictures of him playing. Needless to say, we got some strange looks

by people walking by at eight in the morning, but it was totally worth it when the pictures turned out cool!

4) Practice the things you are most uncomfortable with: You’ll never get better if you only photograph the things or people you are comfortable with. For example, I am very comfortable shooting girls (with my camera of course.), but posing guys comes way less naturally to me. I plan on asking a few of my guy friends to let me photograph them so I can improve.

5) Make friends with other photographers: I can’t stress this one enough. I’m not going to lie and say that it’s always easy to be friends with your ‘competition,’ but you can learn SO much from each other! Be open to tips and ideas, even if you secretly don’t like their style very much. Also, if other photographers know you and your work, then they can refer people to you if they aren’t available.

6) Learn as much as you can with the camera/lens you have before getting new equipment: You can do so much more with a simple dslr and a kit lens than you might think. Once you have some experience with all the settings and really understand how everything works, then begin to think about investing in some different lenses.

7) Pay attention to composition and angles: Always



Photo by Kira Roberts. www.kirawhitneyphotography.com/blog

try to shoot things from different angles than you would normally see them (this doesn’t always apply to portraits). For example, if you are taking a picture of a flower, don’t shoot looking down at it if you want to get a spectacular picture. Get down on the ground and go sideways or even pick it and hold it up to shoot underneath it! Get the idea? This is definitely something I am still working on as well because it doesn’t come super naturally.

8) Only post your favorite photos: You always want to leave people wanting more, rather than looking through an album of the same pictures at five different angles. I definitely still struggle with this because it’s tough to leave pictures out, but when I look through other people’s albums with hundreds of pictures I get bored and usually don’t even get all the way through!

9) Do your best to get the best image you can before

post processing: Editing can really make a photo pop, but if you don’t have a good enough image before putting it on your computer, you can end up having to do much more than you intended to (if it can even be fixed). The better the original quality, the less time you will have to spend and the faster you can share your work with others (one of my favorite parts of photography)!

10) Shoot in RAW: Your camera probably automatically sets to shoot in JPEG, but you should change it to RAW. JPEG, or large format, saves the picture as a snapshot of what is visible. When you take a photo in RAW it saves all the data that the camera records at the time of the exposure. This means that in post-processing you can bring back much more light and color without making the photo look grainy or fake. RAW does take up a lot more memory, but it’s so worth it to get better quality images!

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