Just under a year later, Kentucky returns to Colonial Life Arena

James Kratch

In college basketball, the upset of a No. 1 team rarely carries much significance. Top-ranked teams tend to be so similar that a game is not likely to be decided by much. This is not true in basketball, however, as a result they received a portion of Walton's donation money to be distributed among charities and food banks throughout the metropolitan area. According to the Food Research and Action Center's Food Hardship Report, approximately 25.7 percent of Columbia families cannot afford regular meals, compared to the national average of 9.2 percent. Not only was Columbia listed in the top 10 cities eligible for this contest, but fellow South Carolina city, Charleston, also qualified. LoudDoor noticed it had an opportunity to bring in donations to be given to the six cities ranked in the contest, but fellow South Carolina city, Charleston, also qualified. "Their shortest guy was taller than our tallest guy. Not at all," said third-year psychology student Kiante Chapman, "I thought we were going to win." Whether you agree with the man’s politics and policies or not, you have to admit it — he was onto something.

On the afternoon of the game, UK coach John Calipari and his team held a teleconference with President Barack Obama, who wished to thank the team for its work in raising money for victims of the massive earthquake that devastated the nation of Haiti two weeks earlier. The conversation turned to basketball, though, and the president complimented the Wildcats for all they had done so far before issuing a warning. "There is a tendency once you get to No. 1 to start to let down a little bit," Obama said. Whether you agree with the man’s politics and policies or not, you have to admit it — he was onto something.

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The city of Columbia captured third place in Walmart's “Fighting Hunger Together” campaign, raising a $100,000 donation with the help of local social media company, LoudDoor. In an effort to address America’s hunger problem, the Walmart Foundation introduced a competition among the top 100 most food insecure cities. Launched on Nov. 15, Walmart’s initiative challenged the respective cities to gain the greatest amount of support through online voting. The contest lasted through Dec. 31, with $3 million in donations to be given to the six cities with the most support.

“Me and the tools at our disposal to bring some portion of that $1 million to Columbia’s hungry, and our team worked tirelessly to achieve that goal,” said USC alumnus and LoudDoor graphic designer Stephen Stanton. The LoudDoor social media company represents many large brands of Facebook such as Big Brett Gayne and General Motors. With an already established audience, LoudDoor utilized its Facebook resources to reach the masses and attract support for the state capital. "Instead of focusing the campaign on a small group of people willing to cast thousands of votes each, we reached out to millions on a nationwide level using our portfolio of large Facebook pages and applications,” LoudDoor Director of Product Development and USC alumnus Bobby Ballard said. "We asked users for their support and used relevant promotions to educate them about Columbia's food hardship rate and the Walmart Fighting Hunger Together campaign. The company's efforts helped generate 356,020 Columbia supporters, and as a result they received a portion of Walton's donation money to be distributed among charities and food banks throughout the metropolitan area. According to the Food Research and Action Center’s Food Hardship Report, approximately 25.7 percent of Columbia families cannot afford regular meals, compared to the national average of 9.2 percent. Not only was Columbia listed in the top 10 cities eligible for this contest, but fellow South Carolina city, Charleston, also qualified. LoudDoor noticed it had an opportunity to bring in donations to be given to the six cities ranked in the contest, but fellow South Carolina city, Charleston, also qualified. "Their shortest guy was taller than our tallest guy. Not at all," said third-year psychology student Kiante Chapman, "I thought we were going to win." Whether you agree with the man’s politics and policies or not, you have to admit it — he was onto something.

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Eventually, the Gamecocks came back and took the lead for good. As the buzzer sounded, the sea of humanity hit the court to dance to “Sandstorm” and celebrate the win.

“We weren’t even going to rush the court because we knew there were fines, but everyone from behind us [did], so we had to go with the crowd,” Mayer said. “We had to. Everyone was pushing us.”

Berkos and his roommate, second-year marine science student Kevin Dennis, weren’t able to rush the floor because they were too far up in the stands. But that didn’t dampen the night for them, especially Dennis, who was attending his first Carolina basketball game after transferring to USC.

“It was a whole new experience,” Dennis said.

The buzz carried over into the next day as well.

“There was excitement. Everyone was talking about it,” Dennis said. “People who went to the game were rubbing it in the faces of people who didn’t get tickets. People who didn’t get to go were disappointed.”

Another fan who was unable to rush the court was 2006 graduate Jon Jacobs, who was sitting in the upper deck. He didn’t mind, though; being up high gave him a unique vantage point of watching the game with numerous UK fans.

Fresno, Calif., and Salt Lake City, Utah, both had an extremely supportive local media and were able to gain extra exposure through traditional media,” Redfern said. Fresno and Salt Lake City both reached over four million supporters by the end of the competition.

Since several LoudDoor team members and interns are USC alumni, winning the overall $200,000 in prize money was a very rewarding experience.

“Bringing that $200,000 to the state of South Carolina was an opportunity that we are very thankful to have experienced and a memory that we will carry with us for a long time to come,” Stanton said. “We’re hoping the impact is felt by the 21 percent of families with food hardships in this city.”

“The Kentucky fans were pretty confident coming into the game, bordering on obnoxious,” Jacobs said. “But they got gradually quieter as [Devan] Downey took over. They just started getting irritated at their own team. All of it was music to the ears of the few Gamecock fans around them.”

As is the nature of No. 1 upsets, the game ended up being of little consequence. Kentucky recovered to win the SEC and advance to the Elite Eight of the NCAA Tournament. South Carolina limped down the stretch and finished under .500 for the season. The game would be brought back into the spotlight here and there — by a highlight on television, a rewatching on the ESPN and SEC websites or a poorly received Student Government letter to its counterpart in Lexington. For the most part, though, the world moved on. However, memories don’t move on.

USC fans will forever have the ones made on that night in January. In the big picture, to them, that is all that matters.
The Trenta contains more liquid than the average stomach can hold.
Thus the age-old question is evoked: Which came first, the chicken or the egg? Was it the demand of the caffeine-immune masses that spurred Starbucks into brewing a behemoth beverage? Or was it the desire that was responsible for brainwashing the vulnerable masses into drinking ultra-hot beverages? Regardless of the answer, in this situation, it was a combination of the two, the vanity of both parties feeling off to create yet another icon for America’s consumption-crazed reputation. 

Maybe Republicans will be successful with the Trenta. After all, the GOP, long known for its exocisus cycle of artificial insomnia and obscene obesity. And for those turned off by rising prices and massive drive-through window every morning, Starbucks now has a new plan to take advantage of this newly gained power, Republicans must.

Christians have been the constant healthcare, those same rights and acceptance, those same rights have been stripped from Christians by hypercritical elitists who do not know the true definition of tolerance. It seems as though, while in pursuit of religion tolerance and acceptance of other religions besides Christianity, we have been too often, instead of viewing it as an insult or a threat to their own

IT'S OUR RIGHT
The Daily Gamecock's Views and Vantage is a Sunday column that attempts to address the political, social and cultural issues of the day. It is meant to serve as a platform for a dialogue between the Daily Gamecock and the readers of the University of South Carolina. The views expressed in the column are not necessarily those of the Daily Gamecock.

The Daily Gamecock encourages readers to voice opinions and offers three ways to do so:
1. Through letters to the editor
2. Through the Daily Gamecock's online discussion boards
3. Through the Daily Gamecock's social media pages

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If you find an error in today's edition of The Daily Gamecock, let us know about it. E-mail gamecockerrors@usc.edu and we will print the correction in its entirety.

Are you interested in working for The Daily Gamecock? E-mail us at gamecockeditors@usc.edu

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Reflections
It's always an honor to see an image of a beloved colleague or friend in the Daily Gamecock. However, in this case, I am reminded of an old saying: "If you want to see a man's true colors, look at his friends." In the same way, if you want to see a person's true beliefs, look at their friends. Therefore, when I see an image of a beloved colleague or friend in the Daily Gamecock, I am reminded of the importance of friendship and communication.

Christianity deserves respect

The Daily Gamecock is the student-run newspaper of the University of South Carolina. It is a non-profit organization and is funded by student fees and donations. The Daily Gamecock is committed to providing the highest quality, unbiased, and accurate news coverage of the University of South Carolina and the Columbia, South Carolina community. The Daily Gamecock is not responsible for the accuracy or reliability of information provided by outside sources. All content is copyrighted and may not be reproduced without the express written permission of The Daily Gamecock. All rights reserved.

End of world not worth obsession
People should focus on present

People have been trying to predict the end of the world for some time, with varying degrees of success. But what I've noticed is that it seems the closer we get to the end of the world, the more obsessed people become. It's as if they think that if they focus on it, it will go away. I'm not sure if this is true, but it seems to be the case.

I'm not trying to bash anyone's beliefs, because I don't get the fascination with trying to predict the end of the world. What's the point in worrying? It's not going to happen. It's going to happen in the future. And congratulations to the apocalypse of the right side. Perhaps he'll receive the Nobel Prize. But, you know, the day after everyone has survived, the world is actually right — wait, that's not possible. We should try to figure out the final day, and make sure we enjoy today rather than worry about tomorrow. We should take care of the world, but our is no need to worry about the afterlife. Whether the world ends because of global warming, an asteroid or a nuclear apocalypse, we should just focus on making the best of the last day. And to stop debating the issue. Reality is that the world is going to end Dec. 21, 2012. Had, Hal.

Page 3
Ska-punk act steals stage

Supervillains play the House in Five Points, showcasing modern island sound

Mary Cathryn Armstrong

Relaxing on their tour bus parked just outside Five Points’ Group 10, Suldo, drummer and vocalist Scott “Skart” Fishbone and The Mad Caddies. And said. “We idolized groups like Fishbone. When we met, we all kind of thought it would get this far,” Suldo said. “When I read the press, I feel alienated.” so that everyone can enjoy it and not do that infl uence our music.” he said. “There’s not too many ska-punk groups left these days that everyone can enjoy it and not feel alienated.”

Turns out Oprah may not have enough fans to sustain an entire network.

Steve Jobs takes leave of absence

Apple stocks take a hit, but we’ll still get the Verizon iPhone, so it’ll be OK.

Oprah Winfrey Networks ratings plummet in second week

“Steve Jobs takes leave of absence”

The House in Five Points hosted The Supervillains Wednesday night, and although the crowd was slightly smaller in comparison to the sold-out tours with Pepper and Slightly Stoopid, Grundorf said no matter the crowd’s size, it’s all about the vibe. “You can have as much fun playing to a 20-person crowd as you can with a thousand people,” he hastened.

Their set at The House certainly was smaller in comparison to the sold-out tours with Pepper and Slightly Stoopid, Grundorf said no matter the crowd’s size, it’s all about the vibe. “You can have as much fun playing to a 20-person crowd as you can with a thousand people,” he hastened.

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The network endangers its long-standing tradition of upfronting, wholesome reality television. Oh, wait.

MTV’s “Skins” may violate child porn laws

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Aries: It’s a good day to clean your desk or start that organizational project you’ve been putting off. Persevere, and you’ll be grateful for the improvement.

Taurus: To successfully manage today’s goals, you need to pay attention to what others think and allow yourself to make changes to improve the design.

Gemini: Decisions could be tricky as you don’t get a clear picture of what others really want. Ask them to explain, and really listen for hidden goals.

Cancer: You’ve just about ready to take a vacation, but the choice of destination is still undecided. Compare locations and travel dates for the best price.

Leo: You’d love to be done with a particular project. Don’t push so hard that you break something. Instead, spark someone’s curiosity about how it could all come together.

Virgo: Unusual new ideas send you back to the drawing board. Take time to think about possible applications, and restructure the group to manage it all.

Libra: Imagine that everyone feels loved and respected. Then make it your business to create that atmosphere around you. This may be easier than you thought.

Scorpio: Although you act independently now, your compassion flows. Personal needs and help for others aren’t mutually exclusive. You can do both.

Sagittarius: Someone else appears to be in charge, but you pull the strings from behind. A family member provides unusual costumes and props. Enjoy the show!

Capricorn: Someone decides the weather, try simple home remedies. It may not take a prescription. Sometimes some chicken soup and kindness go farther.

Aquarius: The last of yesterday’s chores gets fulfilled early through independent action. You may not even know how it actually happened. That’s OK.

Pisces: Use your skills to formulate a question. Sensitive feelings require compassionate consideration. Create an atmosphere of trust that values independence.

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Pisces: Use your skills to formulate a question. Sensitive feelings require compassionate consideration. Create an atmosphere of trust that values independence.
Carolina focuses on SEC championships, not historic start to season

Ames Walker and USC were unable to break a 38-game losing streak to the University of Tennessee. South Carolina has not defeated the Lady Volunteers since 1986.

Men’s tennis to face Georgia Tech, young team hopes to showcase talent

The USC men's tennis team will look to move on from its split doubleheader versus Wofford and Elon against No. 23 Georgia Tech this weekend.

The Gamecocks are coming off two matches Sunday, a 6-1 win over Wofford and a 5-2 loss to Elon in the day. USC coach McGee Moody said he and his men's swimming and diving team is not focused on the record, but on the next meet. In fact, Moody said the topic doesn’t even come up at all in practice.

“It’s funny because you think [it] would, but they really don’t talk about it at all. Even then, it’s not very much at all. They’re more of a goal in the back of each of their heads,” Moody said.

“The only thing we want. We want to really stay locked in 100 percent of the time. Then they’ve worked their tails off. As soon as they get discouraged, that’s when things start to fall apart.”

“Wofford and Elon against No. 23 Georgia Tech this weekend. The Gamecocks are now 2-0 in SEC play. They have won both of those matches since the start of the season.

Preparing for SECs: The men's and women's teams will take on East Carolina University on Friday night and then turning around and racing again on Saturday. And we haven’t done that all season,” Moody said. “This is going to prepare us well for the team of the SEC, the University of North Carolina-Wilmington Saturday. And, just like last year, we have to work through their runs — we can knock them down. Even through their runs — we can just knock them down. I like that she gave us.”

The Gamecocks were plagued by a poor shooting percentage throughout the game, knocking down just 32.9 percent on the night. They struggled to overcome the height of Tennessee’s squad, as they were out-rebounded 51-31.

“Defensively, we did all we can do,” Staley said. “We just have to hang our hats on not being able to knock down shots. We got good shots. We got shots that didn’t go. We have to get some shots from outside. We just didn’t knock them down in the end. Even through their runs — we just sustained those runs.”

“We know what our advantage would be. The ups and downs. I think we played fast enough at times. I was trying to get our players to push the ball down the floor to see if we could score before all that height came into play. The Gamecocks will return to action Sunday when they host Alabama. The Crimson Tide got off to a slow start in conference play, losing its first five SEC contests.

South Carolina’s_ipc_print

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EMPLOYMENT

Pawn shop seeking PT Sales Associate Must be honest, hardworking, well groomed & able to lift heavy objects. Will work around your school schedule. Please call Jon at 256-1888. Peoples Pawn Shop, Inc. 1324 Assembly St. Downtown Columbia.

WGC is now hiring gymnastics and tumbling instructors for its new Sumter YMCA location. Hours are flexible, but you’ll offer a great family. We value hard work and top-notch customer service. Most job working with kids, but depend upon if you have experience! Please email us at info@wateereegymnastics.com for more details and to apply. We are also looking to fill positions for our new Sumter location. Interested? Check out our site at www.wateereegymnastics.com and apply. We are an equal opportunity employer.

Celebrating Freedom Foundation is looking to hire an experienced social media manager. Must have previous experience managing social media, data entry, graphic design, and outreach. This is a 3 month position with the potential for a longer-term commitment. Duties include managing social media accounts for the Foundation, managing data, and coordinating events. Send resume to Morgan Fields at Morganflds@gmail.com

Work-Study Position - Department of Student Media. Duties include answering phones, making photocopies, data entry, design, web management and publishing. If after hours, your schedule will vary around 200-2000. Prosser Print Shop, Inc. HO-U 2852. Contact Debra Jordan.

BARTENDING $250/day No exp nec. Training available. 800-965-6520 x253

EMPLOYMENT

WGC is now hiring gymnastics and tumbling instructors for its new Sumter YMCA location. Hours are flexible, but you’ll offer a great family. We value hard work and top-notch customer service. Most job working with kids, but depend upon if you have experience! Please email us at info@wateereegymnastics.com for more details and to apply. We are also looking to fill positions for our new Sumter location. Interested? Check out our site at www.wateereegymnastics.com and apply. We are an equal opportunity employer.

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Student/Media

UNIVERSITY OF SOUTH CAROLINA

Student
e-mail santanana@valleymail.sc.edu for more information

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Saturday, January 22 @ 2 PM

Men's Basketball vs. Kentucky
Saturday, January 22 @ 6 PM

Men's Tennis vs. Georgia Tech
Sunday, January 23 @ 1 PM

Women's Basketball vs. Alabama
Sunday, January 23 @ 2 PM

Track – South Carolina Indoor Meet
Wednesday, January 26, All Day

Women's Basketball vs. Georgia
Thursday, January 27 @ 7 PM