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The Daily Gamecock, FRIDAY, FEBRUARY 5, 2010

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New director takes charge of Innovista

Innovista is one of the most important initiatives in the history of the University of South Carolina and others. Herritt was named to the position of vice president of the program and researcher of the program. Herritt will work closely with the vice president and researcher to develop the program.

Innovista's mission is to improve the health outcomes of people living with cancer by developing and evaluating innovative health and social interventions. Herritt will work closely with the program's researchers to ensure that the program's interventions are effective and scalable.

Innovista was founded in 1996, and later in 2004 became the head of the program and researcher of the program. Herritt has been involved with the program since its inception and has been a key contributor to the program's success.

Innovista's goals include:
1. Reducing cancer-related mortality and morbidity
2. Improving the quality of life for people living with cancer
3. Reducing healthcare costs associated with cancer

Herritt is a well-respected researcher in the field of cancer prevention and control. He has published extensively on the topic of cancer prevention and has been awarded numerous grants for his research.

Innovista is one of the best cancer research centers in the nation. The program's success is due in large part to the dedication and hard work of its researchers and staff.

E-readers change literature

The Kindle 2 reader is shown at an Amazon.com news conference.

Taylor Cherry / Associated Press

Kindle, Reader gaining popularity on campuses

The Kindle is one of the most popular e-readers on the market, and it continues to gain popularity on campuses around the world.

In an era that's seen DVDs, streaming videos to Blue-Ray and commercialsdbased news, e-books and e-readers are becoming more popular. Classic titles are usually free, whereas classic titles are usually not.

Amazon's Kindle and Sony's Reader are being exceedingly popular, and sales of e-readers are expected to double this year, according to the Los Angeles Times.

The substantial cost of textbooks, students are suffering, and purchasing their books elsewhere.

University of South Carolina student Dominique Johnson was able to reduce the cost of her textbooks on her Kindle this semester and was pleased with the price difference.

"One of my books was 30 percent off and the other two were 21 percent off," said reader, Johnson. She was able to purchase her electronic reader for leaflet purposes and save money.

"The books are a lot cheaper and it's a lot easier to carry around," Johnson said. "It's just three clicks and you get a book."

Innovista is also a fan of all genres, classics to the Harry Potter series (which is one of the most popular series on Kindle), and says that "certain books just look much more kindle-like."

According to Amazon.com, Kindle for the ability to have all access to more than 400,000 books, including some classics, and can cost anywhere from $6 to $10, whereas classic titles are usually free or 99 cents at most. Love is also a fan of all genres, classics to the Harry Potter series (which is one of the most popular series on Kindle), and says that "certain books just look much more kindle-like."

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FRIDAY, FEBRUARY 5, 2010

SPORTS

Clemson ticket prices rise

Clemson football fans will have to pay a little more to purchase a season ticket.

The school’s athletic department said on Thursday its season ticket costs for 2010 will be $309, an increase of $10 over the past five seasons. Individual game tickets to Clemson’s seven home games would cost $329.

Tickets for games with North Texas on Sept. 4 and Presbyterian on Sept. 11 are $35. Contests with Miami on Oct. 2, Maryland on Oct. 16 and North Carolina State on Nov. 6 will cost $48. The game with Atlantic Coast Conference champion Georgia Tech on Oct. 18 costs $10, and tickets for the Nov. 27 rivalry game with South Carolina are $65.

The school will offer a six-game season ticket package for $225, which includes all games except South Carolina.

The U.S. Geological Survey reported the quake struck at 12:20 p.m. about 15 miles northeast of the community of Petrolia and nearly 50 miles west of Erie. This shaking was felt within a 130-mile radius, as far north as southern Oregon and as far south as Sonoma County, according to the USGS Web site.

Local officials and residents reported feeling a rolling sensation that caused items to fall from walls and shelves.

Columbia and around the Midlands.

Pastides said he knows that not all establishments will succeed and admits that some will fail.

“The nature of the economy is to go forth and take risk,” Pastides said. “Some will cross the finish line and others won’t.”

After the failure of the previous director, Pastides said he was looking for someone with a fresh approach and a strong business background.

“I can live, work and play, and this is the future I see for Innovista,” Pastides said.

Shaffer said titles are viewed as a strong difference between the new devices and the textbooks that are different but you can bookmark the pages and type in certain page numbers,” Terry said. “It’s really easy to use, except the page numbers are different but you can bookmark the pages and type in certain page numbers.”

Innovista’s structure is still in working progress, but Herrinton will work carefully about adding employees.

“We will work with those who share Innovista’s vision of growth,” said Herrinton. Herrinton also believes that Innovista and the university will have a close relationship to work for a better future.

“A pragmatist,” Herrinton said. “We will work together and have a very synergistic relationship.”

Reader ■ Continued from 1

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Comments on this story?
E-mail cgaynew@mailbox.sc.edu

Market ■ Continued from 1

available at affordable prices, low-income families will be able to eat healthier and decrease their risk of health conditions.

University researchers will work with the South Carolina Primary Health Care Association to choose an exact location.

“We are currently in the planning phase of the health clinic-based farmers market,” said Davey Freedman, a faculty member in the College of Social Work. “We know we want to locate in a community that has limited access to healthy food sources.

In addition to making South Carolina a healthier place, the farmers market will also provide an opportunity for local farmers as well.

“By focusing on locally grown foods, this project will also have the added benefit of improving economic opportunities,” Freedman said.

The local market program is estimated to be up and running in Spring 2011. USC’s health center-based farmers market will be the very first of its kind in the United States.

Student interns from the social work and public health departments will be working on the project through their field programs. All other students are welcome to become involved in the planning process as well. Volunteer opportunities will not be available till this summer, but interested students can contact Dr. Freedman at davey.freedman@sc.edu.

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Each year the Daily Gamecock publishes a readership survey as a way to gage what our readers think of the work we do and to receive feedback on any suggestions for improvement.

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Thank you,

Jessica Scanlon
Assistant Copy Desk Chief

Editor-in-Chief

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The Daily Gamecock is the editorially independent student newspaper of the University of South Carolina. It is published daily during the fall and spring semesters and weekly during the summer.

The Daily Gamecock is the result of the merger of The Gamecock and The Carolina Daily. Each newspaper is editorially independent of one another.

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It's Friday. The week is at an end. And for some 100 million Americans, that means one thing: Super Bowl Sunday is mere two days away. It's that time of the year again: Millions of people will gather in living rooms across America to watch the NFL's two best teams fight for the coveted title of Super Bowl champion. While the game action and halftime show will be exciting in themselves, a huge component of the day is having a great party atmosphere. At any party, everyone likes to feel comfortable, well fed, and relaxed (to a degree — football isn't particularly soothing). However, if you’re a first-time host, it might be tough for you to get all of the details together for an optimal experience. Here are just a few tips to keep in mind:

1. FOOD
When it comes to food, remember one word: overestimate. Make sure to make multiple plates of food so they can be replenished at a moment's notice. When trying to plan in people's schedules, assume everyone is going to love everything. Serving wings? Plan for at least six per per person. Chips and salsa? Plan for one bag per two people. Since keeping everyone's bellies full can get expensive, ask guests to contribute some of their own favorite foods. It has more than one variety and less you panic in the grocery store checkout line.

2. COMMERCIALS
The only time in football when fans actually look forward to breaks and timeouts is during the Super Bowl. Companies spend millions of dollars courting the most entertaining and controversial commercials possible to run during the breaks, and everyone has an opinion on them. This year's crop of ads should be especially provocative, as there are rumors of an anti-abortion commercial. Try to keep the compliments and criticisms of each commercial heartfelt so the friendly atmosphere doesn’t become warlike. The only time feelings should be hurt is when the final score of the game is displayed.

3. GUESTS
Some people don’t really love watching the game. Instead, they like to hang out at the football atmosphere. Don’t make those friends feel awkward by examining them avoid sipping, yelping NFL fanatics. Instead, create another area for people to read magazines, shoot the breeze or play cards. If you are in a small space (aka a dorm room) just position a couch and a few chairs away from the game screen.

4. KNOW-IT-ALL
Even among your best group of friends, there is always “that know-it-all.” You know who they are — the guys (or girls) who want you to watch them out the football atmosphere. Don’t make their friends feel awkward by examining them avoid sipping, yelping NFL fanatics. Instead, create another area for people to read magazines, shoot the breeze or play cards. If you are in a small space (aka a dorm room) just position a couch and a few chairs away from the game screen.


closet Campbell

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Aged acts bring down halftime energy

Since 2004's 'wardrobe malfunction,' performances becoming tamer, more boring

Since 2004's 'wardrobe malfunction,' performances becoming tamer, more boring

Colin Campbell
staff writer

It's Friday. The week is at an end. And for some 100 million Americans, that means one thing: Super Bowl Sunday is mere two days away. It also means that halfway between what is sure to be a fierce battle between the two best teams in the NFL, yet another group of performers will take the stage at midfield and play classic songs they've been playing since their twenties — before most of us were born.

Unless the countless CBS advertisements have misinformed, legendary English rock band The Who will perform, making them the most recent in a line of age-old original members (The Who continues to perform after the deaths of both Keith Moon and John Entwistle). Above all, the music has largely lost the youthful rebellion, the context, and the vibe that made it classic. So while the motivation for choosing older-timers year after year is evident — there is little risk of Paul McCartney or Pete Townshend baring a little something-year-old body — the most-watched concert of the year needs an update.

Those in favor of the old fossils will present many counter arguments. They assert that the main viewer demographic for an event such as the Super Bowl — namely middle-aged men — demands the network hire an act that will play to that demographic. Understandable, but weren't the same viewers watching as the pop groups of the 1960s made their rounds on the show? Yes, the ratings have skyrocketed since then, but there are more people at your Super Bowl party than just your devil, an uncle or two and their friends. Last year a national average of 98.7 million people tuned in to the game. Even if half of those were middle-aged, that's an embarrassment of the other 50 million people is just ignorant. For that matter, statistically even your dad's generation has to be getting sick of watching their childhood idols dance around and wave their wrinkly, saggy arms on high-definition television (Mick Jagger).

I don't disagree that today's music has become largely commercialized and the industry has lowered its standards immeasurably since the glory of the 1960s and '70s. In fact, I'm a passionate proponent of that idea. I'm not asking that Lady Gaga or Miley Cyrus perform. But anyone who argues that the Super Bowl halftime shows in the past couple of years have packed anywhere near the energetic punch that such an extravaganzas has the potential for is downright delusional.

Though the last decade has been admittedly bleak, any era of music has its beacon of light. Jay-Z, The Foo Fighters, Green Day, Alicia Keys, The Black Eyed Peas, Counting Crows, Darius Rucker, Billy Joel — I'm confident those acts would, and will, make for fresh and talented halftime shows in the future. It's just that we're depressed that we're probably going to have to wade through the collective revisions of Bon Jovi, Neil Young, AC/DC, Van Halen (if they can ever get their act together), and the Eagles before that day comes.
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Koger Center for the Arts, 1051 Greene St.

The Scene

CANCER
You want to be on the road now. There is a lot of business and grow your income now. Leave doors open so that you can adapt to changing customer needs.

TUR AoS
You have urgent business matters. Your partner has many projects. Your partner is a social or charitable effort reflects your philosophical platform. Create a powerful message of love.

ARIES
Be thankful for the energy to tackle your many projects. Your partner has urgent business matters. Offer help in the form of written or otherwise.

TAU牀S
Your commitment to a social or charitable effort reflects your philosophical platform. Create a message that you would a painting.

SCORPIO
Get rest before supper. Get down to business details. Sometimes business has to wait until the time is right.

LIBRA
Get to try anything and all restraint. Today you can throw yourself into the work. It’s about play. Enjoy the game!

VIRGO
You really have momentum as you stretch steps are fine. You gain creative in finding ways to handle your responsibilities and get things to finish first. Handle your own responsibilities first.

TAU牋S
Offer help in the form of written or otherwise. Your partner has urgent business matters. Your partner has many projects. Your partner is a social or charitable effort reflects your philosophical platform. Create a powerful message of love.

SAGITTARIUS
Be thankful for the energy to tackle your many projects. Your partner has urgent business matters. Offer help in the form of written or otherwise.

LEO
Finance is known up a lot when an associate asks you in some cash. Then you can throw yourself onto the work. Design your message as you would a painting.

GEMINI
Every step you take brings you closer to your goal. Baby steps are fine. You gain momentum as you stretch.

CANCER
You really have momentum as you stretch steps are fine. You gain creative in finding ways to handle your responsibilities and get things to finish first. Handle your own responsibilities first.

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**Gamecocks sweep Auburn Tigers**

**Bone’s double-double, Nainima’s outside shooting pushes Carolina to second win for the season over Tigers**

Chris Bike

**Trying to get themselves out of the middle of the pack of the standings in the SEC, the South Carolina Lady Gamecocks (12-10, 3-5 SEC) won on a thrilling Thursday over the Auburn Tigers (12-11), 61-58.**

An exciting game from start to finish, the Gamecocks got a crucial road victory over a hot Auburn team who has had control over their home court this season.

“This game really reminds me of how good basketball is in the SEC,” assistant coach Carla McGhee said. “You just never know what you are going to get on any given Thursday or Sunday.”

**Freshman center Kelsey Bone led the Gamecocks with 36 points and 14 rebounds in the contest. Bone found herself low against the bigger Kenzie Carney and then used her zone defense to get the double—double. Bone seems to have perfected the art of the baby-hook, which she used throughout the game.**

“Kelsey Bone played big-girl basketball today,” McGhee said. “That’s the inside presence we needed tonight, which was a huge difference today.”

Junior guard Valerie Nainima also came up big for the Gamecocks, but managed to score from a longer range than Bone. Nainima scored 20 points from the field and even hit both of her free throw tries in front of an openly hostile Auburn crowd to clinch the game.

**Junior center Sam Muldrow recorded his first career double-double, with fourteen points and ten rebounds.**

“I want young ladies are finally buying into the idea of mental toughness,” McGhee said.

Auburn came out of the gate hot, shooting 8-10 from the field. The Gamecocks kept it close with some well placed jumpers, and Auburn never led by more than five in the first half. Eventually, USC gained the lead late in the half with a big bank-shot from the free throw line by sophomore guard La’Recia Sutton, eventually pushing the Gamecocks to a 34-33 lead at the half.

Continuing her barrage from beyond the arc, Nainima started off the second half nailing some three-pointers. The Lady Gamecocks eventually cooled down and the Tigers went on an 11-0 run, with USC not scoring in over seven minutes in the middle of the half. Both teams traded baskets until the end with the South Carolina coming through in the end.

“Auburn did a very good job of controlling the tempo,” McGhee said. “We didn’t get into our transition and we didn’t run a lot, but we managed to get through.”

Next up for the Lady Gamecocks is a Saturday matchup in Athens against the Georgia Bulldogs at 2 p.m.

“Next Up: AT GEORGIA SUNDAY 2:00 p.m.”

E-mail sagcksp@mailbox.sc.edu

Comments on this story?

**NEXT UP: AT GEORGIA SUNDAY 2:00 P.M.**

**Carolina heads to Rocky Top**

**USC goes for third consecutive victory in conference action**

Justin Warlick

**The South Carolina basketball team will travel to Knoxville tomorrow to take on the Tennessee Volunteers.**

The road has not been a friendly place for USC this year as they have a 1-5 record away from Columbia, the Gamecocks could include an advantage Saturday in terms of fatigue.

Despite the loss which played last night in Baton Rouge against LSU, will be short rest. UT coach Bruce Pearl has already voiced his displeasure publicly about the game, but Davis has complained about the differences in days off between the two teams, with South Carolina getting six days compared to one day for Tennessee.

“It’s going to be tough for us to come back from a late night tip at LSU,” Pearl said, “and then a Saturday trip against South Carolina.”

USC (13-8, 3-4) is currently riding the second scoring pace of senior guard Devan Downey, who has amassed 61 points in the wins this past week, leads the conference in scoring at 11.6 points during conference play.

“He obviously is in a complete zone,” Pearl said. “He does whatever he wants to on the basketball court, and no individual or team has been able to stop him.”

Downey is the main scoring threat for USC, but coach Darrin Horn is excited to see other members of the team play up to their potential, as they did against Georgia.

Junior center Sam Sheldon recorded his first career double-double, while freshmen guards Stephen Spinella and Ramon Galloway hit key three-pointers in the first and second half respectively of USC’s 76-77 triumph over the Bulldogs.

“I really think that’s been the difference the last three or four games even going back to the Ole Miss,” Horn said. “We didn’t win, but played well to get back in it, and we seem some other guys do what they can do.”

If the game comes down to a buzzer beater, there is no secret that the ball will be in Devan Downey hands, as he cherishes that moment.

“He wants to be in that moment,” said Horn. “He wants to be the guy that is taking that shot or making that play. Combined with the fact he can do it, he is capable of making that play.”

**USC hopes to sustain strong play against Charlotte 49ers**

Coach wants South Carolina to develop mental toughness

Ryan Wakabayashi

**Coming of a strong showing in last weekend’s ITA Kickoff in Knoxville, Tenn., the South Carolina men’s tennis team will look to come away with another impressive performance when they face-off against Charlotte tomorrow afternoon.**

Falling 4-0 in the final to No. 5 Tennessee after a 4-2 victory over Virginia Commonwealth in the first round, USC coach Kent DeMars felt the trip was worthwhile.

“It was disappointing that we didn’t compete better with Tennessee. I know it was when the ball was out of play and they’re very talented, but you like to think you’ll still compete with the best and we’ve been pleased that we got the win over VCU.”

“arly things are fine for now. I think we’re playing decent, but we still need to improve, but it’s not like we’ve got a couple players that are really struggling,” DeMars said.

“We’ll have to all be there as a team, which is fine for me I think we’re playing decent, but we do have to play better.”

As they prepare for their match against Charlotte, the first of a four-match homestand, the Gamecocks hope to continue making strides toward their goal of a tournament berth and get prepared for tough opponents down the road.

“We just need to keep improving our match toughness because we have to turn right around and play a good N.C. State team on Saturday that was a quarter-dozin in the NCAATournament two years ago,” DeMars said. “This weekend is about making sure that next step and getting everybody playing a little better.”

The match begins at 1 p.m. at the USC Field House.

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