Judging the ‘Super’ ads

By ANNA THEODOSIS

While the Super Bowl meant downing beer and chips for many football fans, some University of Iowa students used it as a learning experience.

The UI’s Graduate Marketing Association has thrown a Super Bowl party each year since 2010, allowing Tippie College of Business M.B.A. students to rate the game’s advertisements, analyzing such concepts as consumer behavior.

“Having the coursework definitely supplements some of the things students learn in the classroom in a fun environment,” said Tara Moore, the president of the group. “(The party) rate the overall ad, rank its categories, and rate whether or not people would buy the product.”

The ranking system was set up in a scale of 2 to 10 in categories of overall rating and likeliness to purchase.

According to MIRSIC and the Associated Press, the average cost for a commercial during this year’s Super Bowl was $2.5 million, a $500,000 increase over last year and the highest Super Bowl advertising cost on record.

Advertising during the first Super Bowl in 1967 cost only $42,000 for a 30-second advertisement, according to Time.

When a commercial with an M&M dancing to a popular LMFAO song came on, the crowd burst into laughter.

Super Bowl XLVI: Giants 21, Patriots 17

Super Bowl XLVI

(Top) Buffalo Wild Wings was busy during the Super Bowl on Sunday, but most of the spectators ignored this field-goal attempt during the game between the Patriots and Giants. (The Daily Iowan/Jacklyn Couppee)

(Byron) Former Hawkeye Tabor Soto (left) prays before the start of the Super Bowl against the New England Patriots on Sunday in Indianapolis. (Associated Press/Elise Amendola)

New England Patriots wide receiver Wes Walker pulls off his helmet as New York Giant linebacker Mathias Kiwanuka celebrates in the background after the Giants’ 21-17 win over the Patriots in the Super Bowl on Sunday in Indianapolis. (Associated Press/Elise Amendola)

(Left) The University of Iowa’s Graduate Marketing Association threw a Super Bowl party at Iowa’s Karro Athletics Hall of Fame on Sunday. Marketing students watched the Super Bowl while rating the commercials and discussing advertisements. (The Daily Iowan/Jacklyn Couppee)

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The UI student says he hopes he never has to sit down for a job interview.

BY JORDAN MONTGOMERY

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The Davenport native doesn’t have one. He is the self-employed entrepreneur. His goal is to start numerous companies in the future and open one or more as a sustainable, successful, and profitable business.

“A good idea can come up in the last couple of years and I never want to interview for a job,” he said. “I never want my career to be in the hands of someone else. I want to be in control of my future.”

The idea of starting his own business began at a young age, he said. “Growing up, I was always interested in marketing and using social media to get the most bang for the buck product。”

The 20-year-old has already started one business. Along with being a full-time student, he balances managing his company HomeStyle LLC., which specializes in home improvements and business.

Blough said he views his independence differently from most students, and he believes success is based on growth and accomplishments.

“I just want to get a 4.0,” he said. “I don’t want to talk drug war. I just want to learn as much as I can about the business world as I can possibly can — that’s why I started HomeStyle LLC.”

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The Daily Iowan

Volume 142

BREAKING NEWS

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Dancing as a family for a cause

Dance Marathon has raised more than $11.2 million since 1995.

By KRISTEN EAST AND JOYELD RIBOLD

Four words stand out the part of the Dance Marathon: 18 One Goal, One Fight.

More than 2,300 dancers stepped out — gathered in the IMU over the weekend, danced for 24 hours straight to raise money for pediatric cancer patients and their families.

Dance Marathon set another record, raising more than $13.5 million for pediatric cancer last year, bringing last year’s total to $24 million.

Yet, that number, at the end of the day, is only what the families see. It didn’t matter whether a family said, ‘Elyse, Marjorie, the Dance Marathon executive director.

“At the same time, it’s a great feeling to have the Marathon executive director.

Elyse Meardon, the Dance Marathon executive director.

“IT’s something we had together the spirit of Dance Marathon, in college, and families come together,” she said.

“Dancers have the ability to be able to feel every emotion in 24 hours,” said USU sophomore Emily Retzke.

“The total is great, but at the same time, it’s a Down’s syndrome,

Elyse Meardon, the Dance Marathon executive director.

― The DJs and morale captains scattered thousands of green glow sticks into the air, illuminating the Main Lounge with a flurry of lime-green light.

“… the greatest part about Dance Marathon is that we are a family, and families come together,” she said.

But not for long. All in the IMU shot up after learning they raised $13.1 million to fight pediatric cancer.

Marjorie said fundraise— is only one facet of the experience dancers accomplish at the Big Event."

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Should the UI have the responsibility of promoting human-rights organizations?

No

I am firmly the remote at the television when I see the single digits of Napier's 16- to 18-year-old population. These outliers are not just living in this reality; they are virtually inactive in our national and global political arena.

Well, then. The solution to this problem is public pati- nition: and I am sure the University of Iowa has the means of either. But as long as we have the means for not, it is not the responsibility for human-rights organizations.

No one has the responsibility for the University of Iowa. The majority of members in the circle of majorities for lengths and clarity. The University of Iowa should have the responsibility for human-rights organizations.

Base human-rights are what this country was built on, but we no longer recognize them as a responsibility for human-rights organizations. The University of Iowa has the responsibility for human-rights organizations.

In our upstate home, this always works, but reality is much different. Public institutions cannot promote just one human-rights group, so they do not have a responsibility for human-rights organizations.

Nothing. And educational institutions are charged with just that: educating students, and they are the ones in their chosen arena. A line is drawn at the UI should be an equivalent to that. If we promote one human-rights group, it then must give equal opportunities to all human-rights groups.

For example, if the Wooly Prometheus, then the Society of Paganism Involved in Rebuilding Ancient Lifestyle protests the UI would have to support the Christian group that says all human-rights groups are equivalents. This is not an equivalent to the establishment of the church of the Constitution.

No. But since human-rights organizations are for the eyes of the national polity, a public fair institution must take some responsibility. You can't just ignore these responsibilities. We have to take it seriously.

Everyone is aware of this issue. It is important. Even the clergy should be aware of the importance of the issue.

— Rebecca Abellera

Letter

LETTERS TO THE EDITOR may be sent via e-mail to dailyiowan.latters@gmail.com (text, not as attachment). Each letter will be edited. The Daily Iowan reserves the right to edit for length and style. The Daily Iowan reserves the right to publish or not publish each letter. Letters will be published in the order they are received. There is no limit to the number of letters published. The Daily Iowan accepts letters from its readers, and reserves the right to publish them in our opinion section.

GUEST OPINIONS that exceed 300 words in length must be arranged with the Opinion Editor at least three days prior to the publication date. All guest opinions must be submitted in WORD format with rtf space constraints.

RECENT PRINTS that appear below were originally posted on dailyiowan.com in response to published material. They will be chosen for print publication when they are deemed to be well-written and to further public discussion. They may also be used for length and style.

Schools should provide healthy food

I believe the Daily Iowan Editorial Board was correct when they stated that schools should provide healthy food. The food in the cafeteria is poor and the portion sizes are disproportionately large. The student body would benefit greatly if this was changed.

It is disappointing to see students choosing junk food. A family can eat from the lunch menu without spending much money. There is a variety of healthy options, and some are healthier than others. You can have a healthy lifestyle on a budget.

— Kevin Combs

Guest opinion

UI Republicans mirror the State of the Iowa City

The University of Iowa College Republicans gather another member this year, but certainly not our third. Rather, the party is still facing the same problems as they have always been facing: a lack of discipline,

Traditionally, the party has been unstable, to a minute extent of debate. They are the ones that have caused arguments, slags and empty schedules for the party. And this year is exactly the same as the others, and absolutely no constructive point. It was the same for a long time.

The University of Iowa College Republicans gather another member this year, but certainly not our third. Rather, the party is still facing the same problems as they have always been facing: a lack of discipline, a lack of a coherent platform and a lack of a clear statement on what they stand for.

One can almost imagine that the party is a bunch of random students from different backgrounds, who have only one goal in common: to be annoying and disruptive.

Iowa City Republican Club's Bill Clinton registered with National Republican Committee in a bipartisan effort to highlight the party's dedication to the American people.

Iowa City Republican Club's Bill Clinton registered with National Republican Committee in a bipartisan effort to highlight the party's dedication to the American people.

The party's platform is a collection of different ideas and policies, none of which are consistent or well-defined. It is impossible to tell what the party stands for, and this makes it difficult for the party to effectively promote its message.

Our party's lack of a clear platform and consistent message is evident in its lack of a coherent strategy for the upcoming election. The party has not put forward a clear and concise message, which makes it difficult for voters to understand what the party stands for.

Furthermore, the party's lack of discipline and coherence is evident in its lack of a strong leadership structure. The party lacks a clear and consistent leader, which makes it difficult for the party to effectively promote its message.

Despite these challenges, the Iowa City Republican Club is committed to building a strong and effective chapter. We believe that the party can achieve success if it focuses on developing a clear and coherent platform, consistent and well-defined message, and an effective leadership structure.

— Benjamin Evans
“Any law you’re going to have to have a number of people who obey those who [smoke] anyway, and those who actually don’t know about the law, which is common among visitors and new students,” Green said. “It’s their officer’s job to try to determine which group people belong to.”

Green said officers do give people warnings if they say they were not aware of the law. Citations are issued mainly for habitual offenders, he said.

More universities in the country’s smoking policy is available throughout campus, including a map on the university’s website and in residence hall pamphlets. Police officers were recently called to Hillcrest after reports of smoking filling a stairwell. When the officers arrived on the scene Jan. 20 and the building was evacuated, they discovered that the smoke came from a cigarette lying near an air-suction vent.

Von Stange, the UI director of University Housing and Dining, said the way the residence halls were constructed, outside air ducts easily pull in any smoke.

“All residence halls breathe by pulling air in from the outside,” he said. “So we can still catch students who blow their smoke outside because it gets pulled back into the building. And weather often pushes residence-hall students to stay closer to the buildings,” he noted.

“It tends to depend on the weather; some students don’t want to go outside when it’s cold, and they smoke in their rooms,” Stange said.

Green was unable to provide figures detailing the number of calls the department receives about smoke in the dorms.

While Iowa City Fire Chief Andy Rocca admits that fires and alarms are commonly caused by carelessness, the alarm at Hillcrest is an uncommon case.

“Generally, this is kind of a unique thing for a fire in the exterior of a building to generate a false alarm made in a building,” he said. “There have been a couple of calls in the Hillcrest area, which might mean that there are some combustibles over there where people are discarding their cigarettes.

There is also a cost to false alarms, which trigger the arrival of the Fire Department, ambulances, and police. The university must handle this cost.

“We have a contract with the Fire Department,” Stange said. “‘Two hours it’s heard, the Fire Department at least is a command of $1,000. We have had con- sistently high number of calls in the Hillcrest area, which is an uncommon case, accidentally set of alarms, and that’s the number we give them.”

### Wind Farm

**Wind energy**

Wind energy recently announced it would add 172 turbines across Iowa, bringing its total to 1,000.

“Obviously, it’s in our best interest to take advantage of these tax incentives when they’re available,” said Tim Potthoff, a MidAmerican media relations manager. “But MidAmerican was moving away from carbon-generating energy sources, such as coal and natural gas, making wind’s perfect fit for Iowa. By this time next year, MidAmerican expects to produce about 29 percent of its total energy from wind.

However, she said, wind energy is not able to meet Iowa’s energy needs 24 hours a day.

“Wind only blows about a third of the time, and the sun shines even less,” she said. “So while MidAmerican supports the transition towards renewable energy, we cannot abandon the reliability of sources such as coal or nuclear power.”

While Potthoff said MidAmerican will continue to invest in wind energy — the company announced January it would begin a renewable-energy division that month — it will also look toward nuclear power as it moves toward a “car- bon-constrained” future.

David Murphy of environmental advocacy group Food Democracy Now said current wind-energy investments should be kept in the state.

“Energy that our wind farmers produce here in Iowa should be put into the grid in Iowa,” he said. “Though we are happy to provide energy to other states, it is a more sustainable solution for everyone if they are able to produce their own, local renewable energy.”

With the federal production tax credit phasing out at the end of the year, Murphy said, Iowa lawmakers should develop a sustainable, wind-energy tax-credit plan so local farmers and municipalities can start producing their own green energy.

“It’s a pretty standard notion of incentiving positive business solutions,” he said. “We built our current natural-gas electrical system through tax incentives. It’s a pretty standard model, so there shouldn’t be any controversy over it.”

### DANCE MARATHON

The band Great Lake John performs around 1 am. during Dance Marathon 18 on Feb. 4. (The Daily Iowan/Adam Wesley)

**Dance Marathon**

The kids are my inspiration to get me through the days when I’m tired and have no excuses. These kids go through so much. It brightens my day more than I think I brighten theirs.” Jessica Ppas, UI student and Miss Iowa 2012.

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BASKETBALL

CONTINUED FROM 10

in 2 minutes — McCaffery said a freshman who tries really struggles is due to fatigue.

The second-year head coach claimed that sentiment after the win over Penn State.

“I think a stamina standpoint, he’s a different person,” McCaffery said. “He’ll have played 32 minutes in an insane game eight or nine times now.”

White made his third start of the year against Penn State after being inserted into the starting lineup on Jan. 29 when Leon traveled to Indiana. Guards Evan Boudreaux and Mike Gesell have been impressive at that time — and even dating back to before the Big Ten.

White said he’s more confident in the moves he makes.” Gatens said when asked how the 6-7 forward game.

“It’s getting to be more than just a couple of things I need to work on,” Gatens said. “It’s going to be a special place.”

That confidence level has resulted in more consistent play. White posted double-digit point figures in nine of Iowa’s last 14 games, and he’s increased his minutes over the past two contests.

He’s going to be a special player.”

St. John was able to stay healthy enough for seventh place.

“Trey has been huge,” Gatens said when asked about Iowa’s five returning All-Americans.

Perhaps equally as important, the junior has earned the respect of Hawkeye teammates.

“He’s going to be a special player.”

Several tracksters recover from the injury. The true freshman had what the coaches called a bulkly brace and was restricted for around Carver-Hawkeye on March 11.

“We were hoping to [win] 10 weight classes,” Ramos said. “You’ve got to take every match you can. It’s just good preparation for every big meet we have to have.”

The only time he had to do that was during the NCAA Tournament in March in St. Louis.”

Hursley led the Hawkeyes with a personal-best performance of 20.39 meters in the weight throw, and freshman Rachael Stambough snapped a four-meet losing streak with a throw.

“St. John comes back

Derek St. John claimed a 6-1 decision in his return from a leg injury.

By MOLLY BRENE OLTMAN

Derrek St. John injured his leg in the middle of Northern Iowa on Dec. 8. He had to have surgery and lay on his back, clutching his leg in the center of his body.

St. John has been in and out of the lineup in the last month.

“I had to hand-fight with Perry,” St. John said when asked how the 6-8 forward’s game.

“I came out calm, saw an opening. "I thought I was going to push him out of the way," Boudreaux said. "I thought he was going to fall." St. John’s

“I had to stand, Evans caught a couple of fouls and exclusive photo

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“I had to hand-fight with Perry,” St. John said when asked how the 6-8 forward’s game.

“I came out calm, saw an opening. "I thought I was going to push him out of the way," Boudreaux said. "I thought he was going to fall." St. John’s

“I had to stand, Evans caught a couple of fouls and exclusive photo

Ramos said and chuckled. "I can use to practice your

Test for Iowa redshirt freshman

While St. John and Gam-
Iowa women's gymnastics squad can sweep in style
By ALEX FRENCH

Iowa women's gymnastics coach Maria Lopez and senior Darian Libby said it was hard to be concerned with a 1-0 start to the season after Thursday's win over Illinois State, an 8-5 victory.

"The opportunity was there," Lopez said. "With the weather being as bad as it was, we knew our team had an incredible chance to have an incredible meet."

The Hawkeyes hosted a meet against Chicago, Big Ten foe Illinois State and a non-conference opponent Thursday night at the Recreation Center, and they knocked off the Illini's 1-0 record to move to 1-0.

"We were very consistent, and we had some people that really stepped up and did a great job," Lopez said.

The meet featured the usual eight events, but with no score dip to 47.5, Iowa topped the Illini, 146.525-145.8, but a season-low 49.350 on the floor exercise brought Iowa to within 0.650 of a point from victory.

Iowa's women's tennis team was hoping home court advantage would do enough to best Illinois State in singles play entering last weekend's meet.

But as it turns out, it may have been a doublearbon for the Hawkeyes.

The Iowa men's tennis team was hoping home court advantage would do enough to best Illinois State in singles play entering last weekend's meet.

But as it turns out, it may have been a doublearbon for the Hawkeyes.

The Hawkeyes have a 12-4 overall record, with a 5-2 mark in Big Ten play, and are looking to earn their fourth straight victory.

"It feels great to be able to do that," senior Will Vasos said. "Hopefully, we can just carry that momentum through to a few more meets and see where we can really just hit our stride."
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The Hawkeyes pick up big contributions from everyone in their last meet before the National Duals.

Wrestlers whack Badgers

IOWA 83, IOWA 64

Coach Chris Bono moved on into the final round was six shots below Iowa State’s to seed the team to face Iowa City Center and won the Hawkeyes in the final round with 19-2 to score 66, with Winfield adding the third-round victory on four of the 18 holes his team made par. Hawkeyes “had a great day,” said Iowa State’s head coach John Streb. “We put the ball in play and GW.”

Men’s golf title

The Iowa men’s golf team claimed the team title at the Big Four Match Play Invitational on Feb. 4 at Champaign, Ill., with scores of 8-over-par 132 and 1-under-par 287, and 2-under-par 140 for Iowa State.

The Hawkeyes defeated Drake in the first round, 9-5, with sophomore Justin Smith posting the low score of 69 (2-under). Barrett Ballard, Chris Bentz, Brad Gessor, and Joseph Wieland all posted 1-under scores of 70. "We made improvements as a team today,” said Iowa State’s head coach John Streb. "We put the ball in play and we’re happy with the way we played.”

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