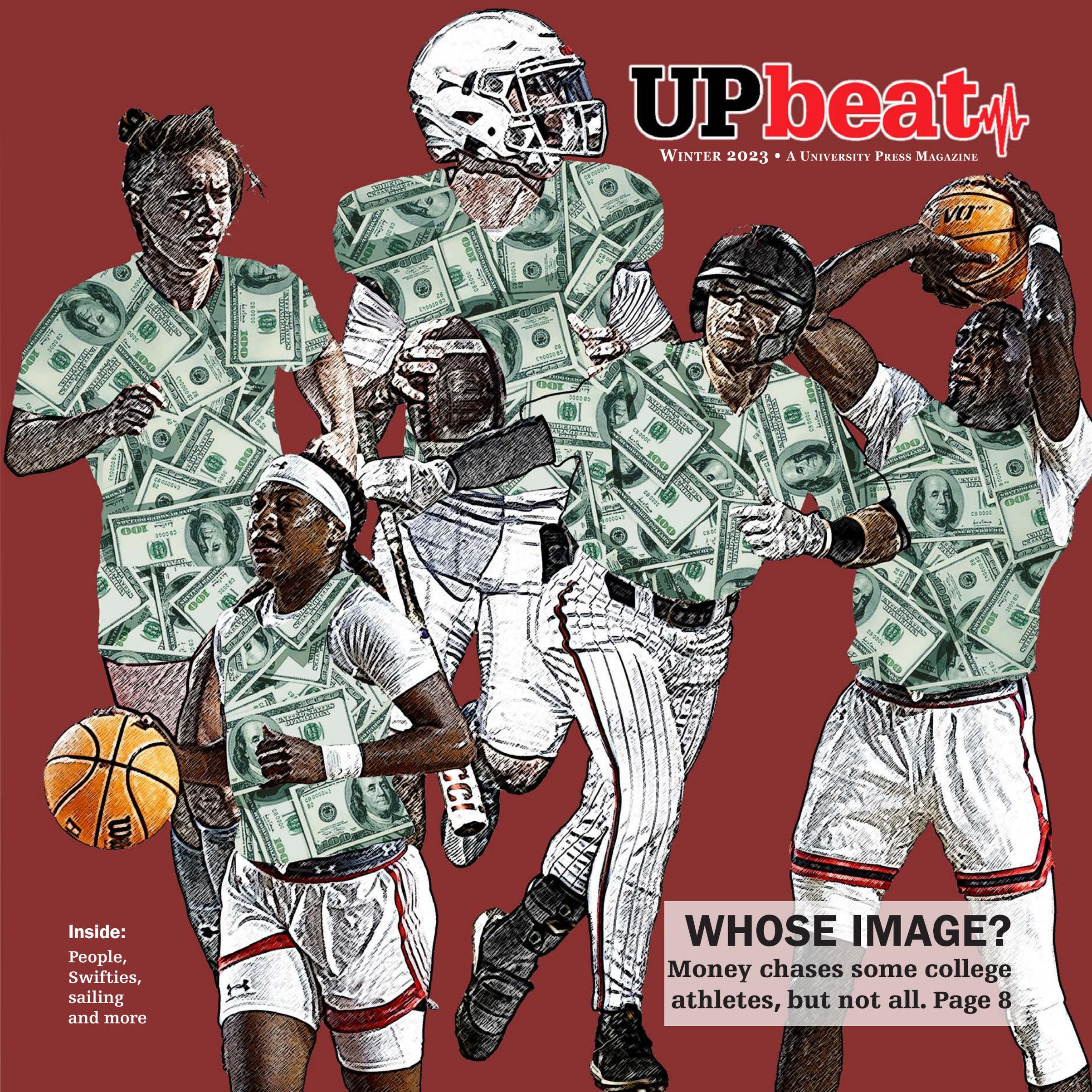


# UPbeat

WINTER 2023 • A UNIVERSITY PRESS MAGAZINE



**Inside:**  
People,  
Swifties,  
sailing  
and more

**WHOSE IMAGE?**  
Money chases some college  
athletes, but not all. Page 8

# ELEVATE YOUR FUTURE WITH LAMAR UNIVERSITY'S GRADUATE PROGRAMS



**WHO ARE THE COLLEGE OF GRADUATE STUDIES?** We are the administrative college that provides oversight and management for graduate faculty in all five academic colleges relative to policy, student services, curriculum, assessment, and accreditation issues.

Student forms and Scholarship Servicing.

Thesis/Dissertation Services.

Graduate Student Research Support.

Graduate Council.

Graduate Faculty Support.

Faculty Credentials Review.

Liaison.

**General Support.** For all things graduate studies related, we offer general support to assist in answering your questions. We welcome you to visit us in Wimberly 219 or contact us at the information below!

**MULTIPLE DOCTORAL AND OVER 40 MASTERS  
DEGREE OPTIONS PLUS CERTIFICATES TO HELP YOU GROW IN YOUR  
KNOWLEDGE, SKILLS, AND QUALIFICATIONS FOR THE JOBS YOU WANT!**



**LEARN MORE**

**WIMBERLY BUILDING, ROOM 219, 4400 MLK BLVD., P. O. BOX 10078,  
BEAUMONT, TEXAS 77710, CALL: (409) 880-8229 OR  
VISIT: [HTTPS://WWW.LAMAR.EDU/GRADUATE-STUDIES](https://www.lamar.edu/graduate-studies)**

# CONTENTS

© University Press 2023

# UPbeat

WINTER 2023  
A UNIVERSITY PRESS MAGAZINE

## STAFF

Keagan Smith  
Maddie Sims  
Brian Quijada

## CONTRIBUTORS

Gage Gilliam  
Rebecca Wallage  
Gillian Laird  
Kami Greene  
Ana Chavez  
Hailey Waobikeze

Cover Design  
Brian Quijada

## STUDENT PUBLICATION ADVISORS

Andy Coughlan  
Stephan Malick

A publication of the

# UNIVERSITY PRESS

The student newspaper of Lamar University

205 Communcation Building  
Lamar University  
Beaumont, Texas 77710

## PEOPLE

*Faces around campus*

PAGE 4

## SPORTS' WILD WEST

*How NIL is affecting college athletics*

PAGE 8

## MONEY 'ERAS'

*Taylor Swift's economic impact*

PAGE 10

## LOVELY ISLAND

*Traveling to la Isla Mujeres*

PAGE 12

## SETTING SAIL

*Stories from LU's lost program*

PAGE 16

[lamaruniversitypress.com](http://lamaruniversitypress.com)

[editor@lamaruniversitypress.com](mailto:editor@lamaruniversitypress.com)

[f](#) [i](#) [t](#) @uplamar

# PEOPLE



## Hard wired for film

Brennan Lawrence has a particular hobby — building computers. He’s been doing it for as long as he can remember. “We had this old VCR, and my parents said that when I was younger, I took it apart and put it back together and it started working again. I’ve always been into technology,” the communication film major says. Computer building is a stress relief. “It’s just satisfying getting all these parts, putting them together, and then clicking the power button and seeing everything start to work,” he says. The Lumberton junior has been able to earn money from his hobby by building Linux systems, a more advanced field than just building regular computers. “I do build computers for friends that need help, but that’s also expanded into server hosting. I host servers for friends and clients which allows data centers to work more,” he says. Brennan’s first love is film, and his computer-building skills enhance his editing skills. Who knows, the next big advance in movie technology might be Brennan’s workshop. Watch out, James Cameron.

Story and photo by **Gage Gilliam**



## The intern

A hard-worker and vibrant light across campus, Bailey Doss has recently landed the internship of a lifetime — working with Beaumont’s Mayor Roy West. “One of my professors last semester was really impressed with my work, and he knew that Mayor West needed an intern, and so he thought of me,” the Beaumont senior says. Bailey has worked as Mayor West’s intern since mid-July. “I basically handle his social media and (take) photos for different events around the city,” she says. Bailey works for Mayor West every Saturday, and when she isn’t networking, curating videos, or working on different graphic design projects for him, she joins the Mayor on his outings around Beaumont. Together, Bailey and Mayor West adventure around the city to meet new people and show them that they are cared for. “I’ve been able to meet a lot of different people through this,” Bailey says. “It’s honestly been so cool to just see the city and see how much Mayor West loves it.”

Story and photo by **Gillian Laird**

## PEOPLE

## Baking not boredom

Hannah Burns has found a new cure for boredom — making bread. “I was bored, and I had the recipes for it,” the Lumberton sophomore says. “I was home alone and said, ‘Why not?’” Hannah found herself at home with nothing to do and decided to change that. She now is planning to turn her hobby into a profitable business. “Me and my mom have been talking about going to sell at a farmers market,” the nursing major says. The new baker has made eight types of bread but plans to try out many more including sourdough and Texas Roadhouse rolls. “Croissants are the hardest to make, but honey white is my favorite to make because it is the easiest,” Hannah says. Different types of bread require different techniques, and she has found different ones she likes and does not like to make. Making bread has allowed Hannah to experiment with different recipes and creativity. “I have never really liked store-bought bread,” Hannah says. “I guess that was an underlying reason to want to make my own bread.”

Story and photo by **Rebecca Wallage**





# Wrestling with her dreams

The world of professional wrestling has captured the hearts of millions, and among those fans is Anahuac freshman Paola Chavez. The accounting major says she found herself drawn into the world of WWE after catching a glimpse of a match on TV during her senior year of high school. “It all started when I passed my sister watching one. I was confused at first on what was happening. But then I saw a guy knock out his opponent from the top buckle and win the match. That’s when I got hooked,” she says. Paola now tunes into WWE matches and knows the schedule by heart. Paola says she has become a big fan of female wrestlers. “I’ve become a big fan after seeing them show themselves through their strength, stamina and power,” she says. Her favorite moves are Rey Mysterio’s “619” and Raquel Rodriguez’s “Tejana Bomb,” she says. Paola says she likes the representation WWE showcases. “I am on the shorter side, and seeing Zelina Vega, who is also my height, take out opponents taller and stronger than her, makes me believe that size doesn’t matter, and I can achieve my dreams, too,” she says.

Story and photo by **Ana Chavez**

# PEOPLE

# Funky sandwich combo

Zoe Hagar is always looking for new food combinations to try. Her most intriguing is a peanut butter, pickle, pepper sandwich inspired by the book series “Dork Diaries” by Rachel Renee Russell, which the Winnie freshman read in elementary school. “I think it was the main character’s annoying little sister who was making peanut butter pickle sandwiches,” Zoe says. “I read that and thought, ‘I am also an annoying little sister’ and thought that sounded kind of good.” The biology major tried it out with a spicy twist. “I would toast bread, and then I would smear both sides with peanut butter, making it warm and gooey, then take some pickles out of the pickle jar, the sliced ones, then I would dry them off with a napkin, so the juices wouldn’t go everywhere,” she says. “Then I would sprinkle the peanut butter with pepper, because I also like spicy things. I put three slices of pickles on both sides, put the top piece of bread on, then pat it down and eat it just like that.” Zoe’s creation proves that as long as there is bread, there’s no limit to what makes a sandwich. It’s all up to one’s own taste.

Story and photo by **Kami Greene**





## Track & Transformers

Patrick Wolf has been collecting Transformers action figures since he was a teenager. His father, Paul, owns thefwoosh.com, one of the biggest toy forums on the internet. “My dad has always been into comic books and toys ever since he was a little kid, and just never really grew out of it, kept collecting comics, kept collecting toys,” Patrick says. The Esbjerg, Denmark senior’s full collection is at his home back in Denmark, but when he came to Lamar University on a track and field scholarship, he brought some figures with him. Patrick says he collects Transformers because he distracts himself when he changes the figures and uses it as a form of relaxation and escape. “It’s always

been a thing where I needed something in my hands,” the exercise science major says. “I wasn’t great at drawing, I wasn’t necessarily the best at video games. But the Transformers basically stimulated that part in my brain that needed something in my hands.” Being far from home, the figures serve as a connection to his father and his childhood. “When the newest Transformers collector piece comes out, I’m always like, ‘Hey, dad, you see this?’ He’s like, ‘Yeah, it looks nice,’ and we’ll have a discussion about the design.” With the stress of school and track, Patrick finds a way out with his Transformers. “Sometimes I just need to sit down and play with my toys,” he says.

Story and photo by **Brian Quijada**

Story package by **Keagan Smith**

# Good, Bad...Ugly?

NIL deals  
create  
uncertain  
scholastic  
athletic  
landscape

In a not-so dry and dusty college town, two young men walk into a bar. Both are decked head to toe in the traditional garb of an American pastime, but instead of cowboy hats, chaps and spurs, they sport helmets, shoulder pads and cleats.

This town isn't big enough for the two of them, though. One becomes a hired gunslinger and takes a fifty-thousand dollar paycheck along with the starting quarterback job. Meanwhile, the other is forced to wander with the tumbleweeds until he finds a new home.

The days of the real-life old West may have come and gone, but college athletics is only just entering its own age of lawlessness. Either adapt, or get left behind in the dust — welcome to the Wild, Wild West of the name, image and likeness era.

The “Name, Image, Likeness” landscape is convoluted, confusing and rapidly changing. Thus, a primer chock-full of background knowledge is helpful before stepping through the doors into this metaphorical saloon.

To fully understand the impact of NIL, one must go back to the very beginning of organized, unified college athletics. The National Collegiate Athletics Association was created in 1906 to “regulate the rules of college sport and protect young athletes,” according to the NCAA’s website.

Over time, the NCAA and the scope of its oversight grew exponentially. Before long, they’d established all-encompassing guidelines re-

lated to scholarships, academic performance, the rulebooks of the sports they governed, and just about anything else remotely related to college athletics.

Over decades, countless regulations were added to the student-athlete handbook, but one golden rule was traditionally stressed above the rest.

Under no circumstances were players allowed to receive any kind of compensation for playing a college sport. Cash payments or gifts of any kind were strictly off-limits, meaning scholarships and love of the game were the only real incentives to pursuing a playing career at the collegiate level.

Bear in mind that these young adult athletes sink countless hours into their respective crafts. They spend time in workouts, practices, and team meetings. Long bus rides and flights often make up multiple travel days on road trips, and that’s all outside of the two or three hours spent actually playing in NCAA-regulated contests. It’s like having a full-time job.

However, there is still a “student” in “student-athlete.” Each player is expected to take classes, do homework and maintain eligible academic standing just like any other college attendee. The result is that these young people are caught in a constant balancing act, simultaneously juggling athletic responsibilities alongside their studies.

Their dedication is certainly admirable. The plight of a college athlete isn’t an easy one, which is why it would make sense for players to be fairly compensated in addition to scholarships for the hours of effort they put in. The NCAA didn’t budge on their stance for years, but in June 2021, the dam finally burst regarding athlete compensation.

Following the United States Supreme Court’s unanimous 9-0 decision in *NCAA v. Alston*, student-athletes could now profit off the use of their name, image and likeness so long as they didn’t take money directly from the university. Suddenly, the

NCAA went from being an all-powerful ruler of college athletics to a slightly-less omnipotent version of itself just trying to keep up with the times.

In the immediate hours after the landmark ruling, the first NIL deals began to trickle in. College basketball’s now-notorious twins, Haley and Hanna Cavinder, posed for Instagram with a jug of protein powder in one hand and a single dollar bill in the other after signing deals with Six Star Pro Nutrition. Jackson State football player Antwan Owens inked a deal with 3 Kings Grooming, a Black-owned hair care business.

Now, fast-forward to 2023. Heisman-winning USC quarterback Caleb Williams has an estimated NIL value of over \$3 million thanks to sponsorships with Fanatics, AT&T and more. LSU and Olympic gymnast Livvy Dunne’s deals with ESPN, Body Armor and others add up to a similar mark of over \$3 million. USC’s Bronny James, Colorado’s Shedeur Sanders and Texas’ Arch Manning are all related to superstar professional athletes, but multi-million NIL valuations are another shared commonality.

There are two certainties of the NIL era — student-athletes are deservedly raking in the dollars, while the landscape and mechanics which shape these deals are rapidly changing by the minute.

Take it from Lamar University athletic director Jeff O’Malley, who boasts more than 25 years of work experience in college athletics at Dayton, Massachusetts, Marshall, and now LU. If anyone is familiar with the NCAA, it’s him.

“I know the athletes were excited about NIL,” O’Malley said. “They have a chance to earn some money, which is something that was overdue. They should have the right to do that. It’s been a while since this happened two years ago, but there’s still a lot of questions now as to what it’s going to look like moving forward. It’s an ever-changing environment, almost daily.”



Lamar University athletic director Jeff O'Malley

# 58%

of D1 student athletes received some form of athletic aid in 2022

# 72%

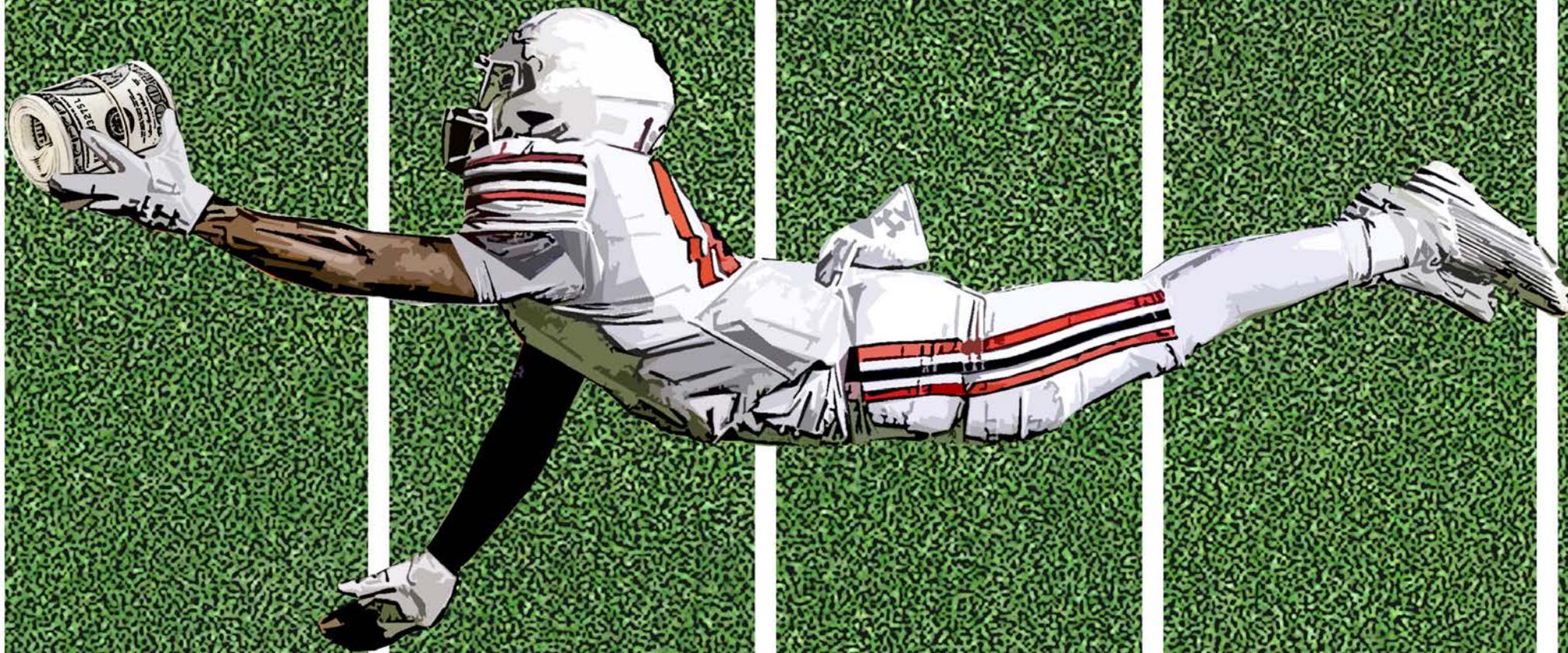
of NIL activity is linked to social media

# \$65

is the median compensation for Division 1 student athletes

# 201

NIL collectives currently operating



Source: Sports Business Journal

The main question O'Malley heard among peers was what guidance, or lack thereof, would shape the outlook of NIL.

When the Supreme Court decision was issued, Pandora's box was opened and thrust college athletics into truly uncharted territory. The NCAA introduced an interim NIL policy which, while quite broad, provided the groundwork for student-athletes to sign deals.

The interim policy essentially stated that individuals could engage in NIL activities so long as they were agreements with a third party outside the university, consistent with state laws, and reported to the athlete's school. Over time, additions to the policy were adopted, allowing universities to partner with outside service providers to create an NIL marketplace which connects athletes to potential sponsors.

These are the most basic guidelines in place, but otherwise, rules and regulations surrounding NIL come primarily through state laws.

However, not every state has NIL laws in place, and those that do may have major discrepancies when compared with others. Since legislation varies from state-to-state and there's no current NIL law at the federal level, the resulting landscape remains disjointed at best and outright unregulated at worst — thus, the Wild West analogy.

"The law here in Texas is really liberal in terms of what schools are able to do," O'Malley said. "It conflicts with the NCAA directives a bit, and some of the other state laws aren't quite as liberal as ours, while other states don't even have laws. I think there's a hope that someone recognizes they're going to have to intervene, some-

how, some way. They're having those discussions now as to what that's going to look like.

"I do think that we need a uniform rule across the country. How we're going to operate and where that comes from, whether it's the NCAA, Congress, or the two working together, is still to be determined. I think that schools and coaches and administrators just need some direction. Give us a set of rules and let us know what they are, and then we can figure it out from there."

Even with federal regulation potentially on the way, the current Wild West environment brings issues along with it. The emergence of NIL collectives is one area of concern. These collectives are essentially independent ventures funded primarily through wealthy alumni and other influen-

tial boosters.

There are around 200 collectives operating across the country, but they are much more common amongst the largest and most prominent universities. For instance, 92% of Power Five schools have an NIL collective. While an even playing field is desirable so that no school has an unfair advantage over others, that just isn't the reality of how college athletics works.

Instead, the power lies with those who possess the deepest pockets. Financial compensation for player performance, or "pay for play," may be strictly outlawed by the NCAA, but collectives providing NIL deals for student-athletes, and even incoming recruits, is technically allowed. So,

.....  
NIL — page 19

# ECONOMICS (TAYLOR'S VERSION)

## ‘Swifties’ not thrifty when it comes to buying power

Story package by **Maddie Sims**

A concert venue fills up slowly as the show is about to begin. The stage is mostly dark, a giant screen being the only visible presence, displaying a big clock counting down. Once it reaches zero, a woman’s voice is heard. Dancers walk across the stage with capes flying over their heads, pink smoke can be seen underneath them. The singing grows louder as an audience of thousands cheer. Finally, the reason for it all rises from below the stage and she sings the opening number of yet another sold out show, beginning three hours of sensational entertainment.

Singer-songwriter Taylor Swift is a global sensation. The 33-year-old recently hit the No. 1 ranking as Spotify’s most streamed artist, and she has more than 80 consecutive weeks on the Billboard Artist 100 chart.

Even for those who don’t know Swift’s music, lyrics such as “It’s me, hi, I’m the problem, it’s me,” from the song Anti-Hero, and “It’s new, the shape of your body, it’s blue,” from the song “Cruel Summer,” are familiar due to their recent popularity on the radio.

Swift has been in the music industry for the past 17 years and has 10 albums to her name. According to the New York Times, her most recent album, “Midnights,” sold more than one-and-a-half million copies, the most since Adele’s “25” in 2015. Additionally, each of her albums, except for her debut, have hit No. 1 in the charts, making her the woman with the highest amount in history.

Swift’s discography has a mix of genres such as pop, rock, indie, country, and more. She started recording music when she was 14, signing with Sony/ATV, making her the youngest singer in the company’s history. Her eponymous first album was released in 2004, when she was 16.

After the release of “Midnights” in 2022, Swift announced plans for her “Eras Tour,” which showcased the songs from all of her albums — each one representing different stages of her career, related to different albums.

The tour begins with “Lover,” goes into “Fearless” followed by “Evermore,” “Reputation,” “Speak Now,” “Red,” “Folklore,” “1989,” and finally, “Midnights.” She also has a segment halfway through the concert where she performs two surprise songs, such examples being “Clean,” “You’re On Your Own, Kid,” “Our Song,” “This is Me Trying,” and more.

Swift’s concert tour started March 17 and will continue until December 2024. At the end of the American first leg of the tour, Swift has already made approximately \$4.1 billion in personal earnings, according to the Washington Post.

Swift’s fans, known as “Swifties,” were hyped enough that the tour was a sellout before the first concert. Ticket prices started at around \$49, but quickly hit the resale market, averaging \$1,611 on Seat-Geek.

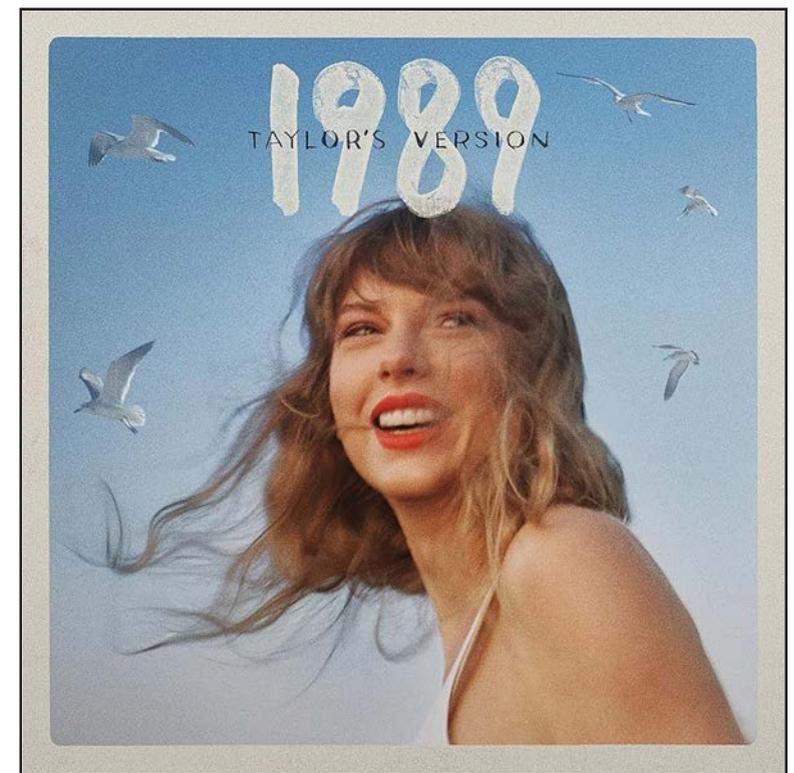
The economic impact of the tour affects more than just Swift’s bank balance. Fans travel long distances to attend the concerts, which has increased revenue in hotels, shops, and restaurants across the country. Cities such as Cincinnati, Kansas City and Colorado predicted revenues ranging from \$48 million to \$300 million, with a \$208 million increase in revenue for hotel rooms nationwide.

“Swifties” turned the tour stops from simple concerts to trendy communal experiences. Audiences wore costumes, traded friendship bracelets, and group chanting, “You forgive, you forget, but you never let it go” during the song “Bad Blood,” and even, “1, 2, 3 Let’s go, bitch,” during the song “Delicate.”

The friendship bracelet trend comes



Taylor Swift’s “1989” album, along with her other works, has been re-recorded by the artist in a bid to take back control of her catalogue, following a dispute with her old record label.



from the lyric, “So make the friendship bracelets, take the moment and taste it” from the song “You’re On Your Own, Kid.” From April to August, Etsy revenues sales of bracelets generated \$3 million. Additionally, merchandise made for the tour sold fast, and is estimated to have generated \$2.27 billion.

With the cost of merchandise, costumes, and travel, an average fan attending the Eras tour spent approximately \$1,279.

The increased hotel and restaurant usage created a job increase, with a 1,000% increased demand in workers in the Boston area alone. In Los-Angeles, when Swift made a six-concert-stop, an estimated 3,300 temporary jobs were created.

The revenue from the tour allowed Swift to increase the pay of her dancers by up to \$100,000 per person.

Different cities have taken advantage of the Taylor Swift craze, creating different ice cream flavors, bonbons, and lattes, inspired from her songs. A cat cafe business in Washington State held listening-parties for Swift’s upcoming shows at its two locations. At their location in Bellingham, close to Seattle, Neko Cat Cafe sold concert tickets for \$40 each, which increased ticket sales in Seattle by 140-percent. The cafe also earned \$3,000 from the event. Other cities in the U.S. have similar stories about how their economy has in-

creased due to the Eras tour.

A strong economic boom involves travel costs. It’s been about three years since the COVID-19 lockdown, and the tour hit at the perfect time to take advantage of people’s desires to get back out in the world. While Swift is not taking advantage of a global crisis, she is the center of a perfect storm of marketing and opportunity.

Outside of the Eras tour, “Swifties” spend money on the singer’s related merchandise.

Jade Kisner, Granbury junior, said she has been a fan as long as she can remember.

“I’ve been a ‘Swiftie’ as long as my mom’s had a hold of Taylor Swift albums,” she said. “(I’ve spent) too much, we’ll leave it at that — the Taylor Swift merch store alone, probably \$500, which doesn’t include all the vinyls or the CDs. If I try to think about it, I might cry.”

Alex Diaz, Houston sophomore, said they have been a fan since around 2010-2011 and unlike Kisner, most of their merchandise has been given to them.

“All my Taylor Swift stuff has actually been gifts for Christmas or birthdays,” they said. “I’ve only bought a vinyl and a calendar for \$75.”

Micheal Stroud, Lumberton junior, said she’s been a “Swiftie” since she was around 12, and the track “Our Song” has a special place in her heart. Stroud said she just started to get back into Swift’s music

**Eras tour merchandise is estimated to have generated \$2.27 billion**

and is looking to buy.

“I never knew exactly where to look (for merchandise),” she said. “But, now that my roommate knows where to get everything, I’m most likely going to be spending a ton.”

Now that Swift is taking a break from the U.S. and traveling for international concerts, she and her team have released the “Eras Tour” movie in theaters. The nearly three hour rendition of the concert is a multi-camera composite from her Los

# PHOTO ESSAY



Photo story by Gage Gilliam



## Exploring la Isla Mujeres

Isla Mujeres is a 5-mile strip of land located 5.6 miles offshore from Cancun and 42 miles north of Cozumel, Mexico. This lovely island with its beautiful landscapes and bustling streets is a must-visit for visitors to the Yucatan peninsula.

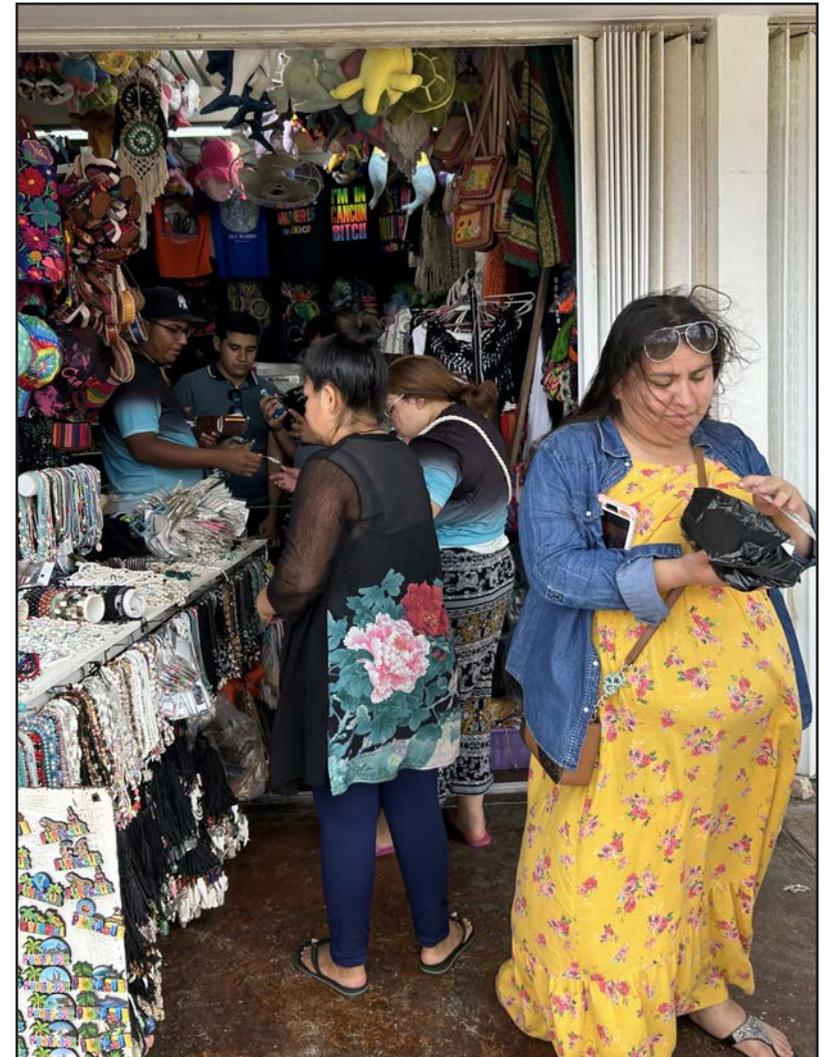
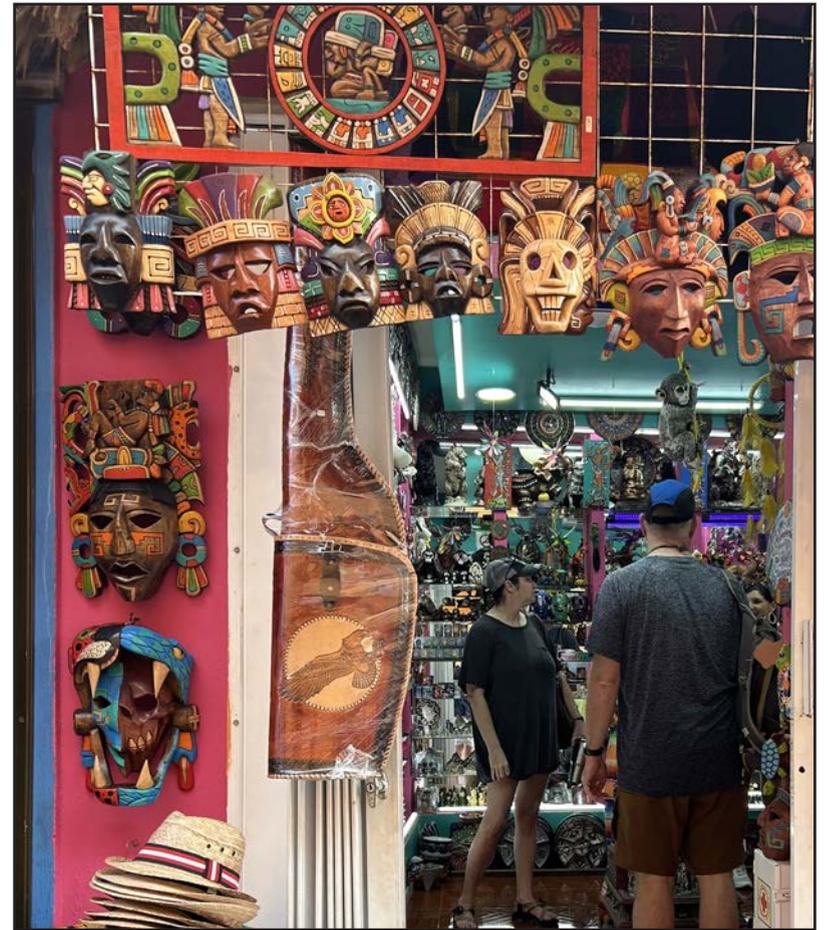
As one steps off the ferry, one is greeted with bustling streets full of

small markets and open-air bars, while golf carts and mopeds seem to come and go at random. The best way to see the island is to rent a golf cart, which holds five people. For only \$63, it's a great way for friends and family to traverse Rueda Medina Avenue, the island's main thoroughfare.

We decided to put our shopping

urges to one side and visit the scenic cliffside first. We were not disappointed. The clear water was beautiful and from the cliffs overlooking the Caribbean, we could see the resort-dotted skyline of Cancun in the

Problems – page 14



distance.

Finally, the shopping bug took hold, but there was no shortage of options to buy. As we were motoring down the busy streets, we noticed a few men on the streetside selling fresh coconuts giving us a friendly wave. At least that's what we thought. They were actually beckoning us to stop by their shabby setup to see if they could make a quick sale.

We then stopped by one of the many small shops located on one of the busiest streets of the island. The little shop offered a multitude of knick-knacks from T-shirts and hats to handmade leather purses and rugs.

As we moved north, the beach near Mía Reef

Resort is so clear the water could pass as liquid glass. One could be neck-deep in this salty Caribbean water and still see one's feet perfectly.

After a few relaxing hours at the beach, it was time to return the golf cart back to the rental center. As we made our way back, dozens of mopeds zipped past us weaving through the traffic seamlessly. It's almost as if the natives know every in and out as they seem to defy the laws of physics. I swear a couple actually passed through cars, or maybe it was just the tequila kicking in.

The ferry ride from Cancun costs \$32 and takes a mere 30 minutes. Isla Mujeres is a great way to spend a day. After all, there's only so much sand, sea, and cocktails one can take.

For more information, visit [isla-mujeres.net](http://isla-mujeres.net).





# WAVES OF MEMORIES

Story package by **Keagan Smith**

## Archivist reminisces on LU sailing program

When one thinks of a library archivist, they probably picture someone peacefully wandering among stacks of books, each containing tales of excitement and wonder.

That's not the case for David Worsham, though, as the man amidst the stacks has his own stories to tell. He's no pirate, but as a younger man he spent time sailing the high seas of Sabine Lake, pulling sunken boats up from the muck, and narrowly escaping nefarious crews.

Worsham attended Lamar University from 1983 to 1989, though he didn't discover the sailing program until his third year at the university in 1985.

At the time, all students were required to take a physical education credit. The course catalog included options such as dance and strength training, as well as various sports. However, one in particular caught his eye — sailing.

"At the time, I said, 'Man, that sounds like fun,'" Worsham said. "Now, I'd never sailed in my life, but I wanted to learn how to do it because I liked being on boats and I enjoyed being on the water. So, I signed up for the class and I was hooked."

The sailing program educated students on the basics of seafaring, such as how to flip a capsized vessel and the logistics of tying many different sailor's knots. They even began their course with basic swimming lessons in Lamar's recreational pool.

Eventually though, amateur seafarers had to practice what they'd learned in the real world. That's where LU's recreational sports department came into play.

At the time, the university rented several boat slips located a short drive away on Port Arthur's Pleasure Island. Students in the sailing program, those who had already completed it, and as students with an equivalent sailing certification, were allowed to take the boats out — much like how today's LU students can borrow sports equipment from

Outdoor Pursuits in the Umphrey Rec Center.

Worsham ended up working for the recreational sports department, where he was in charge of maintaining and supervising the school's watercraft on weekends.

Lamar's sailboats weren't the most impressive vessels, Worsham said, but they were enough to stay afloat and have a good time on the water. The fleet comprised six 14-foot "lasers," which were similar to the boats used in Olympic sailing. They were rather small and intended for just one passenger, though Worsham said two people could sail together if they were willing to get very friendly.

"These lasers were actually race boats," Worsham said. "I would practice with the sailing team. They would come out to practice, and I'd get out there and I would race against them, kind of like having a sparring partner."

The aforementioned sailing team was a short-lived effort by then-sailing instructor Bill Worsham (no relation). The instructor had a vision of a Division I sailing team which would compete against other universities. However, a lack of interest in competitive sailing, along with a shortage of funding, meant that the sailing team never truly took off.

Despite the disappointment in the competitive sailing scene, David Worsham said Lamar's sailing program and boat rentals were fairly popular. Thanks to his years working for rec sports, he had plentiful opportunities to get out on the water, along with many stories to share.

While he was still quite new to his job, Worsham made a costly, albeit comical mistake. See, these boats had what was called a transom plug in the bottom of the hull, which was removed when a boat was taken ashore so that any water it had taken on would drain out.



The photo above, from Lamar University's special collections department, shows a student participating in the school's small craft class for physical education credit. David Worsham, archivist in Gray Library, oversaw the boats' maintenance when he was a student. Worsham, right, holds a picture from the archives.

Worsham was responsible for preparing the boats and other necessary gear before students took them onto the lake. One day, a pair of girls set sail in one of the lasers, but they didn't make it very far before their craft began to fill with the waters of the Sabine.

Worsham had forgotten to replace the plug and the boat sank, leaving it stuck in layers of mud and the two girls soaked from head to toe. The effort to pull the boat back

up and bring it back to the docks took all day, which left Worsham's boss quite frustrated.

"He made me write a complete step-by-step manual on how to set up the boats and get them ready," Worsham said, with a laugh. "That's how I did it and I turned it in with a very important number one — 'insert transom plug.'"

Another of Worsham's responsibilities was ensuring the boats were called back to



shore if a storm approached. If there was even a chance of dangerous weather rolling in, Lamar sailors were supposed to remain in the basin area close to land instead of going out into the main lake.

However, not everybody listened. He recalled one set of guys whose first mistake was removing their life jackets nearly as soon as they'd departed the shore. Their second, and much larger, mistake was taking the boats deep into the main lake despite warnings of oncoming weather.

Worsham said that since the lake was relatively shallow, the waves it produced were often quite powerful. That factor, combined with the small dimensions of the boats, meant that a six-foot swell could very easily overtake a vessel and cause problems.

"These guys got out there and got caught in those swells," Worsham said. "I got the Pleasure Island police for help and we were sitting at the seawall watching with my binoculars. It's funny in hindsight because when the swell would come up, all you could see was just the top of the mast, and then the guys in the boat trying to put their life vests on and tie themselves to the mast."

The police and Worsham were about to call the Coast Guard to rescue the irresponsible sailors when a 35-foot motorboat showed up and towed the smaller craft back to the dock.

"I didn't say a single word to the guys,"

Worsham said. "I didn't have to give them a lecture or anything about boating safety, because they learned their lesson big time. They were white as a sheet."

Worsham recalled another story which is so unbelievable it could have been pulled straight from a Hollywood movie script.

On what felt like a normal day, Worsham was closing up shop alone at the boat slips. Out of the corner of his eye, he noticed an old, wooden monohull pull up and dock several slips over. The vessel, named the Arc Taurus, had certainly seen better days.

By the time Worsham looked up from his gear, the captain of the Arc Taurus was standing in front of him — flanked by two large, burly men on either side.

"Young man, I've been watching you," the captain told Worsham. "You're a mighty fine sailor. I could use a man like you."

Worsham said he appreciated the compliment, but he wasn't auditioning for any jobs.

Yet, the captain pressed on regardless. He explained that he had to make a run into the Gulf of Mexico and needed an extra member for his crew, but he offered no more details about the excursion.

"I'm standing at the barge by now," Worsham said. "If I take another step backwards, I'm in water. So, I'm standing here, and these two big burly guys come down onto the barge and start walking up to me. By now, I'm thinking, 'Oh man, they're getting ready to

Shanghai me.'

"I said, 'Oh my God. No.' And of course, there's no cell phones or anything to call for help. But all of a sudden, the guys stop and I saw their eyes get really big. Then, the captain of the Arc Taurus said, 'Come on, men. We'll get him out another time.' By now, I'm just wondering what happened."

As the captain and his men walked away, Worsham turned around. The sight he was greeted with was an old Danish sailor standing on the bulkhead of a ship behind him — pistol raised and trained on the three would-be kidnappers.

The old Dane, who lived on a sailboat of his own docked in a neighboring slip, had heard the commotion and stepped out to investigate. Having just saved the day, he invited Worsham to come sit and chat on his boat.

"That's when he told me that he'd sailed all over the world," Worsham said. "The Dane said he never did like that crew and thought they must be up to something, probably running contraband of some sort. He said I probably would have become shark food."

"I thanked him profusely, and he told me the same thing the others had. He said, 'I've been watching you, and you're really a good sailor. I had to keep an eye on that crew over there. But don't you worry about them, because they won't bother you again.'"

Worsham left and went about his business, having narrowly escaped a trip to Davy Jones' locker. When he returned the next weekend for work, he couldn't believe his eyes.

The Arc Taurus had sunk to the bottom of its slip, the bilge pump having been unplugged. Indeed, the crew would not bother him again.

Despite the excitement which occurred at Pleasure Island, interest in Lamar's sailing courses waned over the following years. The university stopped offering it as a physical education credit around the turn of the millennium. The 1998-2000 edition of the Lamar University catalog was the final one in which sailing was listed.

Even so, the legacy of Cardinal sailors lives on.

While Worsham hasn't stepped foot on a sailboat in some time, he has found himself back on the water on other vessels and his love for sailing persists to this day. A placard in his house reads, "Sailing is the fine art of getting wet and becoming ill, while slowly going nowhere at great expense."

Today, Worsham works at his alma mater as University Archivist in the Mary and John Gray Library — a position which allows him to preserve the school's history while sharing his stories with anyone who cares to listen.

As it turns out, some of the best tales aren't buried in the library's racks.

Department of  
**COMMUNICATION & MEDIA**



**YOUR**  
**Moment**  
**IS HERE**

*journalism • broadcasting • advertising  
film • public relations • podcasting • speech*



COLLEGE OF FINE ARTS & COMMUNICATION  
**LAMAR UNIVERSITY**  
Department of Communication & Media

**409-880-8153**

**[lamar.edu/communication](http://lamar.edu/communication)**

how can this pseudo-tampering in the recruitment or transfer process be mitigated to prevent prominent programs from gaining an unfair advantage? Nobody really knows.

“That’s kind of the age-old question,” O’Malley said. “It becomes more and more prevalent, asking, ‘What does our athletic program look like? What do the other FCS and Southland Conference athletic programs look like in the future?’ As we get talented freshmen to come in here and have a lot of success, they’re going to want to move on to other schools. So, is there a way to keep them, through these collectives and NIL from doing that? That’s something I think we can try to do eventually, but for now most are just asking, ‘Where do we fit in the pecking order of this new world of NIL and transfer portals?’”

On the individual level, there are still questions about how much money a student-athlete should be able to make, as well as how those NIL deals can be given out in a fair manner to players from a variety of both men’s and women’s sports.

During 2022, an estimated 17% of Division I student-athletes participated in NIL activities. NIL platform Opendorse estimated that during the second year of the NIL era, the total amount spent on these opportunities crossed the \$1.1 billion mark — though that figure is inflated by the massive contracts major companies such as Adidas, Nike, Gatorade and other brands hand out to the NCAA’s megastars.

Opendorse’s data said the average payout of an NIL deal was somewhere in the range of \$1,500-1,800. In reality, the vast majority of student-athletes make far less than that. The median NIL payout is somewhere closer to just \$65.

The question of NIL equality between men’s and women’s sports is also worth asking. Football accounts for 55% of NIL deals, but even with the sport removed from the equation, Opendorse’s data estimated nearly 60% of NIL compensation goes to athletes in men’s sports.

Title IX prevents sex-based discrimination in college athletics. However, it governs only collegiate institutions themselves. Unfortunately, it has no effect on ensuring women’s sports get fair recognition and NIL opportunities.

Lamar’s women’s sports have been incredibly successful as of late. Lady Cardinal soccer won back-to-back Southland titles to go along with NCAA tournament appearances in both years. That level of achievement is more than deserving of NIL compensation.

“We want our women to get out there and get as many deals as they can,” O’Malley said. “Look at the gymnast at LSU killing it through TikTok and how much money she’s making. That proves that there’s opportunities. We just have to give our kids the best resources possible to take advantage of that.”

The first major NIL development at Lamar occurred in February 2023. LU athletics teamed up with INFLCR, an industry-leading service which provides an NIL platform to more than 3,500 teams nationwide. This partnership resulted in the creation of the CardiNIL exchange, which gives Lamar student-athletes a resource to pursue potential opportunities by connecting them with interested

businesses and individuals. The exchange streamlines the payment and reporting processes, also tracking users’ social media engagement statistics.

A handful of Lamar student athletes in the football and baseball programs have inked NIL deals, and O’Malley said he expects that number to grow in the coming years as the community continues to learn about and engage with the exchange. He said a benefit of being in Beaumont is that Lamar is the main sports team representing the area, so there are more chances for student-athletes to get out in the community and grow the synergy between the city, its businesses and Cardinal athletics.

Additionally, O’Malley and his staff have stressed the importance of NIL and financial education to Lamar’s athletes. They have compliance meetings with players to make sure everyone is on the same page, and INFLCR

provides information on taxes, contracts and more through the CardiNIL Exchange.

“We also hold financial planning and resource meetings with them,” O’Malley said. “We’ve had some outside people come in and talk to them about fiscal responsibility, what to do with money and how to save it. As adults, people kind of take that kind of stuff for granted, but you put yourself in the shoes of student athletes (with) newfound money, so we want to educate them on how best to act with it.”

As NIL discourse and regulations continue to evolve, the entire college athletics landscape will undoubtedly keep changing with it. It’s nearly impossible to predict where it will go from here.

Whether you believe NIL is good, bad, or ugly doesn’t matter — it’s inescapable.



**Average NIL deal  
for football players  
\$3,390**

**Average NIL deal  
for female athletes  
\$1,084**

Source: Erica Hunzinger, NBC



# TURN THE PAGES OF HISTORY



# UNIVERSITY PRESS 100 YEARS OF STUDENT JOURNALISM

[lamaruniversitypress.com](http://lamaruniversitypress.com)



## What We Do:



writing **consultations** for student writers and researchers across disciplines at every level



in-person, synchronous, and asynchronous **sessions** with LU writing coaches who are excellent graduate/undergraduate writers and peer collaborators



faculty **resources** across the curriculum: workshops, class visits, course support



[lamar.edu/writingcenter](http://lamar.edu/writingcenter)

# WRITE ON.



**Swift** – from page 12

Angeles run. Apart from the tickets, fans can buy a collectible popcorn bucket, cup with the tour logo, and a miniature poster.

Movie fans spent \$37 million in tickets during the first day of pre-sales for the Cinemark, Regal, and AMC theaters. In addition, the global sales reached about \$100 million as of press time.

In an unusual move, Swift struck her own deal with AMC Entertainment, the country's largest cinema operator, to screen the movie, rather than going through a studio, which allowed her to retain control of its distribution. Swift taking full ownership of her intellectual property is not new. Back in June 2019, Swift left Big Machine Records. Its owner, Scooter Braun, acquired her first six albums and took ownership of the intellectual property, meaning Swift could not

control the dissemination or licensing her music. In response, Swift started re-recording her albums, calling them "Taylor's Version." Along with re-recording the albums, she also released tracks "from the vault," songs which didn't make the initial albums. As the new works were subtly different, they did not fall under Braun's ownership. Swift discourages people from streaming or listening to the old versions. She effectively created a new back catalogue that she owned.

In the U.S. alone, the Eras tour has generated huge revenues that extend far beyond the concert arena. As the tour moves internationally, one can only guess at the global economic impact it will have.

In the song "Long Live," Swift sings, "If you have children someday, when they point to the pictures, please tell 'em my name." Judging by the singers cultural and economic interest, it will be a long time before anyone needs to be reminded who she is.



# The Dishman Art Museum

We offer wonderful art so you can experience these wonderful moments.



9am-4pm, Mon-Fri  
Noon-4pm, Saturday  
1030 E Lavaca St.  
(409)880-8959





For tickets, visit [lamar.edu/lutdtix](https://lamar.edu/lutdtix)  
or call (409) 880-2250

DEPARTMENT OF  
*THEATRE & DANCE SEASON*  
**2023-2024**



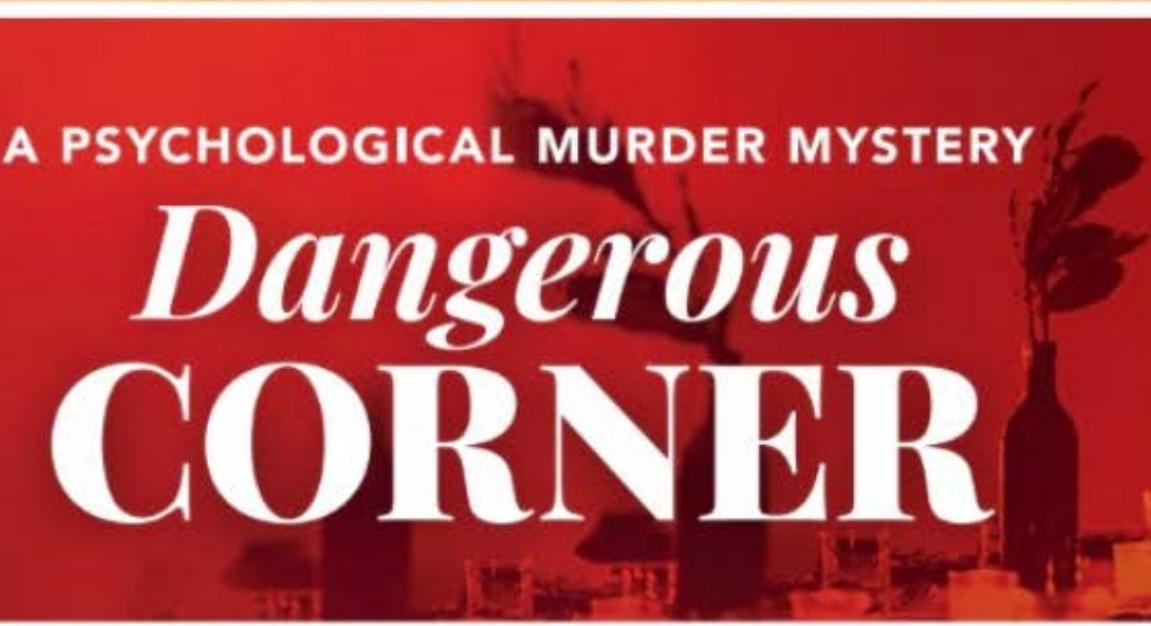
**LANDSCAPE**  
*With* **WEAPON**

LU THEATRE CENTENNIAL CELEBRATION

A PLAY BY JOE PENHALL  
DIRECTED BY AMELIA FISCHER

**FEB. 1-3 – 7:30 PM**  
**FEB. 4 – 2:00 PM**

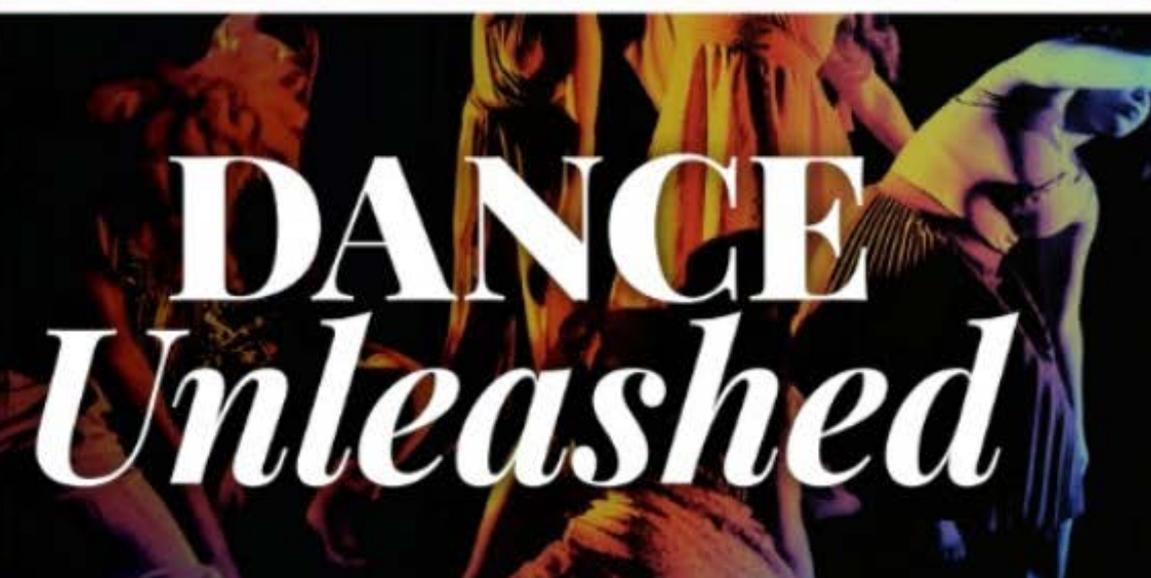
A PSYCHOLOGICAL MURDER MYSTERY



*Dangerous*  
**CORNER**

A PLAY BY J.B. PRIESTLEY  
DIRECTED BY SOPHIA WATT

**APRIL 11-13 – 7:30 PM**  
**APRIL 14 – 2:00 PM**



**DANCE**  
*Unleashed*

LU DANCE CENTENNIAL CELEBRATION

**APRIL 26 – 7:30 PM**  
**APRIL 27 – 2:00 PM, 7:30**

# Become a LEADER in your field... **COLLABORATE**



Art & Design



Communication & Media



Speech & Hearing



# INNOVATE



Theatre & Dance



Deaf Studies Deaf Education



Music

# CREATE



**Check out  
our concerts,  
art exhibitions,  
dance and  
theatrical  
performances!**



COLLEGE OF FINE ARTS & COMMUNICATION  
**LAMAR UNIVERSITY**

[lamar.edu/fineartscomm](http://lamar.edu/fineartscomm)

(409) 880-8137



@lucofac  
lamar.cofac