2-5-2013

The Daily Gamecock, TUESDAY, FEBRUARY 5, 2013

University of South Carolina, Office of Student Media

Follow this and additional works at: https://scholarcommons.sc.edu/gamecock_2013_feb

Recommended Citation
University of South Carolina, Office of Student Media, "The Daily Gamecock, TUESDAY, FEBRUARY 5, 2013" (2013). February. 15.
https://scholarcommons.sc.edu/gamecock_2013_feb/15

This Newspaper is brought to you by the 2013 at Scholar Commons. It has been accepted for inclusion in February by an authorized administrator of Scholar Commons. For more information, please contact dillarda@mailbox.sc.edu.
The structural construction of the business school building has been completed; now, the second phase of construction will begin with the addition of walls and plumbing.

Building aiming for LEED Platinum, Net Zero certification

Amanda Coyne
AmandaCoyne1234567@gmail.com

A structural beam, named after Darla Moore, was lifted onto the top of the business school building during the topping out ceremony.

New Moore School ‘tops out’ construction

Students rank Bowl ads

Amanda Coyne
AmandaCoyne1234567@gmail.com

An emotional commercial about a man and his horse, created by Budweiser, topped students’ rankings for best Bowl ads.

Sorority Council changes recruitment timeline for fall

With Fraternity and Sorority life expanding significantly over the past several years, the Office of Fraternity and Sorority Life and Sorority Council have made several executive changes for Fall 2013 sorority recruitment.

No-good diets can cause you to gain even more weight and harm your body in the long run.

[eastside@dailygamecock.com]

Students rank Bowl ads

Best Ads
1. Clydesdales
Budweiser
2. Joe Montana stain
Tide
3. Debate
Oraer
4. Leon Sandcastle
NFL
5. Seth Rogen, Paul Rudd, and LeBron James
Samsung

As ranked by students in the “Super Bowl of Advertising.”

Worse Ads
1. Robot woman
Kia Forte
2. Farmers
Dodge Ram
3. Model kisses geek
Go Daddy
4. Party
Pepsi Next
5. What the phone can’t do
Blackberry Z10

As ranked by students in the “Super Bowl of Advertising” class

The structural construction of the business school building has been completed; now, the second phase of construction will begin with the addition of walls and plumbing.

Building aiming for LEED Platinum, Net Zero certification

An emotional commercial about a man and his horse, created by Budweiser, topped students’ rankings for best Bowl ads.

Sorority Council changes recruitment timeline for fall

With Fraternity and Sorority life expanding significantly over the past several years, the Office of Fraternity and Sorority Life and Sorority Council have made several executive changes for Fall 2013 sorority recruitment.

Recruitment will now take place the week before school starts, meaning dorms will have to open early for girls who register, and the majority of recruitment will be over before classes even begin.

Columnist Chris Norberg says short-term dieting can cause you to gain even more weight and harm your body in the long run.
In Brief.

IHOP offers stacks on stacks of free flapjacks.

For breakfast lovers, it’s the most wonderful time of the year — IHOP’s National Pancake Day.

Nearly Newberry College has frozen its tuition for 3 years

Newberry College has frozen its tuition for the next three years. Its board of trustees voted to keep the private college’s tuition at $22,050 through a new program the college is calling Tuition Promise.

State revenue department expecting more paper returns

The Department of Revenue may have to spend between $300,000 and $400,000 more on processing paper tax returns this tax season after 1.6 million Social Security numbers and 187,000 debit and credit card numbers in the department’s database were exposed to a foreign hacker.

The Associated Press reports that it is expected that many concerned taxpayers will forgo the easier online route of filing and instead send their returns by mail.

While Department of Revenue officials maintain that it will be safe for South Carolina residents to file their taxes online, they are preparing for fewer online filings and bracing for an addition to their nearly $22 million bill from the hacking debacle.

The six-figure bill would include costs of extra postage, paper and printing.

—Amanda Coyne, Assistant News Editor

Sorority Council voted to change formal recruitment to last for more than two and a half weeks rather than two weeks.

In Fall 2011, Sorority Council voted to change formal recruitment to last for more than two and a half weeks rather than two weeks. This change caused the schedule to last for more than two weeks in three of the eight classes and into the first week of classes.

“Many [potential new members] said to us that the weeklong gap in between [the second round and the final round] caused them severe anxiety and made them less willing to participate,” Rodbell said.

According to the Office of Fraternity and Sorority Life, 1,377 women registered for recruitment for the Fall 2012 term, a dramatic 587 participated. To ease the burden of recruiting, former Sorority Council President Chelsea Osto said, “You generally expect that more people will want to join a community when a sorority is added for a number of reasons, including excitement about growth.”

Osto said that the addition of another group is a result of trying to lower chapter size. You never expect just one sorority to be able to do that; it takes several years and several sororities to level the membership out.” Osto said.

With the additional chapter in Fall 2013, the college hopes to increase its enrollment.

Nearby Newberry College has frozen its tuition for the next three years.

Newberry College has frozen its tuition for the next three years. Its board of trustees voted to keep the private college’s tuition at $22,050 through a new program the college is calling Tuition Promise. WS reported.

Tuition Promise was enacted in an effort to attract and retain successful students, according to WS. It is also a part of Newberry’s plan to increase enrollment, which has stayed around 1,500 students for the past five years.

The college hopes to increase its enrollment to 1,700 over the next few years. The addition of majors like social media and accounting is also part of Newberry’s efforts to attract and retain new students, WS reported.

If Newberry’s enrollment does increase to 1,900, the tuition freeze will not affect the college’s budget.

—Amanda Coyne, Assistant News Editor

Newberry College freezes tuition for 3 years

Newberry College has frozen its tuition for the next three years. Its board of trustees voted to keep the private college’s tuition at $22,050 through a new program the college is calling Tuition Promise.

Tuition Promise was enacted in an effort to attract and retain successful students, according to WS. It is also a part of Newberry’s plan to increase enrollment, which has stayed around 1,500 students for the past five years.

The college hopes to increase its enrollment to 1,700 over the next few years. The addition of majors like social media and accounting is also part of Newberry’s efforts to attract and retain new students, WS reported.

If Newberry’s enrollment does increase to 1,900, the tuition freeze will not affect the college’s budget.

—Amanda Coyne, Assistant News Editor
Ads Cast, from 1
the horse’s owner, took
first place in all but one
category; voters chose it
as the overall winner as
well as the most likable
and best in brand identity.

"Budweiser had
great brand ID and
had a sweet story," said
Bonnie Drewniany, an
advertising professor
who studied Super Bowl
ads from Tide and Oreo
since 2003, on the topic,
which has
20 years, and her course
in advertising for more than
has studied Super Bowl
in a release. Drewniany
said. The third floor will also have
administration offices and a conference
center, while the fourth floor will house
the offices of the entire business school
faculty for the first time, according to
Teegen. The fifth floor—the roof—will also feature two open-air pavilions.

As a part of a partnership with the
School of Music, there will be a 500-
seat auditorium on the first floor of the
building that will be used for classes
and lectures during the day and music
performances at night. The topping out also marked a
ceremony of the accomplishments
achieved during the structural
construction. Many of the construction
companies that helped build the concrete
and steel structure are from a three-
minute radius of the USC campus, said
Jeff Lamberson, director of campus
planning and construction. Only one of
the contractors was not based out of the
Columbia metropolitan area.

"And they’re in Birmingham, so there
are a lot of Auburn grads. ... They’re still
in the SEC family," Lamberson said.

President Harris Pastides also lauded
the project on its efforts to work with
minority-owned businesses as much as
during the construction. He also
noted that the project had some
international scope, similar to the Moore
School’s noted international business
program; architect Rafael Vinoly, who
works out of New York, is originally
from Uruguay.

The class’s winner last
year was an ad by Red
Light, also featuring
an animal—a scruffy
reverend dog named
Weego. The ad was
based on the beverage’s
dlogan, “Here we go.”
The advertising team
behind this year’s
winning ad will be invited
to Columbia later this
semester to claim the
Cocky award, as well
as speak to students in
the College of Mass
Communications and
Information Studies.

The topping out also marked a
ceremony of the accomplishments
achieved during the structural
construction. Many of the construction
companies that helped build the concrete
and steel structure are from a three-
minute radius of the USC campus, said
Jeff Lamberson, director of campus
planning and construction. Only one of
the contractors was not based out of the
Columbia metropolitan area. Lamberson
said. The third floor will also have
administration offices and a conference
center, while the fourth floor will house
the offices of the entire business school
faculty for the first time, according to
Teegen. The fifth floor—the roof—will also feature two open-air pavilions.

As a part of a partnership with the
School of Music, there will be a 500-
seat auditorium on the first floor of the
building that will be used for classes
and lectures during the day and music
performances at night.
Healthy habits better than diets

Many last-minute cooks may have wanted to lose weight to finally achieve the mythical, elusive beach body. One month into 2013, the nearly 60 percent destined to blunder are beginning to fall. The mistake that many individuals are making is choosing to diet a la losh in order to lose weight and understand beneficial eating habits. Diets cause the cascade of frustration and anger of goals not being reached and the development of additional problems.

Dieting typically doesn’t work. Some dieters fail simply because they have placed their targets within the scopes of a short-term interval, finding themselves in the short-run light-maximizing state. If the product is in our mind, we will purchase it. As the short-run state gets longer, the state will change to a long-run state of deprivation. This means that the consumer will consciously think about the product while engaging into a slothful, energy-conserving state. Eating salads and eliminating fats thereby for a month will cause one to use a lot of calories, resulting in weight loss. But once the weight loss has been achieved, remaining healthy eating habits will result in the weight being regained. Most weight loss was achieved through the consumer depleting the body of essential nutrients, causing more than just weight problems. The proper balance of eating nutritious foods and calories will be lopsided depending on the type of diet, and the amount of vitamins and minerals available for the body could be severely diminished. Missing nutrients can cause the degradation of health in vital parts of the body including the heart, brain, bones and bowels. In addition to the development of diseases, imbalanced nutrition can cause a decrease in energy levels and disrupt sleeping patterns.

It should be evident that following diets that do not provide proper nutritional results will in a vicious cycle for dieters. The goal that should be set from the outset is the development of healthy eating habits. Weight loss is merely the tip of the iceberg. Diets properly provide more energy. Picture waking up each morning without much sleep and not needing coffee (lose weight and save money). Along with physical energy, mental energy levels increase, providing a clearer sense of concentration. Proper nourishment also keeps emotional health in check, helping to prevent mood swings and irritability. Lastly, a proper diet helps fight for diseases such as heart disease, diabetes, liver disease, some types of arthritis, certain cancers and more.

If your goal is to lose weight before spring break arrives, don’t fall into the frustration that accompanies malnutrition. To understand what your body needs, and developing eating habits that are both enjoyable and healthful, you must generate as much energy as possible in order to lose extra weight while not depriving the body of essential nutrients. While there may be many distractions that will try to draw your attention away from your diet, advertising does an excellent job of maintaining your attention. The advertising industry is bringing Volkswagen major national attention.

Money, energy spent on ads worthwhile investment for companies

Super Bowl Sunday has become a nationally celebrated holiday. Along with being a huge day of university holidays and exam periods. Opinions expressed in Viewpoints page is to stimulate discussion in the University of South Carolina community. All published authors are expected to provide logical and constructive arguments to back their ideas.

The following policies are supported in order to capture the reader’s attention, the advertisement is being recognized and thus, achieving their primary goal of keeping the brand name relevant and on our minds. Some say that the amount of money spent on advertising for commercials to stand out, the advertisers must be willing to be bold and take a risk if they want to catch our attention.

While the amount of money that advertisers spend to market their product during the Super Bowl may seem preposterous, the price of these advertisements will surpass the cost.
Stallone’s ‘Bullet’ takes one to the head

NO

"Bullet to the Head"
bloody images, language,
Rating:

Starring:
thug named Keegan, played by Jason

When the two hit men go out to a crowded bar, Louis is discreetly hearing the gunshots and sees Jimmy in

Unfortunately a prostitute in the shower

If you hate that your roommate doesn’t make it a constant habit.

Believe it or not, everyone lives a different way; things that may be a huge deal to you may not register as high on their radar and vice versa. But nothing will ever get fixed if neither of you know. Yeah, the conversation may start off a little awkward at first, but what’s more awkward — bringing it up now or angrily throwing their deck out the window later?

This one comes with a caveat. There are some friends out there who are constantly stepping on other a few bucks here and there, trading burgers for booze or textbooks for printer ink. If you've known your roommate long enough and feel totally comfortable, trading burgers for booze or textbooks for printer ink. If you've known your roommate long enough and feel totally comfortable, borrowing anything you like. You don’t even have to ask!” This is a trap. While it

Almost all of us have had that roommate. She’s got more clothes than Barbie and Cher from “Clueless” combined. There are more noise in comparison to the terrible moment when, after stumbling your way through a seemingly 10-foot-long hallway to take care of your business, you reach unsuccessfully for the nonexistent roll of toilet paper. The imminent face-palm soon follows as you curse your roommates for not only taking the last square but also doing it on purpose. “She must have run out of toilet paper,” you mutter to yourself from the porcelain throne, fists clenched in

Sometimes, two people move into together and a magical thing occurs. They sit up late in the window later?

Remember those old cartoons where Yosemite Sam used to get so angry at Bugs Bunny for foiling his plans that steam would come out of his car while he hopped around in tiny boots shooting bullets in the air? That character was fazed off an angry roommate who bottled their anger for too long. OK, not really, but you get the point. If you hate that your roommate doesn’t wash their dishes, take out the trash or clean up dirty gym shorts emanating a funky smell on the bathroom floor, tell them.

Believe it or not, everyone lives a different way; things that may be a huge deal to you may not register as high on their radar and vice versa. But nothing will ever get fixed if neither of you know. Yeah, the conversation may start off a little awkward at first, but what’s more awkward — bringing it up now or angrily throwing their deck out the window later?

This one comes with a caveat. There are some friends out there who are constantly stepping on other a few bucks here and there, trading burgers for booze or textbooks for printer ink. If you've known your roommate long enough and feel totally comfortable, borrowing anything you like. You don’t even have to ask!” This is a trap. While it

Almost all of us have had that roommate. She’s got more clothes than Barbie and Cher from “Clueless” combined. There are more noise in comparison to the terrible moment when, after stumbling your way through a seemingly 10-foot-long hallway to take care of your business, you reach unsuccessfully for the nonexistent roll of toilet paper. The imminent face-palm soon follows as you curse your roommates for not only taking the last square but also doing it on purpose. “She must have run out of toilet paper,” you mutter to yourself from the porcelain throne, fists clenched in

Sometimes, two people move into together and a magical thing occurs. They sit up late in the window later?

Remember those old cartoons where Yosemite Sam used to get so angry at Bugs Bunny for foiling his plans that steam would come out of his car while he hopped around in tiny boots shooting bullets in the air? That character was fazed off an angry roommate who bottled their anger for too long. OK, not really, but you get the point. If you hate that your roommate doesn’t wash their dishes, take out the trash or clean up dirty gym shorts emanating a funky smell on the bathroom floor, tell them.

Believe it or not, everyone lives a different way; things that may be a huge deal to you may not register as high on their radar and vice versa. But nothing will ever get fixed if neither of you know. Yeah, the conversation may start off a little awkward at first, but what’s more awkward — bringing it up now or angrily throwing their deck out the window later?

This one comes with a caveat. There are some friends out there who are constantly stepping on other a few bucks here and there, trading burgers for booze or textbooks for printer ink. If you've known your roommate long enough and feel totally comfortable, borrowing anything you like. You don’t even have to ask!” This is a trap. While it

Almost all of us have had that roommate. She’s got more clothes than Barbie and Cher from “Clueless” combined. There are more noise in comparison to the terrible moment when, after stumbling your way through a seemingly 10-foot-long hallway to take care of your business, you reach unsuccessfully for the nonexistent roll of toilet paper. The imminent face-palm soon follows as you curse your roommates for not only taking the last square but also doing it on purpose. “She must have run out of toilet paper,” you mutter to yourself from the porcelain throne, fists clenched in

Sometimes, two people move into together and a magical thing occurs. They sit up late in the window later?

Remember those old cartoons where Yosemite Sam used to get so angry at Bugs Bunny for foiling his plans that steam would come out of his car while he hopped around in tiny boots shooting bullets in the air? That character was fazed off an angry roommate who bottled their anger for too long. OK, not really, but you get the point. If you hate that your roommate doesn’t wash their dishes, take out the trash or clean up dirty gym shorts emanating a funky smell on the bathroom floor, tell them.

Believe it or not, everyone lives a different way; things that may be a huge deal to you may not register as high on their radar and vice versa. But nothing will ever get fixed if neither of you know. Yeah, the conversation may start off a little awkward at first, but what’s more awkward — bringing it up now or angrily throwing their deck out the window later?

This one comes with a caveat. There are some friends out there who are constantly stepping on other a few bucks here and there, trading burgers for booze or textbooks for printer ink. If you've known your roommate long enough and feel totally comfortable, borrowing anything you like. You don’t even have to ask!” This is a trap. While it

Almost all of us have had that roommate. She’s got more clothes than Barbie and Cher from “Clueless” combined. There are more noise in comparison to the terrible moment when, after stumbling your way through a seemingly 10-foot-long hallway to take care of your business, you reach unsuccessfully for the nonexistent roll of toilet paper. The imminent face-palm soon follows as you curse your roommates for not only taking the last square but also doing it on purpose. “She must have run out of toilet paper,” you mutter to yourself from the porcelain throne, fists clenched in

Sometimes, two people move into together and a magical thing occurs. They sit up late in the window later?
Several scenes feature the 66-year-old Stallone bashing men into walls or crushing them through objects. In one unintentionally funny scene an undeniably muscular but unpleasantly leather-skinned Stallone and another man fight in a bathhouse in their underwear. I was reminded of the incredibly intense and visceral fight scene with a nude, tattooed Viggo Mortensen in “Eastern Promises” and wished I was watching that vastly superior film. I even longed for the last Rambo movie, which was much more entertaining and violent but just as stupid.

At least the recent (and better) ’80s throwback film “The Last Stand,” starring Arnold Schwarzenegger, had a sense of humor about itself. Some jokes are made about Stallone’s befuddlement on how Kwon can get so much information about his past off a cellphone, but the audience is just supposed to accept that he can still beat the living daylights out of men half his age. When it comes to the climactic fight, I would put my money on Jason Momoa, the guy who also played the Dothraki warlord Khal Drogo on “Game of Thrones.”

Stallone needs to stop making movies where he fights men that could, in reality, take him out in a flash. He should make movies where he fights something more realistic, like osteoporosis.
You know what’s required. Without increasing resistance, find a way to earn more money. Ask for advice. Also, you may need to expand your plan your direction, dreams. Use them to make more money doing something else and hiring others want. You're advancing. Don’t behave as if they're just "guidelines." Do the job yourself, or allow others to do it for you. You're advancing naturally.

Leo

Mantain your finances with a savings. A task that strengthens your home strengths you. You can borrow or stagger for what's needed.

Go with a creative leader. Your partner has a way to do so. Don’t believe in others, and they tell you to do what they want. You're advancing naturally.

Scorpio

Don't Behave as if you're made of money. For about those who are decent, you understand people. Conscious and subconscious alignments occur. Listen to intuition.

Aquarius

Do the job yourself, or make more money doing something else on your own. Just get it done. Find what you need nearby. You have what others want.

You're exceptionally perceptive for the next few weeks. You inspire others, and they tell you so. Spark-out, and seize your point of view. Love flows abundantly.

Sagittarius

You can afford to live in your sights high. You have a strong moving instinct, clear, and sort out goals. Discuss your goals with family, friends. Capronin

Friends and lovers may compete for attention. Look at it from another perspective. Your intuition is strong. Surprise each other. You're advancing naturally.

Aries

You possess deep insight. You're advancing naturally.

Maintain your finances with a savings. A task that strengthens your home strength you. You can borrow or stagger for what's needed.

Go with a creative leader. Your partner has a way to do so. Don’t believe in others, and they tell you to do what they want. You're advancing naturally.
that. All you can do is continue to work, anymore,” Martin said. “You can’t control have to worry about brushing my hair are certain areas of my head that I don’t
with 4.6 blocks per game .
has taken a toll on Martin. a chance, players must take open shots to do it themselves. We are not there yet to build,” Martin said. “They have never single day for our culture we are trying
South Carolina to take on Kentucky Sophomore Damiere Byrd had 14 receptions for the football team in the fall and is currently one of the track team’s top sprinters.

Sophomore Damiere Byrd breaks into national spotlight Sophomore improves personal best in track, to play greater role in football

Paula Deitzsch

Damiere Byrd started playing for the Wildcats when he was 8 years old, but even then, sports wasn’t his only focus. Much of the blame on himself. At his second week to set a new personal team on Jan. 14, and it took him less
But in his junior season, Byrd will again have a greater role for the Gamecock-football team. Spurrier Jr. said that with the departure of Dee Sanders, Byrd and Bruce Ellington will be the main receivers. He has encouraged Byrd, who is currently listed at about 170 pounds, to gain weight for the upcoming season.

On the track, Byrd broke not to set a target time and to focus instead on getting faster with every race. He referred to the university’s “infinite” limits marketing campaign explaining his mind. “If you say you have to run in certain time, then all of a sudden when you achieve it, you’re at a point where you’re limiting yourself,” Brown said. “We don’t want to have any limits on our athletics and what they can accomplish.

Men’s basketball looks to snap 2-game losing streak

Kyle Beck

South Carolina will face another big test tonight when it travels to Kentucky to take on the defending national champion Wildcats. The Gamecocks are in the midst of a two-game losing streak after falling to Florida and Georgia. After the game against UGA, coach Frank Martin placed a lot of the blame on himself. “I allowed us to play that way.”

“I can’t say he enjoys the [pressure]; it just comes with the expectations continue to mount for career at South Carolina advances, management. But as his athletic become a leader on both the football
doesn’t look at the Wildcats any different on getting faster with every race. He referred to the university’s “infinite” limits marketing campaign explaining his mind. “If you say you have to run in certain time, then all of a sudden when you achieve it, you’re at a point where you’re limiting yourself,” Brown said. “We don’t want to have any limits on our athletics and what they can accomplish.

But in his junior season, Byrd will again have a greater role for the Gamecock-football team. Spurrier Jr. said that with the departure of Dee Sanders, Byrd and Bruce Ellington will be the main receivers. He has encouraged Byrd, who is currently listed at about 170 pounds, to gain weight for the upcoming season.

On the track, Byrd breaks not to set a target time and to focus instead on getting faster with every race. He referred to the university’s “infinite” limits marketing campaign explaining his mind. “If you say you have to run in [a certain] time, then all of a sudden when you achieve it, you’re at a point where you’re limiting yourself,” Brown said. “We don’t want to have any limits on our athletics and what they can accomplish.

But in his junior season, Byrd will again have a greater role for the Gamecock-football team. Spurrier Jr. said that with the departure of Dee Sanders, Byrd and Bruce Ellington will be the main receivers. He has encouraged Byrd, who is currently listed at about 170 pounds, to gain weight for the upcoming season.

On the track, Byrd breaks not to set a target time and to focus instead on getting faster with every race. He referred to the university’s “infinite” limits marketing campaign explaining his mind. “If you say you have to run in [a certain] time, then all of a sudden when you achieve it, you’re at a point where you’re limiting yourself,” Brown said. “We don’t want to have any limits on our athletics and what they can accomplish.