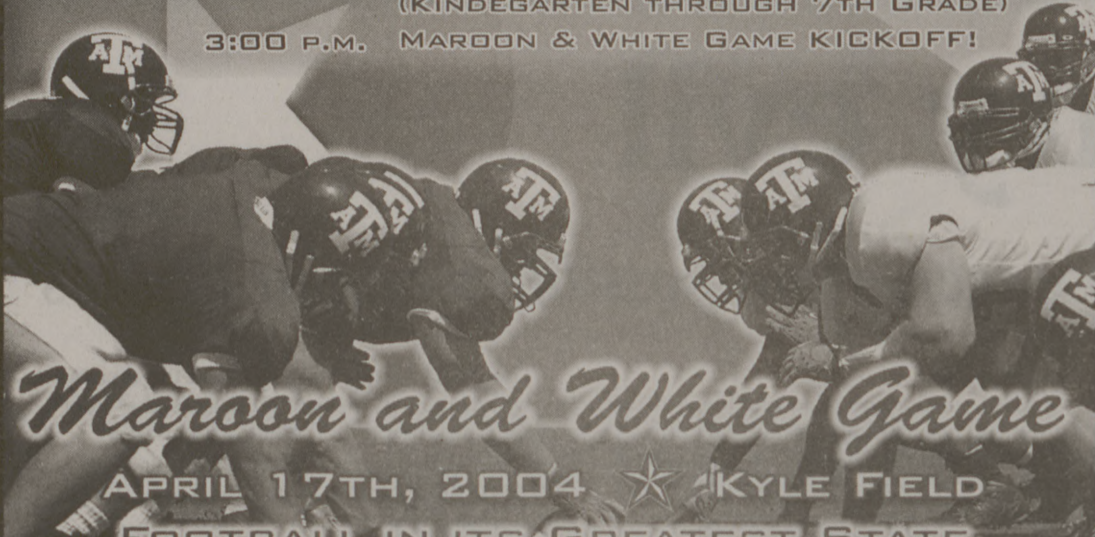


AT&T Wireless Presents the...

9:30 - 11:00 A.M. AUTOGRAPH SESSION (G. ROLLIE WHITE)  
 11:00 - 2:00 P.M. BEVO BURN BBQ (SIMPSON DRILL FIELD)  
 11:30 - 12:30 P.M. INSTRUCTIONAL CLING ON KYLE FIELD  
 (KINDEGARTEN THROUGH 7TH GRADE)  
 3:00 P.M. MAROON & WHITE GAME KICKOFF!




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## Picking up pieces



Kevin Atkinson, a Union Pacific Signal Maintenance worker assesses the damage of a railroad crossing barrier at the intersection of Wellborn Road and John Kimbrough Boulevard Thursday afternoon. Damage to the barrier occurred when, according to witnesses, the

driver of a red Mustang passed out and drove oncoming traffic. The passenger of the vehicle grabbed the wheel to avoid the oncoming traffic, overcorrected, sending the vehicle into a fence and eventually into the crossing barrier.

## Dallas tourism officials try to shed city's TV image

By Matt Curry  
 THE ASSOCIATED PRESS

DALLAS — Dallas is going through an identity crisis.

With no singular defining characteristic the city is stuck with an image that's inaccurate, and badly out of date.

"The perception of Dallas is J.R. Ewing, women with big hair and cowboys. There's certainly much more to Dallas than that," said Phillip Jones, who took over as president and CEO of the Dallas Convention and Visitors Bureau late last year.

The bureau hired The Richards Group, a nationally known advertising firm based in Dallas, to craft a new, catchy "brand" that will hopefully bury lingering memories of the primetime soap and bring back what the city lost since the show made it famous — conventions and tourists.

Dallas was the host of just 10 of the nation's largest 200 trade shows in 2002, down from a high of 22 in 1988, said Adam Schaffer, publisher of Los Angeles-based Tradeshow Week magazine.

Jones said after he took office, the bureau did a complete analysis of Dallas as a tourist destination and tried to figure out why people were bypassing the nation's eighth largest city. One of the reasons travelers cited was that there was nothing to see and do in Dallas, another misconception, Jones said.

"We have more four- and five-star restaurants in Dallas than New Orleans, but nobody knows that story," Jones said.

That might change in the new advertising campaign. The Richards Group has test-marketed five different Dallas "icons" and the bureau will select one by the start of the summer travel season.

Though current impressions are murky, Dallas' image has undergone several dramatic changes in its history, said Darwin Payne, a retired Southern Methodist journalism professor.

Dallas became known as a city on the move with its upscale Neiman Marcus department store, high fashion and beautiful women.

Later, Dallas found itself in the limelight as a haven for right-wing politics, followed by the dark days of President John F. Kennedy's assassination.

"It's always been somewhat disturbing to me for people to ask me how I define Dallas," Payne said. "It depends on who you are, where you've been."

When you have a city of more than a million people, how do you say what it's like? Nowadays it's more diverse and much more difficult to get than ever before."

**MSC Aggie Nights**

Friday, April 16, 2004  
 9:00 pm - 1:00 am  
 Parents' Weekend Aggie Nights

**\*Hypnotist Rich Ames**  
 in the MSC Flag Room at 10:30 p.m.

**\*Free activities in the MSC Basement: pool, bowling, arts & crafts and DDR in Collaboration with Cepheid Variable**

**\* FREE FOOD and Drinks!!!**

**\* PRIZES: Nintendo Game Cube & Digital Camera!!!**

**Must be present to win!!!**  
 979.845.1515 [aggienights.tamu.edu](http://aggienights.tamu.edu)  
 For special needs, please contact us three days prior to the event at 845-1515.