Austin Breaks Ground on Vibrant Urban Living

JUNIPER HEIGHTS—Austin Revitalization Authority and Texas InTown Homes develop premier “Smart Green Healthy” affordable living, enriching the East Austin community. Photos courtesy of Angela Wyatt

Season Premier of Fix My Choir Coming November 5 on Oxygen

By Naomi Richard

Oxygen Media is coming to the rescue of choirs all over the country in the new music series “Fix My Choir,” premiering Wednesday, November 5 at 10 pm ET/PT. In this bold and uplifting series, struggling choirs get much-needed mentoring from gospel superstar Deitrick Haddon (“Preachers of L.A.”) and recording artist Michelle Williams of Destiny’s Child fame.

Fix My Choir examines the root cause of human conflict, troubled relationships and musical hurdles commonly found in these choirs. Challenges are indiscriminate crossing race, denominations and gender. To effectively min- ister as a choir, Haddon and Williams land on the fundamental problems with the choirs leaving no stone unturned.

The aggressive and focused methods of this experienced duo are direct and to the point. They delve into the dark places seeking the hindrances to the music ministry. In some cases the voices need training, sometimes members need to find their inner soul, past hurts need forgiveness and a unified purpose must be defined. With only a short 10 episode season, the choirs are willing to give their all to make the process successful.

Fix My Choir is a re- al series filled with infor- mation we can learn from and what’s clear is that choir problems don’t van- ish or miraculously heal themselves. They require work, attention and love. Can your choir be fixed, challenged and taken to the next level of ministry? It can if you put in the fundamental steps and a will- ing spirit.

Don’t miss this new action packed series with your favorite Billboard top-10 gospel artist, Delores Trucks, eager to hit the ground run- ning and the choirs are willing to give their all to make the process successful.

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By Kathy Wray Coleman

AUSTIN, TX — Tuesday, October 28, 2014, both ARA and Texas InTown Homes held a groundbreaking ceremony for the construction of a mixed-income townhome development in the 1000 block of Juniper Street in East Austin. Numerous dignitaries rallied in the support of the revival project. City of Austin Mayor Pro Tem Sheryl Cole, Kathy Tovo, Chairman of the Austin Revitalization Board Dr. Charles Ordy, Neighborhood Housing and Community Development Director Betsy Spencer, Chair of the Urban Renewal Agency, Michael Clark-Madison, developer representative of In-Town homes, Tom Harper, Larry Karriker, Vera Givens, Willis Hunt II and Mrs. W.G. Hunt along with a host of community leaders.

After four years of in- ternal re-assessment of the Austin Revitalization Authority (ARA) has completed a new vision and continue the revitalization ef- forts in East Austin. The focus of ARA has been on establishing strategic partners, and moving for- ward with the leasing op- portunities for one of the first properties purchased by ARA, the Herman Schieffer House. President and CEO Greg Smith, who joined ARA in 2009, said the or- ganization is markedly dif- ferent than it was even 18 months ago. “In the past five years we’ve restruct- ure our board of direc- tors and revised our mis-

Season Premier Photo courtesy of Oxygen Network

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Texas InTown Homes developed hundreds of single family and townhome units in Houston and Dallas. The Communiqué

After these last few years of serious assessment, we’ve also developed great relationships with others who share a strong interest in developing the East 11th and East 12th Street areas. Among one of the current projects, ARA has established a strategic partnership with Texas InTown Homes, for the development of the Juniper Heights Townhomes to be located at 1159 Curve Street. Texas InTown Homes has developed hundreds of single family and townhome units in Houston and Dallas, TX. Juniper Heights will be one of their first development projects in Austin which will consist of 16 townhome units. Fourteen units will be sold at market rate and two units will be sold as affordable units.

The Austin Revitalization Authority (ARA) is a private, non-profit community/economic development corporation working in the East 11th and East 12th Street Commercial Corridors to restore the cultural and economic viability that once thrived in that area. ARA’s mission is to engage in commercial, residential and cultural development that promotes community well-being, while respecting the people, institutions and history of East Austin and other underserved communities. For more information call 512-469-1705 or visit www.austinrev.org.

9th Annual Andy Roddick Foundation Charity Gala Headlined Country Music Sensation Darius Rucker

The Andy Roddick Foundation held its 9th annual charity gala, presented by Pine River Capital. This year featured a concert by country artist, Darius Rucker, at ACL Live at the Moody Theater. The annual gala serves as the chief fundraising event for the Andy Roddick Foundation to support its mission to expand opportunities for young people to learn, thrive and succeed.

... an experienced leader for mayor who gives voice to all of Austin!

AFFORDABLE HOUSING
Seryl Cole led the effort to secure voter approval for the Affordable Housing bond in 2003.

PAY CHECK EQUITY
Seryl put in place tighter controls within the City to address disparities in pay for women and people of color.

CULTURAL PRESERVATION
Seryl helped secure funds to renovate the Carver History Museum and led the effort to name a library in Willie Mae Kirk’s honor.

RACIAL JUSTICE
In the wake of the Trayvon Martin controversy, Seryl rallied the community to fight back against racial profiling.

SUPPORTING OUR SCHOOLS
As the state cut school budgets, Seryl led city efforts to support our schools and our children’s education.

Help make history! VOTE!
LAST DAY TO VOTE EARLY IS FRIDAY, OCT. 31.
ELECTION DAY IS TUESDAY, NOV. 4
VOTER ALERT: Make sure to vote at the right polling location. If you vote the Straight Democratic Ticket, you still need to vote separately for Mayor and Council races.

For You Elect

ORIA
FOR CITY COUNCIL #1

www.OriaATX.com 512-577-0784

A Leader Listens
A Leader Cares
A Leader Works
The National Black Church Initiative Says That Ebpola Represents an Opportunity for Faith-Based Readiness

Washington, DC – The National Black Church Initiative (NBCI) a coalition of 34,000 African American Churches will mobilize 15.7 million members urges its members to take this opportunity during the new Ebola crisis on the crisis on to reflect on how to de- velop appropriate protocols for Pirate Health Organization (WHO) and the Center for Disease Control and Prevention (CDC) standards. We understand that those standards are being reviewed as we speak, therefore it is important for church and denominational leaders to call on experts in this field of in- fection diseases to come up with appropriate protocols for faith-based communities. CDC needs this to provide public health in the faith community so that we can take this op- portunity to ready our con- gregation for the crisis.

We have the responsibil- ity to demonstrate to our people the rest of the general com- munity how to respond to the disease and its con- teria and confusion. Our job is to work with the ap- propriate authorities to keep our par- ishioners informed, pro- vide adequate literature, and utilize the pulpit to stress those things.

We must also carry the same message of hope, moral and medical assis- tance to our brothers and sisters in Guinea, Liberia and Sierra Leone. We must utilize our religious influence and authority to make sure that Africa is treated fairly, respectfully, and will not be dismissed like Tom- mas Eric Duncan. Our prayers go out to Mr. Duncan and his family and the two infected nurses, Nina Pham and Amber Vinson.

We continue to pray for all victims of Ebola.

AGE of Central Texas Offering Free Caregiver Workshop on “Medicare Updates – Insurance Options for Seniors” in Austin on November 1st

HICAP is a part- ner of the state and local health agencies that assist Medicare beneficiaries. HICAP is the State Health Insurance Assistance Pro- gram (SHIP) for Texas in a national network available throughout the U.S. and its territories.

Since 1986, AGE of Central Texas has been tackling the challenges of aging with expert solutions. The regional non-profit or- ganization provides support and education to people all along the spectrum of grow- ing older through five inter- related programs that en- hance the health and well-being of those who care for them, in- cluding:

The only- licensed, non-resi- dential Adult Day Health Center in Texas, with locations in Austin and Round Rock;

Sherman Community Support Program providing need-based personal care services to individuals with memory loss diagnosis;

Caregiver Re- sources and Education providing free personal care assistance and guidance, caregiver support groups, and classes;

Health Equip- ment Lending Program providing free loans of gen- erally used durable medi- cal equipment.

The AGC Com- puter Lab offering peer- based computer classes for seniors.

Free respite care for older family members.

Finally, there is no greater love, than to lay down your life for your friends. John 15:13. The church must employ its religious influence and authority to make sure that faith-based lead- ership has the opportunity to demonstrate to our brothers and sisters the message of hope, the message of faith, of mon- umental trust in God and of a godly life, they must also carry the same message.

You can find out more about AGE of Central Texas or to register for this free workshop, please visit our website at www.AgeofCentralTX.org or call (512) 451-4611.
Kevin Parish

Cedar Park Crest M.S.

On Friday, I was very mad because I didn’t get to go to a dance that my school had. When my parents got home from Houston my dad said “put on your boots and a long sleeve shirt”. When I did, we went to a barn for my friend’s birthday party. all I did was play. Friday was really fun. We had an ice cream pool party. My cousin, Zaila and I went to a movie. While my dad was riding his horse, Dexter and I were on a weapon looking at the other horses and comparing them to ours. The next day I had a really good time at the trail ride. It was a very good weekend.

This Tuesday we went to a haunted house in Cedar Park. We got a discount and it was super scary. My aunt, uncle and little cousin was at my school, Cedars Int’l Academy. My mom, dad, sister and little cousin, Zaila and I went to a haunted house, that was not very scary but they did have some good costumes. We won the 5th grade contest and got a medal! I had so much fun at both!

Sanya White

Cedars Int’l Academy

I had a great weekend! This weekend I attended 2 fall festivals! The first festival was at my school, Cedars International Academy. My class, adviser, and my little cousin joined me and my mom. My cousin, Zaila and I did both our 80s costumes and my mom was a good witch. There were lots of different games like the spider toss, cake walk, Bingo, petting zoo and much more! We even had funnel cakes that were super yummy.

Our second festival was at my cousin’s school. The coach told me I didn’t have to stick your hand in the box to feel the horse. The monster eyeballs and boogers was disgusting. It was a haunted house, that was not very scary but they did have some good costumes. I won the 5th grade contest and got a medal! I had so much fun at both!

Zachariah Washington

Cedars Academy

On October 25, 2014 my church had a Family Fun Festival. It was a great time and a great time! We had a lot of delicious foods like hot dogs, soda, candy, nachos and more! Some of the activities that we had was horse back riding, pizza, ufo toss, gummy worm eating contest, hula hoop contest and that is just the beginning. My Pastor and Co Pastor and I got into a little argument. Since there was a lot of games like the doughnut eating contest, the ufo toss, gummy worm eating contest and the bouncy house. My Pastor and I argued about who showed that he had better skills than me. We stand there where we both see who has better skills in the bounce house . Starting where we both begin fell on my back and getting back up without any problem was the next and he fall and didn’t have any problem at all. And he did something better than I did, he’s so much fun to play with.. After the festival me and my church family went home. We had a really good time and we all had fun.

Dr. De’Ja Hill

Lamar Middle School

Hello readers,

In my guitar class, our teacher Mr. Marsden told all the students about a website that we can use to help us learn our music notes by sight. To join the site would cost us more than $10 dollars per student, but he said the most students that joined the site would have better insight to help us learn our music notes by sight. The site would cost us more than $10 dollars per student, but he said the most students that joined the site would have better insight to help us learn our music notes by sight.

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Honor Roll because the class work is predicted to be more challenging, and the percentage would be about 2 less students making Honor Roll. Students due to the class work being more challenging, and grading and grades could be impacted by fewer days in school/class with the current coming Thanksgiving Holi- days, girls and basketball schedules.

My best friend, including myself, clearly see the value of education and a priority that education can be, something that opens doors of the future. I guess we all have to be up for what the future will bring, but understand that sometimes we can be in and that great, but sometimes we can’t do it and have to back in, well that’s all that I can say. Go Mustang’s Honor Roll!
John Bucy, Diane Henson and Chris Osborn. Photo by Tsoko (Chuch) Adjavan

Henson has an opportunity to win. For instance, the Bucy Campaign is running for the Texas House, has knocked on over 60,000 doors and made over 15,000 phone calls. According to political analyst, “Diane Henson is going to win the 3rd Court of Appeals, and then there must be a very strong voter turnout in Williamson County. Moreover, the Bucy Campaign for Texas House District 136 will provide the surge needed to get Diane Henson to the top. In addition, candidates like Nick Lealos who is running for Justice of Peace Precinct 1 has hired a field team who have been knocking on many doors.

Burkinabe’s Diaspora in Central Texas Observe the Unrest Back Home

Burkinabes are hoping for a peaceful resolution of the nation of Burkina Faso; they want the government to succeed in their native land. Many Burkinabes are anxious about the events that are unfolding in their homeland. Many Burkinabes are praying for a peaceful resolution of this political issue. In Central Texas, the Burkinabe Diaspora has grown due to the good economy.

Hey District 3, I’ve got your back!

GALINDO / DAWSON

• Improve public safety and pedestrian walkways on high-traffic streets such as South First
• Add traffic calming in neighborhoods to prevent cut-through traffic
• Improve the corridors of South Austin Park as protected parkland
• Help homeowners navigate proposed city buyouts along Williamson Creek

CESAR CHAVEZ / HOLLY

• Prevent displacement of long-term and first generation residents
• Ensure the Holly Shores Plan includes the expectations of the neighborhood
• Improve street lighting and police presence in the new entertainment district and surrounding neighborhoods

MONTOPOLIS / RIVERSIDE

• Prevent the loss of affordable housing
• Ensure that community members have meaningful input on how Montopolis Recreation Center monies are spent.

Visit us at josevalera.com

A FRESH VOICE FOR A NEW ERA

Though I’m new to politics, I’m not new to District 3 — my family has been here for five generations. So I understand and care personally about the issues that are important to this district — such as housing affordability, transportation, public safety, and the environment, to name a few.

As the owner of Tamale House East, I understand the needs and concerns of small business owners and service workers in Austin. As a West Point graduate and Iraq War veteran, I know how to build coalitions and lead diverse teams through difficult situations. And as a UT Law graduate and practicing attorney, I know how to get to the heart of tricky issues and find mutually beneficial solutions. Join me as we build a bright future for Austin.

Vote Valera! ordered by
AUSTIN FIREFIGHTERS ASSOCIATION PAC
AUSTIN-TRAVIS COUNTY EMS EAPAC

Burkinabe Diaspora

Burkinabe Faso is a land-locked country in West Africa. It is bordered by the south by the nations of Togo, Ghana, Cote-d’Ivoire, and Benin; to the east by Niger; and to the north-west by Mali. Its population stands at approximately 16,900,000 million inhabitants. The people of Burkinabe Faso are both religiously and ethnically diverse who have managed to keep the country united. In the past years, Burkinabe Faso has emerged as peace makers. However, in the past weeks, the nation of Burkina has seen some major civil unrest. The civil unrest comes from the fact that some people do not want the current president to change or to modify the constitution in order to run for a third term of office. Some acts of civil disobedience have been noted by blocking the streets and stopping schools from being held. In Central Texas, the Burkinabe Diaspora is anxious about the events that are unfolding in their native land. Many Burkinabes are praying for a peaceful resolution of this political issue. In Central Texas, the Burkinabe Diaspora has grown due to the good economy.
The City of Austin is currently seeking qualified applicants for the following positions:

- Park Ranger (2 Openings)
- Animal Health Technician
- Purchasing Information & Marketing Corporate Manager
- Buildings & Grounds Lead
- Administrative Assistant
- Dispatcher - Non-Medical
- Buildings & Grounds
- Finance Specialist
- Loan Officer II

The City of Austin’s Equal Opportunity Employer.

The City of Austin does not discriminate on the basis of race, color, religion, national origin, age, sex, sexual orientation, gender identity, gender expression, disability, veteran status, or genetic information in its programs and activities.

The City of Austin is an Equal Opportunity Employer.

The City of Austin Purchasing Office invites you to view current bid solicitations at https://www.ci.austin.tx.us/financeonline/. Vendors are encouraged to register on-line in the City's Vendor Self Service System. Once your company is registered, you will receive notifications about new bid opportunities. For additional information regarding current bid opportunities or Vendor Registration, please call the Purchasing Office at 512-974-2500.

For information on the City of Austin’s Minority Owned and Women-Owned Procurement Program and the certification process, please contact the Small & Minority Business Resources Department at 512-974-2500 or email minoritybusinessresources@ austintexas.gov.

The City of Austin’s Equal Opportunity Employer.
Sara Harper’s long-time husband. Raised in Cleveland, Harper graduated from John Adams High School in Cleveland and went on to earn a bachelor’s degree in elementary education from CSU where she was the editor of the student newspaper. She was the youngest of five female siblings, two of them deceased. Harper was a major voice in Cleveland’s African American community since the early 1960s. That’s when she began writing for the paper and eventually became the editor under the late Call and Post publisher W.D. Walker. She also hosted a talk show on WIMO, a local radio station. She was a former elementary school teacher for the Cleveland Municipal School District and later worked in the national boxing arena as vice president for Don King Productions, a boxing promotion company owned and operated by international boxing promoter Don King. She worked for the Cuyahoga County Board of Elections before rejoining the Call and Post in 1998 when King became publisher. Harper, as editor, and King, as publisher, were the first of the more than 215 African-American newspapers of the National Newspaper Publishers Association (NNPA) to endorse now President Barack Obama, America’s first Black president.

Harper was a staunch advocate of civil and human rights and knew most of the NNPA publishers, some of whom are millionaires. She grew up on Cleveland’s largely Black east side near King and the Stokes brothers, Louis Stokes of whom ultimately became the first Black congressman from Ohio, a post now held by 11th Congressional District Congresswoman Marcia L. Fudge. She was at one time an officer of the Black influential media organization, which has championed Obama and visited the president and First Lady Michelle Obama at the White House per Obama’s special invitation. Harper was a member of the Old Black Political Guard and was among those that help elect the late Carl B. Stokes as mayor of Cleveland in 1967, the first Black mayor of a major American city. She was at one time an officer of the Black influential media organization, which has championed Obama and visited the president and First Lady Michelle Obama at the White House per Obama’s special invitation. Harper was a member of the Old Black Political Guard and was among those that help elect the late Carl B. Stokes as mayor of Cleveland in 1967, the first Black mayor of a major American city.

Harper was honored by the Cleveland Chapter of 100 Black Men earlier this month and was scheduled to attend a Nov. 7 gala by the Cleveland Press Club to be inducted into the Cleveland Journalism Hall of Fame with four others, including former Cleveland Fox 8 News anchor Wilma Smith, and 19 Action News Reporter Paul Orlovsky. Harper was a friend of the Rev Al Sharpton, and knew the Rev Jesse Jackson Sr., both of whom are prominent Civil Rights activists. She was also an active member of Olivet Institutional Baptist Church in Cleveland, and was a member of Delta Sigma Theta Sorority Inc.
On Nov. 4 Texans will cast their votes for the next governor of the state. With only one week remaining to decide, the two leading candidates Wendy Davis and Greg Abbott are stomping the campaign trail to garner as much support as possible. We at the Texas Publishers Association (TPA) are here to join in that support with our endorsement of Davis whom we feel is not only the right choice for our state but the only candidate who if elected will use the full weight of the governor’s office to fight for all Texans and roll back the assaults on our educational system, women's rights and voter’s rights that we have endured the past 14 years under Gov. Rick Perry.

It is an irrefutable fact those who seek to disenfranchise and abrogate our liberties and attainments, our political victories and strides are well-organized and steadfast. Bearing this in mind, it is our duty to vote not only just as coordinated in our efforts but to also be proactive. When candidates come campaigning for our votes we must be collectively ready to present them with a platform that best benefits our community. In the words of Frederick Douglass, power concedes nothing without demand. The Texas Publishers Association has made it clear we will not be endorsing any candidate who if elected will use the full weight of the governor’s office to fight for all Texans and roll back the assaults on our educational system, women’s rights and voter’s rights that we have endured the past 14 years under Gov. Rick Perry.

For the office of lieutenant governor, TPA endorses Leticia Van de Putte. Unlike her tea party opponent Dan Patrick, Van de Putte is committed to ensuring all children regardless of their economic status or ZIP code in the state of Texas receive a quality education and the resources to achieve that goal. She is dedicated to nurturing the creativity and skills to teach. Van de Putte has made it clear we will not be endorsing any candidate who if elected will use the full weight of the governor’s office to fight for all Texans and roll back the assaults on our educational system, women’s rights and voter’s rights that we have endured the past 14 years under Gov. Rick Perry.

For the state comptroller’s office TPA endorses Steve Brown for Texas railroad commissioner who is the only African American running for a statewide office. Until now the railroad commissioner has always come from the ranks of the oil and gas industry, including Brown’s opponent Ryan Sitton who boasts of his fifteen years of experience in the oil and gas and petrochemical industry. But what to him seems like a selling point is in fact to us concern for pause. As someone so intricately involved with the oil and gas industry it is foreseeable the Railroad Commission will be nothing more than an extension of the oil and gas lobby. As an outsider of the industry Brown represents a breath of fresh air, someone who can bring forth a new and unbiased commission that will put the needs of the citizens before the industry. He has already pledged to protect the interests of all Texans as well as the environment.

For attorney general TPA endorses Sam Houston, a Houston-based attorney that has been practicing civil law at the state and federal level for 26 years. When elected to attorney general he has vowed to immediately overturn the AG ruling that currently prevents Texans from learning if hazardous chemicals are stored near them. Up until June of this year Texans had the right to know if hazardous materials were being stored near them. But Republican Attorney General Greg Abbott ruled that to release such information jeopardized homeland-security laws. Houston has shown himself to be a gentleman with integrity and an even handed temperament, unlike his opponent Sen. Ken Paxton who has a swirl of ethical issues surrounding him including being fined by the State Securities Board. Paxton alleges to be in favor of transparency.

For the state treasurer’s office TPA endorses Jim Davis who if elected will use the full weight of the governor’s office to fight for all Texans and roll back the assaults on our educational system, women’s rights and voter’s rights that we have endured the past 14 years under Gov. Rick Perry.

Sen. Glen Hegar along with his powerful campaign contributing group of lawyers and tax consultants stalled the legislation killing it upon arrival to the Senate. TPA endorses Steve Brown for Texas railroad commission who is the only African American running for a statewide office. Until now the railroad commissioner has always come from the ranks of the oil and gas industry, including Brown’s opponent Ryan Sitton who boasts of his fifteen years of experience in the oil and gas and petrochemical industry. But what to him seems like a selling point is in fact to us concern for pause. As someone so intricately involved with the oil and gas industry it is foreseeable the Railroad Commission will be nothing more than an extension of the oil and gas lobby. As an outsider of the industry Brown represents a breath of fresh air, someone who can bring forth a new and unbiased commission that will put the needs of the citizens before the industry. He has already pledged to protect the interests of all Texans as well as the environment.

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The issue of granting a stipend for the market- ing, enrollment, game at- tendance, sales of school paraphernalia and other monetary gains that popu- lar student athletes pro- vide at hundreds of Ameri- can colleges and univer- sities is in the national news again—this time because of a recent suspension for illegal profits of Georgia Bulldog running back and early Heisman Trophy can- didate, Todd Gurley II. Gurley, a junior, was reportedly paid $400 by an autograph dealer for sign- ing a few hundred school items during the spring offseason that are now being sold on eBay. It’s a violation of NCAA amateur rules that do not allow scholarship athletes to accept or seek payment or gifts for their autographs, appearances or popularity.

Gurley was suspended indefi- nitely from the Univer- sity of Georgia, which did not have a choice under NCAA rules.

Once reports sur- faced that Gurley was sus- pected of NCAA violations, the school could have been forced to forfeit their Saturday game against the Missouri Tigers, along with paying other NCAA fines and penalties. So UGA Director of Athletics, Greg McGarity moved to shut Gurley down the ath- lete immediately even as school officials and attor- neys continued to uncover the details of the case. This couldn’t have come at a worse time for Gurley.

I had just read a great article about Gurley. A re- porter wrote all about his humble upbringing with a single mother in Balti- more, who moved Gurley and his older siblings to the country.” Gurley didn’t have access to cable TV. It wasn’t in his mother’s family budget. So this kid learned to work hard for everything. All he had was the love of his family, friends and foot- ball. His excellence as a high school athlete then paved the way for a grand opportunity to attend the University of Georgia, one of the premiere football schools of the south.

But once Gurley ar- rived there as a celebrated freshman, and had imme- diate success on the field, just imagine the differ- ence this kid felt when hundreds of thousands of fans showed up to cheer and celebrated him each week, while millions more watched on TV, bought thousands of his team jer- seys, and began to ask for his autograph every- where we went. Only, Gurley could not make a dime off of anything, and he had to be very careful about the wrong person inviting him out to a movie with but- tered popcorn and a Pepsi.

Sure, I’ve heard all about the “free rides” of full scholarships that stu- dent athletes receive— now worth $30,000 – $80,000 a year. But I’ve also been there at the Uni- versity of Pittsburgh in my freshman year of 1987, and those so-called “free rides” are earned, because these schools will work athletics to death in order to win. So good luck with choosing a major that’s actually worth $30,000 – $80,000. Most athletes don’t have the time for it.