



# THE SIGNAL

## INVISIBLE CHILDREN CRUSADE

Viral online video exposes Joseph Kony and the Lord's Resistance Army while creating controversy

**Joshua Ojeda**

The Signal

Hiding somewhere in the jungles of Africa is one of the most well-known criminals in the world. Joseph Kony became a household name when atrocities committed by him received recent mass exposure in one of the most viral online videos of all time.

The online short-film titled "Kony 2012" has received more than 100 million views since its release March 5. The nonprofit organization Invisible Children (IC) released the video on YouTube and Vimeo with hopes that the video would serve as a catalyst to capture and disarm Kony, leader of the Lord's Resistance Army (LRA).

The LRA is primarily composed of child soldiers who Kony and his men abduct and train. Since the '80s, the guerilla group has used brutal war tactics that include mutilation, abduction and the enforcement of sexual servitude.

Kony, born in Northern Uganda, inherited the extremist Christian movement from his aunt. Since then Kony and the LRA have plotted to overthrow the Ugandan government in order to establish Uganda as a theocracy based on the Ten Commandments.

Although the LRA has since left Uganda and shrunk in size, it is believed more than 30,000 children have been abducted in Northern Uganda alone. Kony and his army are believed to be hiding in the Central African Republic and Democratic Republic of Congo.

Nathan Etengu is from the district of Lira in Uganda. Etengu and his community know

firsthand the atrocities committed by Kony and the LRA.

"After realizing that truly I have lost my mother and brother during that rebellion... it was really a tough moment of life," Etengu said. "Truly these rebels were really very wild. They did not spare any life around, despite the fact that abducting was one of their interest."

Etengu said he vividly remembers the LRA burning grass, setting buildings ablaze and even "roasting a human being alive."

"Life was really terrible and disgusting for the human being whose location was nearby after the cutting of peoples' lips and ears, including heavy killing in the villages with plenty of blood flowing by," Etengu said. "Too much smelling of human remains."

"Kony 2012" went viral in a matter of days but was also met with a backlash of criticism when doubts began to spread about how much of the money raised by Invisible Children actually went to Uganda.

Public records reveal that Invisible Children Co-Founder and filmmaker Jason Russel receives an annual salary of \$89,669. In addition to staff salaries, 85 percent of the annual income is spent on "Program Expenses."

As online skepticism began to spread, one

blogger in particular received a mass following of readers with his Tumblr blog "Visible Children."

When Grant Oysten of Nova Scotia first viewed the film, he had immediate concerns.

"The video is surprisingly well-produced and we're not accustomed to seeing that level of production



Scan the code to view the "Kony 2012" videos.

**SEE KONY, PAGE 6**

TRACIE MOMIE:THE SIGNAL

## Monument honoring Tejanos' historic contributions unveiled at state Capitol



ARMANDO HINOJOSA: COURTESY

ABOVE LEFT: Artist Armando Hinojosa works in his Laredo studio.

ABOVE RIGHT: The completed monument stands on the south lawn of the Texas Capitol grounds in Austin.

**Bryan Waites**

The Signal

Alonso Alvarez de Pineda mapped the Texas coast in 1519. In 1813 more than 1000 Tejanos died fighting for Texas' independence from Mexico.

In 1836 Tejanos José Francisco Ruiz, José Antonio Navarro and Lorenzo de Zavala signed the Texas Declaration of Indepen-

dence.

176 years later, Texas has its first Tejano Monument, which was dedicated March 29 and stands on the south lawn of the Texas state capitol. The monument is among the largest on the Capitol grounds. At 525 square feet, the monument depicts a Spanish explorer, a longhorn bull and cow, a vaquero on his mustang, a girl with a

sheep, a boy with a goat, and a couple holding an infant sculpted and bronzed, and emplaced atop a granite base. A series of plaques helps to tell the story of Tejano contributions throughout Texas history.

More than a thousand guests attended the unveiling ceremony in Austin. Ten years and three

**SEE MONUMENT, PAGE 6**

## Houston businesses offer college student discounts

**David Hensley**

The Signal

Most college students struggle to make ends meet. In an effort to help, the Student Government Association recently joined several other colleges as part of the Student Savers Program, which recruits local businesses and provides them with the chance to offer discounts to college students.

In exchange for the discount, the businesses are offered free advertisement opportunities around campus as well as on the program's Facebook page. The Student Savers Program is also currently constructing a website to provide students and businesses with an easy way to connect.

The website will feature links to businesses offering discounts to students.

"The Student Savers Program is not only good for UHCL but it's good for the 150,000 college students in the Houston metro area," said SGA president Henry Hodde. "Not every student or campus is involved per se, but it starts to get the word out that there are students here, we matter, and we're a part of the local economy."

UHCL's SGA has enlisted 13 businesses to the Student Savers Program and are continuing to add additional businesses. Students only need to show a valid

**SEE DISCOUNT, PAGE 6**

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Unity Drag Show  
2012 Chili Cook-Off

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# Invisible Children or Hidden Agendas? You decide.

‘Kony 2012’ video campaign continues to spark controversy and trigger attention

## EDITORIAL

The not-for-profit organization, “Invisible Children” has recently received a great deal of attention due to their viral video campaign, “Kony 2012.”

As the motives of this seemingly good-natured organization continue to be the subject of much deliberation, the significance behind critical thinking becomes increasingly apparent.

Regardless of discrepancies from supporters and skeptics alike, everyone is able to agree on one thing: Joseph Kony is an evil man who should be punished for his crimes. Still, the matter goes much deeper. Kony and his atrocities are no longer the center of attention; the controversy is.

In early March, the public was introduced to the shocking brutality of one man. The “Kony 2012” video is a half-hour long documentary urging the public to support the organization Invisible Children and their mission to capture Kony. Many immediately sought to join the movement by sharing the message, and share they did – on almost every social media outlet and email inbox around the world.

Six days after being re-released online, the “Kony 2012” video topped 100 million views worldwide, making it the fastest-growing viral video campaign

ever. In record timing, the video plagued the World Wide Web like a wildfire, leaving a trail of avid sympathizers along the way.

It wasn’t long, however, before curious minds began to ask questions. Before accepting everything the video had to offer, some decided to look closer. Critics quickly pointed out a number of puzzling inaccuracies and suspicious details concerning the video and Invisible Children. Before long, the motives and actions surrounding members of the organization were put under close scrutiny, and opposition toward the campaign followed.

Skeptics claim that the individuals responsible for producing the video intentionally embellished certain details and omitted key points to influence public support. The organization was accused of capitalizing on the emotional aspects involved, while neglecting to mention specifics, such as the fact that Kony has not been in Uganda for six years, although this is where the organization’s contributions are distributed. Additionally, several attempts to intercept Kony have proven unsuccessful.

Moreover, the financial operations of the organization were called to question. As a nonprofit, Invisible Children’s financials are public. A 2011 financial statement shows that of nearly \$9 million in expenditures, about \$2.8 million was given directly to relief measures. The rest was spent on

traveling, filming, salaries and other expenses.

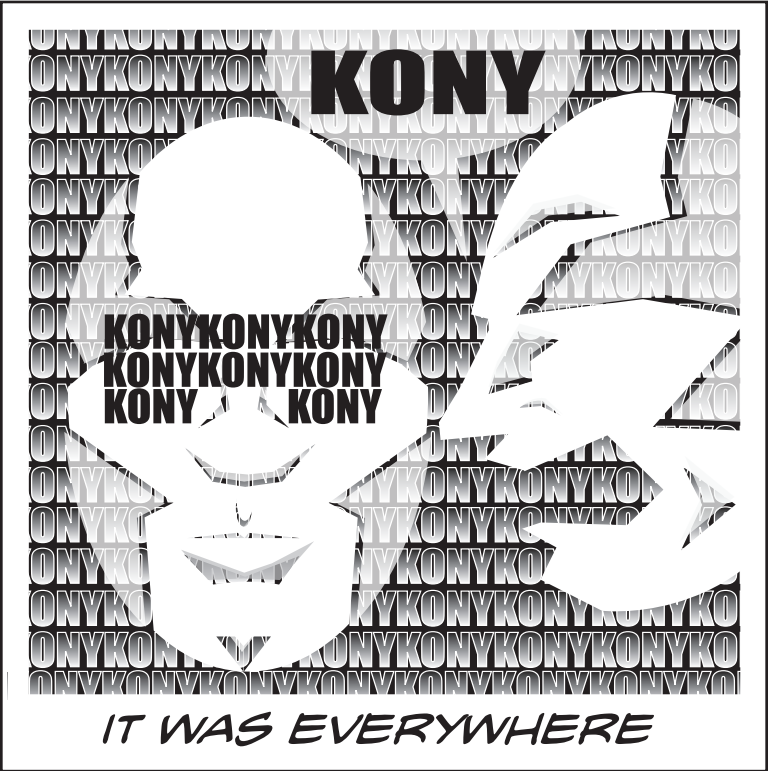
In defense, many argue that this video, while costly, was inarguably successful in communicating the message and fostering support. Advocates also argue that the content of the video was affected by time restraints, and therefore, some information was excluded. The organization has since released a second, more detailed video in response to the criticism.

The truth is, both sides argue strong points, and perhaps no one knows the whole story. Nonetheless, it is important to analyze the facts, not the emotions, associated with an issue. Whether it is compassion or greed, it is emotional and impulsive thinking that makes the public vulnerable to scams and deceptions.

That is not to say that being a pessimist and doubting everything is healthy or logical; nor does it imply that the Invisible Children organization has bad intentions. Nonetheless, it is to say that a critical approach is the best approach to just about everything these days. Moreover, with the Internet and the accessibility of information available, there is no excuse for ignorance. Today’s world is one with answers often only a few mouse clicks away.

Journalism students are taught to dig deeper – to take nothing at face value. They are taught to

### WANTNEEDO



by Kalan Lyra

verify no matter what source gave them their information.

As an informed citizen and members of a higher education community, we should all strive to follow this philosophy. It is not important on which side of an issue you stand: left or right, Republican or Democrat. What is important is making informed and educated decisions yourself and being able to defend those decisions. This includes everything from the politicians you

vote for, to the religious views you choose, and even the causes you do or do not support. This principle relates to every aspect of life.

Nothing is just as it appears. Like many great works of art, there is more than originally meets the eye, but you must take time to actually look. As the Greek writer Aesop said, “Every truth has two sides; it is as well to look at both, before we commit ourselves to either.”

## LETTER TO THE EDITOR

# En-rich-ment

It was a most unexpected vigil, but appropriate in its unexpectedness.

Looking back on the fully housed UHCL Open Mic Night commemoration of Adrienne Rich that went well over an hour, I am certain she would have approved. For after all, the unordinary is often unexpected, and she was anything but.

So who was this Adrienne Rich we celebrated? According to the insightful account of UHCL’s own, well-renown and retired professor of Literature and Humanities, Gretchen Mieszkowski, who acted as special guest lecturer for the evening, we learned that she was an American feminist poet. We learned that her writing was explorative. She was passionate and wrote with passion. She was challenging and wrote to challenge. She was enthusiastic, transformative, and human.

Prior to this instruction, we participants old and new of the UHCL Open Mic Night truly did not know exactly what to expect. Although some of us were reasonably well acquainted with Rich, had studied her works independently, or as feminist texts for our courses, many of us were not nearly as knowledgeable of her life and works.

Furthermore, we had no idea that she had visited our campus not once but twice. As we listened to Dr. Mieszkowski and our other guest professors recite her works and share their impressions of her, we learned that she was very much a part of UHCL history. We took that to heart. So as the two candles burned in her honor and we looked upon her picture in the small wooden

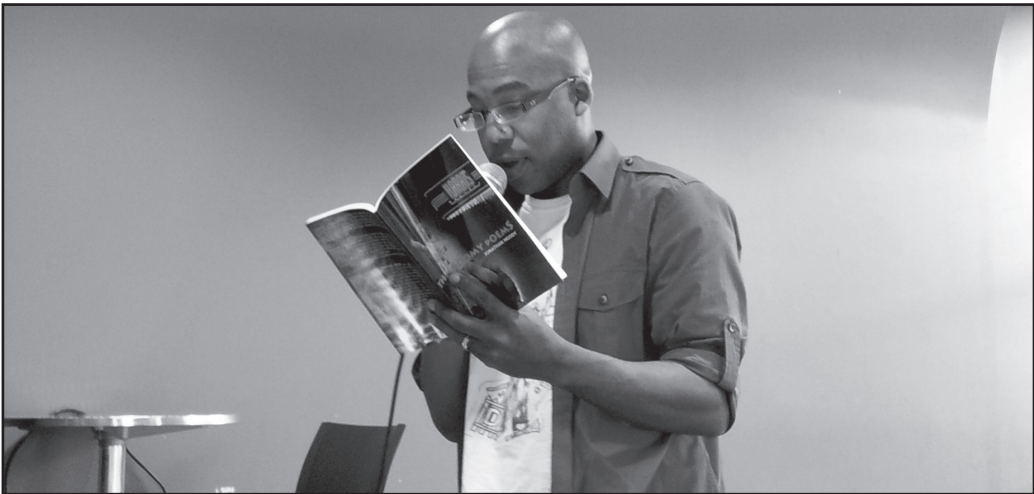
frame, now we too could now take a bit of comfort in the knowledge that we played our own small part of UHCL history.

Located inside the Cappuccino Bono, we listened to her words performed and the words we had written for our own performances. With our voices, which ranged from novice poets to the recently published poet Jonathon Moody, we celebrated her in our own written joys and scribbled frustrations. We were explorative, passionate, enthusiastic, and transformative. We tried to be challenging and human. We too wanted to be far more than unexpected.

It was a most unexpected vigil, but that was the nature of Adrienne Rich and the reality of UHCL. That was and hopefully will continue to be the UHCL Open Mic Night.

Since the fall of 2008, the UHCL Open Mic Night has and continues to be a constant on campus. The result of a partnership between Dr. Shreerekha Subramanian, Assistant Professor of Humanities and Dr. John Gorman, Professor of Literature and Poetry, with support from Dr. Arch Erich, Professor of Social Work, there is no charge to attend and it is open to both students and the public. All student participation is strongly encouraged and Students can MC events. Located inside the Cappuccino Bono, Open Mic Night will return this Fall 2012. For specific dates and times, please check the UHCL website.

Meryl Bazaman  
Humanities Graduate Student



SUBRAMANIAN SHREEREKHA: COURTESY

Texas poet Jonathan Moody reads from his published work at the UHCL Open Mic Night, held April 5 in Cappuccino Bono. The event commemorated the works of recently deceased poet Adrienne Rich.

# THE SIGNAL

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# How a reality show changed my reality

## STAFF COLUMN

**Ashley Toman**  
The Signal

I’ve known from a very young age what I wanted to do with the rest of my life. Despite the fact that I am in the process of achieving my bachelor’s degree, I would love more than anything to become a professional singer.

Getting a bachelor’s degree in communication is my backup plan; a girl has to be practical. However, a girl also has to follow her dreams.

When Fox’s “American Idol” first aired, I was determined to audition. After six attempts and no golden ticket, I started lacking confidence.

Nowadays, there are several options to let your voice be heard. One of them involved a road trip I took last May to audition for the Fox television series “The X Factor.”

I almost didn’t go. I kept remembering how disappointed I felt after the constant letdown from “American Idol,” as well as seeing amazing singers getting

told no. I had decided that I would not be auditioning. Two days before the audition, something inside me told me that I needed to go. Perhaps it was my drive for wanting to go after my dreams, no matter what the outcome would be. Little did I know, this experience would mark a very important milestone in my life.

I arrived at the Dallas Convention Center at 6 a.m. and stood in line with thousands of other hopefuls anxiously awaiting that yellow wristband that could potentially grant the opportunity of a lifetime.

The first process of auditioning involved a preliminary round. During that round, we were to audition in front of an elimination judge, not the actual TV judges.

After six hours, three Red Bulls, and with what little bit of confidence I was holding onto, it was my turn.

I walked in and was greeted by a judge with a blank stare. The process was completely different than any other singing show I had ever auditioned for. I was asked to explain myself in one word. For some reason, without think-

ing, the word “confident” came out of my mouth.

I knew I had something to offer, and I felt sure that even if I was rejected, I could walk away still proud of myself.

When you are incredibly passionate about something, you begin to stop focusing on the negativity and simply follow your heart. As cliché as that sounds, that truly is my advice for anyone wanting to achieve his or her dreams.

After all of the preparation for my “X Factor” journey, it was finally time to sing. I chose “Blue Sky” by Francesca Battestelli. The judge smiled and wrote something on a piece of paper and handed me my first golden ticket, which meant I made it past the first round.

I couldn’t believe that moment had finally happened. I wanted the validation that I had what it takes to “make it” or at least know that someone, from a Fox hit televi-



PHOTOS BY ASHLEY TOMAN:THE SIGNAL

ABOVE LEFT:The Signal reporter Ashley Toman.  
ABOVE RIGHT:The golden ticket Toman received after making it through the first round of auditions for Fox’s “The X Factor” television show.

sion series no less, saw something in me. The next day was very similar to the first round, minus the long lines and 9,682 less people. Only 318 people advanced to the second round of auditions. Once again, it was my chance to sing. This time there were two male judges and, again, no TV judges. I sang “Chain of Fools” by Aretha Franklin. About 30 seconds into the song, the judges discussed their opinions with each other, blocking their mouths with a golden ticket. I wasn’t chosen to advance to the next round. Despite my disappointment, I was able to walk away with a smile instead of a tear. I realized that in overcoming my fear of failure, I had gained a brand new confidence in myself. It has been nearly one year since my experience in Dallas. “The X Factor” is up and at it again for a new season. This year, I sent in an audition video explaining last year’s experience, and giving it my all. In the end, that is simply all anyone can do. I truly urge everyone to follow your dreams, no matter what you believe the outcome may be. You never know, that one decision may end up changing your life.

Q: What’s black and white and covers UHCL?  
A: The Signal

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# Hillywood or bust

## Two sisters turn hobby into fan-funded, online sensation

**Samantha Samuel**  
The Signal

**T**oday's generation is experiencing a new trend in overnight celebrities. Affordable technology and video sharing websites, such as YouTube and Vimeo, have made it possible for anyone to gain an online following.

One YouTube channel in particular is taking the Internet by storm. "The Hillywood Show" is the creation of comedy sister duo Hilly and Hannah Hindi, which features song and dance parodies of box-office films such as "Twilight" and "Harry Potter" as well as TV shows and celebrities such as "The Vampire Diaries" and Lady Gaga.

After placing third in more than 100,000 entries in AOL's Be a Red Star contest, "fans started calling themselves 'Hillywood fans' even though we didn't have a show back then," said Hannah, the elder of the two sisters. "We started thinking that we really

liked that idea, sounds like a fun hobby and, so far, it has been. Hopefully this hobby will lead to a career someday."

Some of Hillywood's first productions were webisodes consisting of Johnny Depp characters such as Jack Sparrow, Edward Scissorhands and Sweeney Todd.

"We kind of cringe at them," Hannah said. "The costumes and sets were cheaper; they're really not our best work, but we had to start somewhere."

"The Hillywood Show" has come a long way since then. Ideas for a production can come from anywhere.

"The ideas are really just from inspiration," Hilly said. "Ideas can come from things we have seen before in films or music videos. It all depends. Fans always write us with ideas that they would like to see and we really do lean towards what the fans want, because we care about what they want to see. We want to keep them watching."

With big ideas come big

productions and even bigger costs. The Halloween special "Gagaween," one of their smaller productions, cost \$4,000. The "Breaking Dawn Parody," released Feb. 2012, was their biggest production yet and cost Hilly and Hannah \$10,000 to create.

"In retrospect, that's nothing compared to what it costs for television productions," Hannah said. "We have a lot of help and people volunteering their time or give us things on a discount, which saves us from what it originally would have cost."

Hillywood productions have become a family affair. Hilly and Hannah usually have their parents and grandparents on set with them to lend an extra hand, make phone calls and even create costumes.

"HOPEFULLY THIS HOBBY WILL LEAD TO A CAREER SOMEDAY."

— Hannah Hindi  
Co-creator

"The crew is our really close friends and family, people we know and live fairly close to," Hannah

said. "It's a real blessing that they help us out because, honestly, we probably wouldn't be able to get it all done without them."

For years, Hilly and Hannah's parodies were funded entirely by their own personal incomes.

Before production of the "Harry Potter Parody" began in summer 2011, however, the girls set up a PayPal account on their website allowing fans of the show to donate. Ten percent of all proceeds go

to St. Jude Children's Research Hospital. Fan donations have helped "The Hillywood Show" grow beyond what the sisters could have imagined. The \$10,000 goal for the "Breaking Dawn Parody" was raised in less than two weeks.

"Without the fans, the 'Breaking Dawn Parody' would not have happened," Hilly said. "We're really grateful that the fans were behind us on that one; it made us work extra hard for them to pay them back."

As dance teachers in their hometown of Las Vegas, Hilly

and Hannah enjoy combining their passion with their hobby.

"We both choreograph together and try to make our dance choreography change from production to production," Hilly said. "Choreography can usually take us up to two days to get it right."

All of their hard work doesn't go unnoticed, even by the celebrities they portray. Cast members of "The Vampire Diaries" and Lady Gaga herself have commended the girls' noticeable talent. The co-founder of a company that puts on Twilight conventions asked the girls to host and share their parodies with the fans.

"We host the entire event, ask fan questions to the guest stars, share our productions and vend Hillywood merchandise," Hilly said. "On the plus side, we get to meet fans of 'The Hillywood Show' from across the country."

Their mother and manager, Emily Hindi, has nothing but pride for her daughters.

"They have worked very hard for the past six years with regard to 'The Hillywood Show,' Emily said. "I have been there, firsthand, to know how much effort and time they put into the show to make their fans happy."

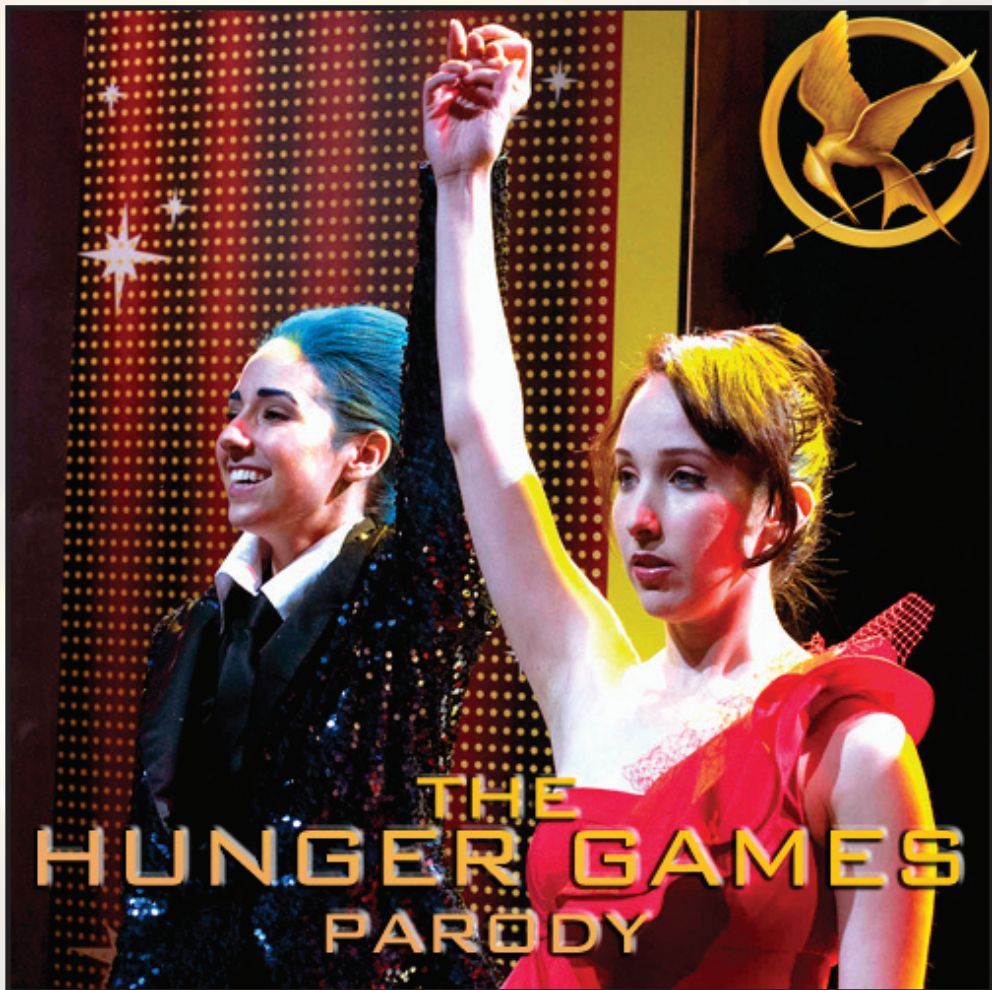
Hannah and Hilly appreciate their supportive fan base and encourage aspiring filmmakers to take risks to pursue their ambition.

"Try to do something that's never been done before," Hannah said. "That's what's going to set you apart. Be original, be yourself and always remember to have fun."



PHOTOS COURTESY OF THE HILLYWOOD SHOW

Hannah and Hilly Hindi, the creators of "The Hillywood Show."



Hilly and Hannah in their "Hunger Games Parody" as Caesar Flickerman and Katniss Everdeen.



Hannah and Hilly in their "Breaking Dawn Parody" as Alice Cullen and Bella Swan.

Scan the QR code below to read more of Samantha Samuel's article about "The Hillywood Show."



# Let them eat chili

## at UHCL's 23rd annual chili cook-off

### Theresa Greenshields

The Signal

Not even the weather or soggy grass could stop UHCL from celebrating what is now the largest showing to date at the 23rd Annual Chili Cook-Off hosted by Student Life, held March 31 on the SSCB lawn.

The day may have been a bit damp, but the attendees and participants didn't seem to notice a cloud in the sky or the wet beneath their feet.

"I was very pleased with the turn out," said Patrick Cardenas, program assistant of student activities and events for Student Life. "We definitely had a large participation this year, the biggest to date. The weather may have produced some challenges for us the day of the event, but we all pressed forward and celebrated one of Student Life's long-standing traditions. The number of people attending the event increased this year as well, mainly due to the amount of participants we had."

The event had 28 student and faculty organizations all vying for the coveted Chili Cook-Off trophies. The Society of Industrial Hygienists and Safety Professionals took home two of the popular vote awards for Cook's Choice and Best Chili, thanks to the master cooking skills of Kyle Adcock.

"The chili is an old family recipe that I have been making for over 20 years," said Adcock, an environmental science major. "We have won people's choice for chili 2 years running. The shrimp brochette is a recipe that I have perfected over the last few years. I am a bit of a control freak when it comes to cooking so I do it myself. One of our society members helped me on Friday to buy all the food and do the prep work. His name is Bob DeVitis. Without his help I would not have had a chance of winning."

The Cook's Choice award allowed the crowd to enjoy and vote on dishes other than chili,

such as homemade corn bread and deviled eggs, and SIHSP's winning dish, shrimp brochette. The Best Booth award, another category determined by attendees, was given to the Legal Studies Association.

In addition, a secret panel of judges handed out the first-, second-, and third-place trophies to the Texas State Teacher's Association, the Police Department and National Society for Leadership of Success. The Student Government Association award for the best overall organization of the year was given to TSTA.

The chili was not the only attraction of the day. There was a moon bounce and basketball for the kids and a rock climbing wall for the more daring in attendance. Karaoke crooners and a DJ filled the air with music to keep everyone's feet moving. Even some of the faculty participants took it upon

themselves to provide entertainment for the attendees.

The Spirit Award was given to the Office of Academic Transfer Advising for going above and beyond to please the crowd not only with their

food, but also with their version of the popular iPhone application, the Angry Birds game.

"We are still very excited for having been awarded the Spirit Award," said Ruby Villegas, academic transfer adviser and lead person on the Angry Birds team. "What I loved about the cook-off is that it gives UHCL students, staff and the community an opportunity to come together to have fun."

"I truly enjoyed watching everyone who stopped by our booth and played our version of Angry Birds. Kids and grown-up kids at heart recognized the game and participated by knocking over the infamous green pigs. But, neither real birds nor pigs were used or harmed in this activity. The event was well organized and we look forward to participating



next year."

Through all the fun and entertainment, there were a few questions that lingered in the air. Is chili better when made thick or thin? Are vegetables and meat better chunky or finely chopped? Should there be beans or no beans?

"I have always loved chili when it is really thick, with big chunks of vegetables and meat," said Bill Everman, who was enjoying the festivities with his son Will and grandson Brandon. "When I first moved to Texas in 1968, I was told Texans didn't put beans in chili. Here today, I have noticed beans in every sample of chili that I tried. I guess the philosophy has changed. Personally I like the beans. One thing for sure, today I have eaten some of the best chili in my 74 years."

Everman wasn't the only one in attendance who held this widespread opinion. In fact, he was in a crowd full of people who live by that old Texas motto even when it comes to their chili everything is bigger and better in Texas.

Scan the QR code below to view Lakeisha Moore's slideshow of this year's Chili Cook-Off.



Winners of the Best Chili Award, Texas State Teacher's Association. FROM LEFT: Yadira Ramirez, Tia Roberts, Adriana Dominguez, Melissa Helgesen, Karen Jones Holley, Courtney Henneke, Anna Lowery. FONT: Kenedi Senegal, daughter of Karen Jones Holley.



The American Marketing Association Shili Shufflers. FROM LEFT: Karim Rashid, Danny Martinez, Pamela Munoz, Abbey Oldani, Kathleen Williamson, Shyama Patil, Efrain Gonzalez and Victoria Narvaez.



Efrain Gonzalez, DJ, spins tracks for the AMA booth.



Courtney Henneke and Anna Lowery serve up smiles at the TSTA booth.

ALL PHOTOS TAKEN BY LAKEISHA MOORE: THE SIGNAL

### 2012 Winners:

Judged 1st Place

Judged 2nd Place

Judged 3rd Place

Popular Best Booth

Popular Best Chili

Popular Cook's Choice

Judged Spirit Booth

SGA Award

Texas State Teacher's Association

Police Department

The National Society for Leadership and Success

Legal Studies Association

Society of Industrial Hygienists and Safety Professionals

Society of Industrial Hygienists and Safety Professionals

Transfer Advising

Texas State Teacher's Association

KONY: continued from page 1



INVISIBLE CHILDREN: COURTESY

T-shirts for sale in support of the Kony 2012 campaign are available at [www.invisiblechildren.com](http://www.invisiblechildren.com).

value from a [Non Government Organization],” Oysten said. “So I was curious about their budgeting priorities.”

Oysten, a sociology and political science student at Acadia University, expressed his concerns by creating his blog “Visible Children” and within days found himself turning down media requests from Al Jazeera English, FOX, NBC’s “Today Show” and BBC World Service.

Oysten’s blog gained so much media attention that Russel contacted Oysten himself.

“Invisible Children contacted me shortly after my blog became popular,” Oysten said. “They were understanding of my concerns and offered to fly me to San Diego and Uganda to meet with them and learn more about their organization.”

Oysten rejected the offer. “I would’ve loved to go, but said no only because if I donated to IC, I wouldn’t want my money going towards flying a blogger to Africa.”

Addie Horn, lead movement intern at Invisible Children admits she was “confused, but not concerned” by the criticisms they received after the “Kony 2012” backlash began.

“Personally, I tend to be a fairly skeptical person,” Horn said. “I would not have given up a paying job and a year of my life to come volunteer for an organization I didn’t 100 percent believe in.”

Horn realizes that for most people, their only exposure to Invisible Children was the “Kony 2012” film.

“Without further research, the general public doesn’t know anything about the history of our organization or why we do things the way we do,” Horn said. “Again, we would just ask that everyone research and ask about

our financial strategy instead of just assuming it’s wrong.”

Invisible Children was hit by another setback when reports of Russel’s public meltdown began surfacing.

Russel was detained by police and taken to the hospital March 15 after he was found naked on a San Diego street corner. The meltdown was said to be the result of malnutrition and dehydration.

“The past two weeks have taken a severe emotional toll on all of us, Jason especially,” Ben Keeseey, CEO of Invisible Children, said in a statement released March 16. “That toll manifested itself in an unfortunate incident yesterday.”

Horn expressed a more personal sentiment.

“I think that Jason’s illness will show everyone that this is bigger than any one person,” Horn said.

Although the absence of a leader can be detrimental to a movement, Horn and the rest of the Invisible Children team are determined to maintain momentum and direction.

“I sometimes think about the Freedom Riders of the Civil Rights Movement,” Horn said. “Their leader, James L. Farmer Jr., had to leave the rest of the group in the middle of their journey because of a death in his family. While I realize the reason for his absence is very different than Jason’s, one thing stuck with me. The rest of the Freedom Riders continued because they knew what they were fighting for was bigger than even their revered leader. Jason will eventually recover and be back with us, but until then, we will continue to press on and continue to show the truth with grace and honesty.”

MONUMENT: continued from page 1

legislative bills in the making, its significance acknowledges the contributions of Tejanos throughout the storied history of the Lone Star State.

“The Tejano Monument places formal recognition of Tejano history and contributions in the most public spot in Texas – the Capitol,” said Andrés Tijerina, professor of history at Austin Community College and vice-president of the board of directors of the Tejano Monument. “It has five bronze plaques with textual explanation of the Tejano historical role and it has statues to illustrate that history. The statues depict all of the icons and features that modern Texans are most proud of and it documents that those icons are Tejano in origin.”

Spectators at the event were both excited and proud of the monument.

“To have a monument that reflects not only the history of Tejanos, who have made many contributions to Texas, but also the values they share, makes me proud to be a part of this rich past,” said George Reyes, president-elect of the Texas Association of Chicanos in Higher Education.

The sculptures were a creation of Laredo artist Armando Hinojosa.

“This monument is about telling the true history of Texas,” Hinojosa said. “It doesn’t put one group of people against the other. Actually, all of the people who were here in Texas at the time were called Tejanos (from Texas) therefore, my ancestors [being] who they were is not the most important thing for me. This is about all Tejanos – ‘Texans’ who with bleeding hands and feet and broken hearts carved out this beautiful land so that we can now stand here and enjoy it. This monument means to me that everyone’s contributions are important to our great state.”

Of his research and development for the monument, Hinojosa

said there was a team of historians on the Tejano Board that kept him informed of their ideas as he designed and sculpted the different pieces for the monument.

“In essence, it feels as if I have been preparing my whole life to sculpt this monument,” Hinojosa said. “It felt right and I feel that God guided me throughout the whole thing. At the dedication, I looked at the whole monument, and I almost couldn’t believe that I had done the whole thing. The calluses on my hands and eight fingers reminded me that indeed I had done it.”

Before the actual artwork commenced, the process for the monument began 12 years ago when McAllen physician Cayetano Barrera visited the Capitol and realized there was no representation of the Tejano contributions to Texas history on the Capitol grounds. After meetings with representatives of Texas Congress, legislation began in 2001 and three bills were passed to make the monument a reality.

In that legislation, more than \$1 million in public funds were approved for the construction and development of the project and the rest was raised by way of public donation. Additionally, legislation was passed that allotted ground space on the south lawn of the Capitol.

“Comprising 10 statues and 12 figures, the Tejano Monument will command attention,” said Senator Judith Zaffirini (D-Laredo). “I was delighted to secure \$1.1 million in state funding for it, to author related legislation, and to sponsor and pass House Bill 4114 (2009), which authorized its placement on the historic south grounds of our State Capitol.”

The significance of the monument for some, however, is more than historical.

“It gives me validity,” said Linda Contreras Bullock, UHCL assistant dean of student diversity. “It makes me valid. We are a group who has been acculturated

“IN ESSENCE, IT FEELS AS IF I HAVE BEEN PREPARING MY WHOLE LIFE TO SCULPT THIS MONUMENT.”

– Armando Hinojosa  
Tejano Monument Artist

for a really long time, and as other Latin American groups have come in we have been fragmented, so it is hard for us to unite and it is much easier to cast us aside, [the monument] validates that we were the original settlers of this land.”

Tijerina said that it has taken 500 years of Tejano contributions to have a permanent monument on the Capitol grounds because until the 1960s, racial discrimination excluded Mexican-Americans from entering college in appreciable numbers. Those Tejanos have since graduated and penetrated the publishing and college teaching fields. The cadre of Mexican-Americans who entered college in the 1960s are now the professional historians who are writing and teaching a scholarly Texas history that includes Tejano history.

“Because many people were not in positions of power or importance where they had a say so as to what should or should not be told,” Hinojosa said. “People are just beginning to get educated and are now reaching positions of power, like Senator [Judith] Zaffirini, that we can now start to showcase what we know and feel. Like all good things, it takes time, passion and money. I feel that the three are finally starting to come together.”

Zaffirini points out the history of Texas is the history of Tejanos.

“Any history of our state that does not acknowledge such contributions through the ages is incomplete,” Zaffirini said.

DISCOUNTS: continued from page 1

college ID to receive the benefits provided by the program.

Tutti Frutti Frozen Yogurt, Miller’s Café, Wings and More, and Bay Area Turning Point Resale Shop all offer students a 10 percent discount. The restaurants Which Wich and Bullrito’s also offer a 10 percent discount or \$20 off orders totaling more than \$100.

The Paint Pub offers a discount of \$5 on any paint class and The ME Body offers a 15 percent discount to college students. Creative Photography provides students with a 20 percent discount, while Bubble Island offers 20 percent off with cash purchases and 15 percent off with credit or debit purchases. The Cuisine of India offers a 15 percent discount after 5 p.m. for college students.

Since Denny’s on Bay Area Boulevard and Genghis Grill were already offering student discounts they joined the Student Saver Program as well. Denny’s on Bay Area Boulevard is offering UHCL students with a valid college ID a 20 percent discount.

Students with a valid college ID can also save at Genghis Grill, which offers UHCL

students a 10 percent discount on everything except alcohol any day of the week. On Tuesdays, they offer the same 10 percent discount for all college students.

“It’s being a part of the community and we need to be a part of the community as much as possible,” said Lawrence Rawlings, assistant manager at Genghis Grill. “We understand that college students have a limited source of income– not all, but a majority does– and we try to help them out and give them some healthy food options.”

In addition to the Student Savers Program, several restaurants and entertainment venues also offer student discounts.

In March, the Houston Zoo started giving all students at University of Houston System schools one free admission on any day with valid college ID presentation. The Houston Zoo also offers a \$2 discount on tickets for Houston Community College System students with an official college ID card.

Students who are interested in fine arts can get a discount at The Bay Area Houston Ballet located on Bay Area Boulevard and The Museum of Fine Arts in Houston.

The Bay Area Houston Ballet offers college students discounted tickets. Tickets in section A of the venue are \$25, instead of \$35 and tickets in section B are \$20 instead of \$25.

The Museum of Fine Arts offers a \$5 discount on the general admission price of \$10 for college students. The museum also gives a \$4 discount on tickets for main exhibits, which are usually \$33.

Students who want to go to the movies can get a discount at Landmark’s River Oaks Theatre and Star Cinema Grill. Landmark’s River Oaks Theatre gives students a \$3 discount during the week before 6 p.m. and a \$2 discount on admission at all other times when showing a college ID. Star Cinema Grill offers students \$1 off admission with a valid college ID.

“College students don’t have a lot of funds and they’re focusing on their studies, degrees and schoolwork, so we offer the discount with a student ID as a favor,” said Frank Sloan, Star Cinema Grill manager.

Businesses participating in the Student Savers Program:

- Genghis Grill- 510 West Bay Area Boulevard
- Wings and More- 1850 NASA Parkway
- Denny’s- 2735 Bay Area Boulevard
- Cuisine of India- 1212 NASA Parkway
- The Paint Pub- 1840 NASA Parkway
- Creative Photography- 6428 Stewart Road, Galveston, TX
- Bubble Island- 2441 Bay Area Boulevard
- Bay Area Turning Point Resale Shop- 18207 Egret Bay Boulevard
- The ME Body- 18215 Egret Bay Boulevard



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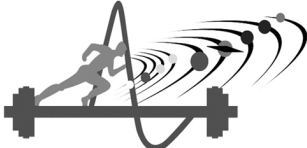
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**NASA JSC**  
  
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**NASA Crutch-Walking Study**

**Study Description:** Subjects will participate in a study that simulates the influence of weightlessness on skeletal muscle size and function. Participants will be required to wear one thick-soled shoe on their right foot, thereby, eliminating ground contact with the left foot. Daily activities will, therefore, always be performed using the assistance of crutches.

To explore the effect of nutrition and exercise during the crutch-walking period, participants will be assigned to either a high-load or a low-load resistance exercise group and consume a protein-carbohydrate beverage before and after each exercise session.

Participants will need to be available for frequent visits to the Exercise Physiology Laboratory for testing sessions. Before and after the crutch walking period, muscle biopsies (optional) will be taken from left and right thigh and calf muscles (8 total samples during the study); and assessments of muscle size, strength, endurance, and blood flow will be performed.

Volunteers will be compensated for their time (restrictions apply to NASA and NASA contractor personnel). Prior to participation, a volunteer will receive an "Air Force Class III" physical examination at no cost to the participant however no compensation is given for the time spent during the physical examination.

**Qualifications:** Healthy individuals with previous exercise experience (~2 days per week), 20-60 years old, non-smokers, not taking any medications, no milk protein allergies or gastrointestinal discomfort from consuming dairy products, no major health problems.

For more information, please contact:  
The NASA Test Subject Screening Facility (7:30am – 4:00pm)  
Linda Byrd, R.N. 281-483-7284 or Rori Yager, R.N. 281-483-7240

## UHCL makes 'Clear Choice' for new marketing campaign

Rebecca Scherrer

The Signal

While driving around the Bay Area, you may have seen new billboards and advertising for UHCL. You may have received emails from the university telling you to be on the lookout. The concept is pretty clear.

UHCL has launched a new marketing strategy: The Choice Is Clear. In order to encourage student enrollment and raise community awareness of UHCL, the new advertisements can be seen in Baybrook Mall, on billboards, online and various other places.

It all started out with a bidding process. After three years with UHCL's previous agency, the time came for a new vote and possible agency change. Different ad agencies were brought together and voted on by UHCL faculty and staff. After reviewing the feedback from UHCL, the new advertising agency, Richards/Carlberg, was strongly favored.

"For the University of Houston-Clear Lake, we conducted our proprietary spherical branding process, where we interviewed many UHCL faculty members, staff, students, alumni and community leaders," said Chuck Carlberg, principal, brand creative. "On Dec. 6, we had 24 of these UHCL stakeholders and leaders in a large room for a day to create our brand promise. There weren't 'struggles' so to speak, there was just a great deal of smart, hard work from both Richards/Carlberg and UHCL; it is a strategic and creative partnership."

Richards/Carlberg "developed the university's creative

marketing approach based on a branding workshop with the school deans, associate vice presidents and other senior administrators and staff members," said Theresa Presswood, executive director of communications. Presswood worked closely with Associate Vice President of Enrollment Management Yvette Bendeck to coordinate student recruitment and general university marketing communications activities to support the goals established by UHCL's administrative leadership.

The ad agency played an important role in the branding campaign by creating a 'brand promise' with UHCL, which resulted in a promise that provided a strategic foundation for all future decisions related to the UHCL brand. Richards/Carlberg worked hard to create a new and positive image of UHCL, while maintaining the overall goal of the university.

"From our spherical branding work as a foundation, we began our creative and media brainstorming," Carlberg said. "We looked at which media will most effectively reach our target audiences and cost-wise, most efficiently, and which creative message will relate to our various audiences to help them better understand UHCL and have empathy with our university. We also kept an eye on UHCL's downward expansion for new freshmen and sophomores."

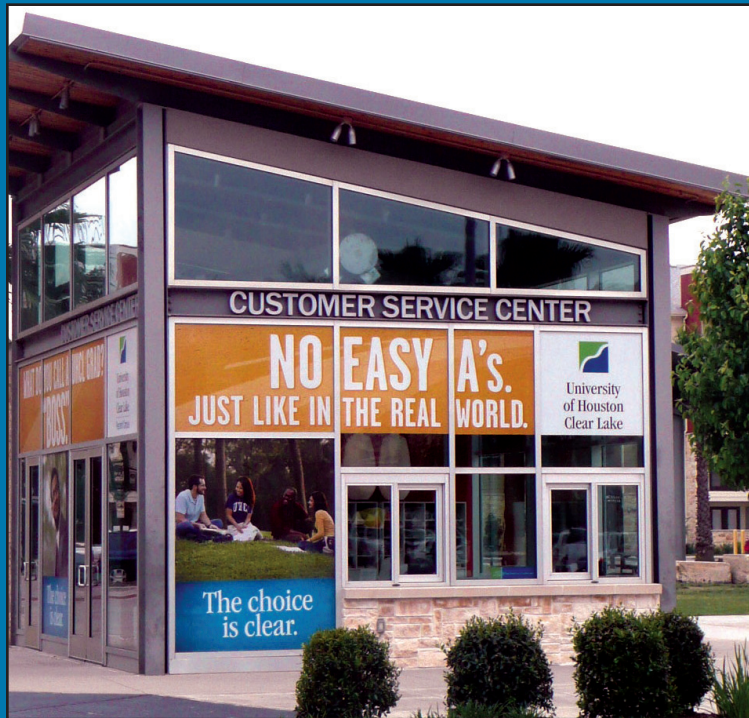
Most organizations routinely change their marketing campaigns in order to have the most successful advertising. This advertising can vary from year to year based on the particular goals that the university wants

to achieve.

"At UHCL, we typically follow a three-year cycle, but we transitioned to a new creative approach so that new materials could coexist with established materials over a period of time," Presswood said. "The completion of our three-year contract with the previous agency, along with key shifts in recent years – most notably, the establishment of the new campus in Pearland, the growth in online programming and the approval of downward expansion – fueled the need to review and refine our marketing strategies."

Since the campaign launched during the week of April 2, there has been a lot of positive feedback from alumni and the business community. One of the new campaign initiatives is to build awareness, which is why the campaign can be seen all over the Bay Area. The campaign is visible on four billboards around the Bay Area and Gulf Freeway, on large interior signs inside Baybrook Mall and on a building and kiosk in the Pearland Town Center. The design's look and feel will be incorporated in the new UHCL college materials, newsletters, Web banners and other sources of media.

"All of these efforts will help build favorable awareness and positive feelings about the University of Houston-Clear Lake," Carlberg said. "We should also see our enrollment increase, the caliber of students will be enhanced and alumni participation grow. Our UHCL faculty and staff will also see a greater respect and admiration from students, parents, the commu-



REBECCA SCHERRER: THE SIGNAL

UHCL branding campaign banners displayed at Pearland Town Center for prospective students to see.

nity, academic peers, the media, and their neighbors."

Only time will tell how effective this new marketing campaign will be, but Presswood is hopeful that it will be a huge success.

"Based on the unsolicited feedback received from students, faculty, staff and alumni, the new campaign is receiving rave reviews," Presswood said. "People are saying they are excited about the campaign and are proud to be associated with the university."

UHCL President William Staples provided a way for students and faculty to get a preview of UHCL's new marketing campaign last month. The preview consisted of a presentation showing a summary of the

branding essentials and creative campaign.

"I am very excited about it," Staples said during the presentation. "I think we've got a great partner in Richards/Carlberg. I think they really capture what UH-Clear Lake is about as they worked with us. I think this will elevate the institution. It just raises our profile and helps differentiate UHCL from other institutions."

The advance preview of UHCL's new marketing campaign was recorded and has been made available for students and faculty to view online at [http://uhcllive.wimba.com/launcher.cgi?room=UHCL\\_Communications\\_2012\\_0328\\_1605\\_26](http://uhcllive.wimba.com/launcher.cgi?room=UHCL_Communications_2012_0328_1605_26).

The Choice Is Clear.

## Cultural Extravaganza



SHOVANA THULUNG: COURTESY

Students Gina Torres, Jessica Mendoza, Lourdes Reyna, Lucero Muñoz, Rocio Torres, Tania Lopez, Vanessa Loera and Yacel Amador presented a Colombian folklore dance at the Cultural Extravaganza held March 24, hosted by Intercultural and International Student Services.

## These Hands Don't Hurt



SAMANTHA SAMUEL: THE SIGNAL

The "These Hands Don't Hurt" event held April 10 raised awareness against domestic violence and encouraged students to make pledges toward the cause. Students Heather Kulhanek and Randy Seawright give a high five after painting their gloves to place on the pledge poster. All donations went toward domestic/sexual assault crisis center The Bridge Over Troubled Waters.



TRUETT MANNING: THE SIGNAL

## Dude looks like a lady . . . and vice versa

The make-up was as plentiful as the support when performers from ERSICSS and GENDERMYN lip synced to their favorite songs for charity at this year's Unity Club's Drag Show and Marriage Equality Ball. To read the full story, scan the QR code on the right or visit [www.uhclthesignal.com](http://www.uhclthesignal.com).

Performers Ironica Lee, Barbie Ball and Angela Mercy prepare to take the stage for the Unity Club's 2nd Annual Drag Show held March 30.



Use your smartphone to scan the QR code above to read the article and watch the slideshow of Unity's 2nd Annual Drag Show.