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The Daily Iowan

FRIDAY, OCTOBER 10, 2014

THE INDEPENDENT DAILY NEWSPAPER FOR THE UNIVERSITY OF IOWA COMMUNITY SINCE 1868

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ELECTION 2014

CAMPAIGNS CLIMB ON SOCIAL MEDIA

Social media are becoming a larger part of campaigns locally, but they haven't overtaken traditional methods.

By NICK MOFFITT

Nicholas-moffitt@uiowa.edu

The Nov. 4 election is rapidly approaching in Johnson County for local campaigns, and many are highlighting social media as a new approach to reach voters.

According to the Pew Research Center, around three-fourths of all adults are on Facebook or other forms of social media. Ninety percent of college-age people on the social-networking sites.

One Democratic challeng-

er for the Johnson County Board of Supervisors, Mike Carberry, said he's been on Facebook for around five years, mostly to share information relevant to his campaign.

"I really use it to disseminate information relevant to the campaign," he said.

Carberry's page, Carberry for Supervisor, boasts 535 likes, and he said students may be one demographic easily reached by online

SEE SOCIAL MEDIA, 5

John Etheredge



DESIGN BY CHELSEA WEIS/THE DAILY IOWAN

SEE CHANGES, 5

KID CAPTAIN

Heart condition can't stop brothers

By CODY GOODWIN

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Some days, when Noah Mulder gets done eating lunch, he and his friends will go to the gym and shoot hoops. They play games, like knockout, and Noah wins sometimes, "but it depends on which friends I play with," he says.

Noah, 14, loves basketball, and so do his younger brothers, Isaiah, 11, and Elijah, 8. A few years ago, they

all played pickup games with each other and their friends from school. They loved the competitiveness of the sport.

These days, though, the Mulder brothers don't play much basketball. Doctor's orders.

Around six years ago, Noah began having heart palpitations and felt light-headed. His parents, Kristin and Joel Mulder, took him to the local cardiologist, who recommended Noah see Ian Law and Nicholas Von Bergen.

Law and Von Bergen specialize in the diagnosis and treatment of abnormal heart rhythms. Each month, the doctors travel from the University of Iowa Children's Hospital to Sioux Falls, South Dakota — the Mulders' hometown — to provide specialized care.

Just by looking at Noah's symptoms, Law and Von Bergen saw they were extremely similar to his



Isaiah, Noah, and Elijah Mulder (Contributed Photo)

SEE CAPTAIN, 3

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A SHOUT OUT



Sorority members perform during Iowa Shout on the Pentacrest Thursday. Iowa Shout showcases the Hawkeye spirit for Homecoming Week. (The Daily Iowan/Courtney Hawkins)

2nd District hopefuls to debate

Experts say this weekend's debate isn't likely to make a significant dent in public opinion.

By CASSIDY RILEY

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With little more than three weeks left in the 2014 election cycle, Saturday's debate between the 2nd Congressional District candidates comes at a crucial time. However, it is unclear what — if any — effect it will have.

Christopher Budzisz, the director of the Loras College Poll, and Justin Holmes, an assistant professor of political science at the University of Northern Iowa, both a graduate of Marianette Miller-Meeks can only hope Rep. Dave Loebssack, D-Iowa, has a major gaffe this weekend.

Both professors said this is because few people pay close attention to House races or watch the debates. Therefore the only way the debate is likely to make a significant impact is if something unexpected happens — particularly on Loebssack's part.

"The only real chance would just be if Loebssack made some tremendous error during the debate," Holmes said. "He'd have to fall on his face somehow."

Holmes said it is dif-

ficult, to some extent, to judge where public support lies since the last debate because the latest polling data is more than a month old.

Loras College conducted a poll the week after the first debate, which was held on Aug. 28, and the results showed Loebssack led his opponent by nearly 17 percentage points. Based on Loebssack's apparent lead, Budzisz agreed he doesn't anticipate the much of a shakeup following the debate.

"I would think this is a case where the incumbency advantage is real and is working," Budzisz said.

However, given that the data is so old, Holmes recognized the landscape of public opinion may be somewhat different at this time.

In fact, Budzisz said he wouldn't be surprised to see a narrowing of the gap between Miller-Meeks and Loebssack supporters in the coming weeks because 2014 is such good year for Republicans. The party is expected to maintain its majority in the U.S. House and pick up a majority in the U.S. Senate.

Loebssack campaign manager Jennie Johnson said what makes this weekend's debate important is the distinction it will leave between the two candidates.

"While every debate is important, Dave is confident that when this debate ends, Iowans will see that he is the clear choice to continue representing the people of Iowa's 2nd District," she said in an email.

Similarly, Matt Sauvage, Miller-Meeks' campaign manager, said she will use this debate to her advantage.

"This debate will be an opportunity for Dr. Miller-Meeks to demonstrate how her background and experience suits her well to take on the dysfunctional mess in Washington and put Iowans first," he said in an email.



MILLER-MEEKS
Republican

Additionally, Saturday's debate carries a whole other significance — it may be the last one.

In August, Loebssack agreed to three debates — including this weekend's debate in Davenport and two others in Iowa City. Miller-Meeks said she believed that the candidates should debate in other parts of the district before debating twice in Iowa City.

To date, she has still not agreed to the third debate but welcomes Loebssack to join her at debates in Clinton, Ottumwa, and Knoxville.

Holmes said this being the last of two debates, rather than the second of three, is inherently more significant because it is the "last word" from the candidates.

"If this is the last, that is essentially the last scheduled [event] that could shake things up," he said.

Debate Details: Rep. Dave Loebssack and his opponent Mariannette Miller-Meeks will face off in their second — and possibly last — debate on Saturday.

Location: St. Ambrose University in Davenport, Iowa

Where to Watch: KWQC

Time: The debate will begin at 4 p.m. and will air at 8 p.m.

The Daily Iowan

Volume 147

BREAKING NEWS

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Supervisors agree on solar-panel array

The Johnson County Board of Supervisors on Thursday agreed to move forward with a solar-panel bid from Moxie Solar.

In March 2013, a fire destroyed Johnson County's Secondary Roads Facility, and now, the county is in the process of building. In an effort to reduce greenhouse gasses and to seek energy independent, the county plans to add an array of solar panels to its roof.

The supervisors said they chose Moxie not only for its "excellent track record" and "envelope-pushing technology," but also because Moxie is located in North Liberty and would provide business and economic boosts directly back into the county.

"It's predicted to reduce 129,000 tons of CO2 annually," assistant

planner Josh Busard said. "That's equivalent to taking 16.1 homes off the grid or not using 273 barrels of oil."

Moxie Solar is proposing a micro-inverter system, Busard said. Each solar panel will have its own 4-pound inverter, and the array will produce an estimated 180,838 kWh annually, more than enough to cover the facility's 170,000 kWh needs.

Including labor and equipment, the array would cost \$370,322 to buy outright, however the supervisors plan to enter into a power purchase agreement with Moxie Solar, which would enable the county to pay off the cost over a series of years as well as take advantage of tax credits that are not available to governments.

With this company, the county is estimated to save approximately \$275,010 over 10 years.

— by Ben Marks

Supervisors vote down private partnership

In a work session Wednesday, the Johnson County Board of Supervisors decided on a 3-2 vote not to pursue the idea of creating a new medical-examiner facility in partnership with a private developer.

The need for a new medical examiner's facility has been an issue for eight years, said Supervisor Janelle Rettig.

Currently, the medical examiner's offices and equipment are spread out over two facilities and the ambulances are parked in the garage next door.

A seventh ambulance will arrive in a few months, and Rettig said the Ambulance Service will have no choice but to park it outside because of the lack of room.

Rettig, who voted against the

proposal, said although she is not against a public and private partnership, she is opposed to postponing public safety.

"I just don't believe that kind of money is ready to be invested down here," she said.

The proposed facility could have been up to 15 stories high, included residential and commercial facilities, space for the county's ambulances and medical examiner's offices, and cost \$50 million, significantly more than the estimated \$3 million that a simple medical examiner's facility would cost.

"Every couple of months, there's another idea, and it puts us further and further away from actually accomplishing anything and this is just one more," Rettig said. "But I think we should get serious about addressing the ambulance and medical examiner [building]."

— by Ben Marks

BLOTER

Steven Eldridge, 52, 2132 S. Riverside Drive, was charged Thursday with public intoxication.

Madrice Kearney, 61, 1222 Fourth Ave., was charged Thursday driving with a suspended/canceled.

Dwana Miller, 50, 429 Southgate Ave., was

charged Sept. 25 with public intoxication.

Matthew Moore, 37, address unknown, was charged Thursday with fifth-degree theft.

Precious Morris, 26, 1100

Arthur St. Apt. F2, was charged Monday with fifth-degree theft.

Tyler Zaruba, 22, 201 E. Burlington St., was charged April 19 with public intoxication.

Arthur St. Apt. F2, was charged Monday with fifth-degree theft.

CAPTAIN

CONTINUED FROM FRONT

father's, which meant the issue might be genetic.

"Joel has been dealing with his [heart] issue for about 15 years," Kristin Mulder said. "My husband's brother was having heart condition issues as well. He lives in Texas. So we started to suspect that something was genetically linked. The test just wasn't available yet to prove that."

That test, which determined which mutated gene was causing Joel's heart problems, became available in the fall of 2013.

But it also found that Joel Mulder has arrhythmogenic right ventricular cardiomyopathy, a heart muscle disorder in which damaged heart muscle is gradually replaced by scar tissue and fat, increasing the risk of abnormal heart rhythms and weakening the heart's pumping action.

In March of this year, the same test confirmed that Noah, Isaiah, and Elijah — this week's Kid Captains for the Iowa-Indiana Homecoming football game — all carry the same genetic defect as their father. They are all likely to develop symptoms of the disorder.

Von Bergen told the Mulders that fatty tissue builds up faster in those who work their hearts harder. So, the boys had to limit their participation in most sports.

"I don't know if the heart condition news hit us as hard as the limitation of sports news," Kris-

tin Mulder said. "Tears? Is that a reaction? It was disheartening for me. Both Joel and I played high-school and college sports, and we know the joy we got out of it."

It's been an adjustment for the whole family. Rather than basketball, Isaiah has taken an interest in bowling, and Elijah started playing baseball.

"We're all kind of diving into different things that we can do," Kristin Mulder said.

Noah took up golf, both of the traditional and disc varieties. Still, he doesn't let that keep him from his post-lunch competitions.

"I tell my friends that, and they know about [the condition]," Noah said. "I'll play with them. I just won't get too intense. I know my limits."

"It's different, but I've kind of known not to do too much. I can feel when it's time to stop."

The Kid Captain program highlights the stories of pediatric patients at the Children's Hospital while introducing them on the field during home football games, along with inviting them to Kids Day at Kinnick Stadium in August for a behind-the-scenes tour.

All three boys and their parents will make the six-hour drive to Iowa City this weekend for the football game. They've looked forward to this game since they first found out they were chosen as Kid Captains.

"We didn't even know it was coming because Mom didn't tell us about it," Elijah says. "So one day, she said 'Come here,' and then we knew."

Racing for eye research at UI

By RACHEL GREEN
rachel-green@uiowa.edu

Indy car driver Buddy Lazier is spending 2014 "racing for a cure."

He and his racecar, which bears the logo of the University of Iowa Wynn Institute for Vision Research, will participate in the Homecoming Parade, with Lazier serving as the grand marshal.

In 1996, Lazier won the Indy 500 race, and because of a close personal connection with vision loss, has partnered with the Wynn Institute with a program called Race for the Cure.

"It's a privilege to have [the institute's name] on the side of the racecar ... because it is making breakthroughs that are changing history," Lazier said. "It's just amazing the things that are happening in that building, and I'm very proud to do anything I can to help."

Lazier visited the Carver College of Medicine on Thursday to talk with researchers about the research done at the Wynn Institute, which combats eye disease and inheritable blindness.

Lazier's 12-year-old daughter is one person hoping to be helped by the research from the institute.

Jacqueline Lazier has aniridia, a rare condition characterized by the



Indy car racer Buddy Lazier stands with his car in front of Wynn Institute for Vision Research on Thursday. In order to raise awareness of both the institute and research on genetic eye disease, Lazier had his car embellished with a Hawkeye logo and "Wynn Iowa Vision Research." (The Daily Iowan/Mikaela Parrick)

absence of all or part of the iris. This also causes increased sensitivity to light. In addition to aniridia, she has glaucoma, which is increased pressure in the eyes that leads to vision loss.

The diseases have caused her to lose vision in her right eye.

"My daughter was diagnosed and was born with a very rare and sporadic disease," Lazier said. "It's amazing to me what they have done at the Wynn Institute in the past year they've been here, and it gives families like ours hope."

Professor Ed Stone, the director of the institute, said part of his mission is to tell people

there's something that can be done.

"Whenever we have a media-worthy event that will get people out here to talk to us and get something in the newspaper or on the radio, there's a chance for our message to reach somebody and encourage them," he said.

Associate Professor John Fingert of the institute said Lazier inspires those working in the lab.

"In some ways, his work with racecars is the same kind of approach we want to have with our research here," he said. "We want his attention to getting everything just right in

order to move with all possible speed toward a big success; for him, it's winning a race, and for us, it's trying to prevent blindness."

In addition to visiting the Wynn Institute, Lazier will participate in the parade as a means of promoting the institute.

He said he hopes having the car in the parade as well will draw attention to the institute and its research and successes.

"I don't know anywhere in the world that's making the progress these guys are making," he said. "I not only hope but have great faith that their work is making, and already has made, a big difference."

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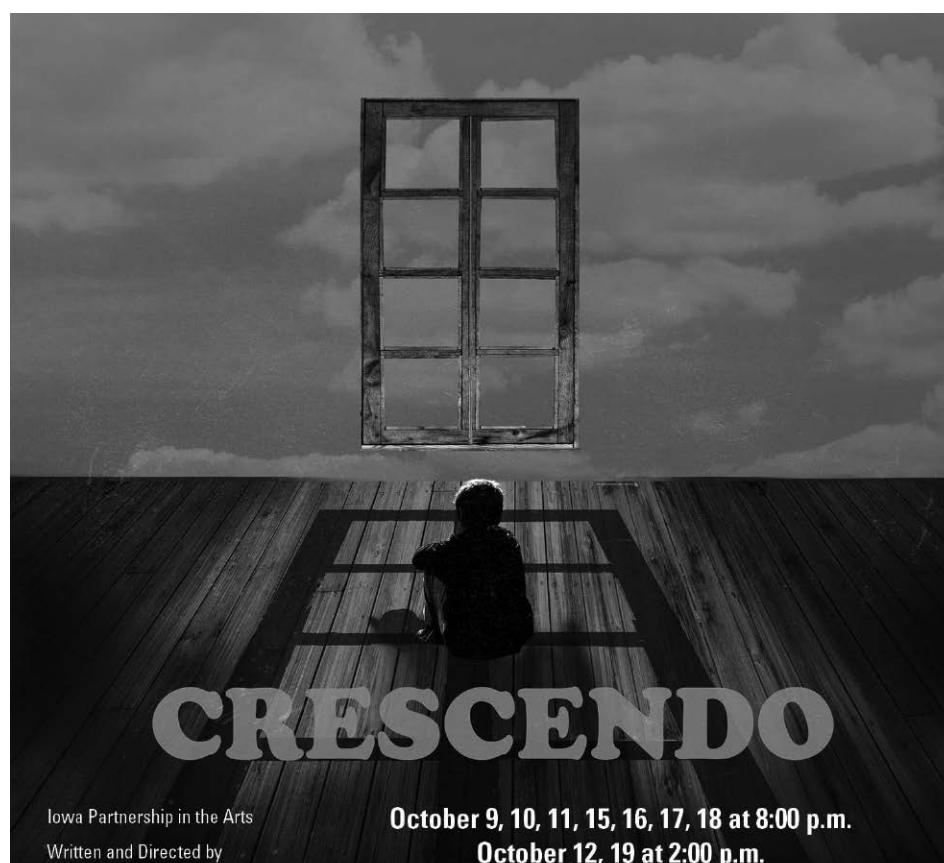
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OPINIONS

COLUMN

Learning to respect Islam



Jacob Prall
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A lot has been said in regard to stemming the flow of potential militants of ISIS from Western nations from joining its jihad in Syria and Iraq. U.S. officials have come out urging young Muslim men not to join the organization. While a noble gesture, the reasons for impressionable young men to join such a sinister operation is not increased religiosity, and it will not be curtailed by officials wagging their fingers. There must be a fundamental change in the way our society looks at, treats, and understands the Muslim community if we want extremism within our own borders to die.

Young Muslim (specifically Arabic) men experience a unique challenge when living in the United States. Like other minorities, they are targeted by police, the NSA, and the Transportation Security Administration more frequently and with more scrutiny. Because of the nature of the 9/11 attacks, however, there is an increased animosity from their peers and from those sworn to protect them. They are treated like suspects without a crime, and this form of "guilty until proven innocent" denies them the privileges of being citizens of the United States, privileges they deserve and are guaranteed by our Constitution.

The Muslim community as a whole has frequent expressed grief over being targeted, alienated, and profiled on a local, state, and federal level. Their cries have fallen on deaf ears. Therein lies the real problem we face today. When we alienate, disadvantage, and profile young Muslim men, we build a system that creates spiteful, disillusioned men who are ripe for the taking by a movement such

as ISIS. They're easy prey, when the world around them is all glares and pitchforks.

Bombing terrorists into the ground will not stop terrorism. Terrorism is an idea, it is a state of mind, and like a state of mind, it is created by circumstances. Groups such as Al Qaeda would not be sustainable if they didn't have support from the locals. They have their support because unlike their own governments, terrorist groups often allocate huge resources to ensure the acutely starving are fed, to develop infrastructure, and cultivate national pride. Had the United States shown up in Pakistan during that country's devastating floods with the kind of food and support offered by terrorist cells living there, we would see a growing pro-Western sentiment and a decrease in extremism. The religiously motivated extremists are a minority when compared with extremists created by extreme situations of destruction, chaos, disenfranchisement, and starvation.

Stability breeds community, peace, and understanding. Military action may be needed to turn the current tides, but it would not have been needed had the world treated the region as autonomous in the past 100 years. It takes time to build trust after an era like that, but we can start. At home and abroad, the Muslim community needs to be treated with respect, with reverence, and with understanding. That doesn't leave it to our governments to change. The social implications of the majority embracing equal treatment and respect is what will change things drastically here. If you don't want young Muslim men to become recruitment opportunities for ISIS, you have to change the society and culture they live in to one in which they don't feel like the outcast. When they are included, as they should be, there will no longer be a reason to fight, to hate, and to feel hated, because we will have embraced them with open arms.

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EDITORIAL

U.S. needs Freedom Act

On the heels of a recent hacking of 10 large U.S. financial institutions, including JP Morgan Chase, Washington is trying to push piecemeal legislation through Congress to improve our nation's cybersecurity. Rather than pushing for a single large bill, the Obama administration has focused its efforts on micro-legislation to improve the likelihood of the bills' passing. While this system seems efficient and logical, precautions must be taken to ensure we don't give such security agencies as the Homeland Security Department or the NSA dangerous amounts of power as we have in the past.

The current legislation the administration seeks would improve the efficiency of Homeland Security's ability to work with private companies to prevent cyber attacks such as the one that recently affected several U.S. banks. This legislation also aims to increase the agency's legal authority to prevent cyberterrorism and to increase its staff size to reduce the systems' hackers exploit to break into secure data. Here lies the issue. "Increasing legal authority" just means that the agency will be able to do more things that were previously illegal, including private data monitoring, wiretapping, and invasions of privacy.

Essentially, the legislation can provide a gateway for the violation of our basic constitutional rights in ways that are reminiscent of the NSA scandal of recent years. While the NSA operated in technical legal obscurity, its privacy violations — both domestic and international — are very clear. In 2013, former NSA contractor Edward Snowden released documents proving the NSA was collecting raw metadata on Americans' Internet and phone traffic in addition to actual content of emails, Facebook posts, instant messages, and phone calls. Despite obvious violations of the Fourth Amendment of the Constitution, the NSA is still technically allowed

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— FIRST AMENDMENT TO THE U.S. CONSTITUTION

to continue doing this, as long as it adheres to the loose guidelines and loophole-filled rules in place.

Thankfully, legislation to limit the NSA's power is being considered by Congress. The USA Freedom Act aims to end the collection of American citizens' metadata and limit such programs as PRISM, the NSA program that collects and stores vast amounts of electronic data on national and international levels. This act would also limit the recording of phone calls to very specific circumstances and allow companies such as Google and Facebook to legally disclose government demands for users' private data.

The actions of the NSA have proven detrimental in tangible respects. According to the Information Technology and Innovation Foundation, U.S. tech companies may lose an estimated \$35 billion by 2016 because of tarnished reputations from government spying. One proposed fix to this is to tie data hosting to the location of the source. This would mean that a company would have to store a user's data in its respective country of origin. Facebook general counsel Colin Stretch says, "The Internet is a medium without borders, and the notion you'd have to place data and data centers used to serve particular countries within the region is fundamentally at odds with the way the Internet is architected." Google Executive Chairman Eric Schmidt agreed, saying, "I think the simplest outcome is we're going to end up breaking the Internet."

The *DI* Editorial Board believes there is a delicate balance to be reached in regard to national security and basic constitutional rights. America's experiences with the NSA should act as a lesson for the future. The citizenry needs to voice its support for legislation such as the USA Freedom Act while maintaining security agencies' authority enough to protect us. This balance will be hard to achieve, but Congress can start by bringing us closer to center with the USA Freedom Act.

GUEST COLUMN

Celebrating Hawkeye traditions

In 1959, some 1,100 UI students and alumni traveled across country by train to watch Iowa beat California, 38-12, in its second Rose Bowl. Among those excited Hawkeyes were two particularly special people — my mom and dad.

My parents, Lloyd Counter, '58 B.S.C., '59 J.D. [deceased] and Sally Hahn Counter [L], '59 B.A., got to know each other on that 42-hour train journey. Their first date took place at the Rose Bowl. My brothers and I joke that we owe our very existence to the Iowa football team.

In fact, the University of Iowa is a black-and-gold thread that runs through my family's history, stitching together numerous shared memories and experiences.

As with many alumni, Hawkeye football weaves strongly

through our lives. What a thrill to walk into Kinnick Stadium every fall, full of optimism and feeling part of a community united by common bonds. I've attended games as a child, as a UI student, and now with a family of my own.

I went to my first game at Kinnick in 1968 at the age of 7 — an incredible experience (Iowa beat Northwestern, 68-34) that hooked me for life. Later, in the pre-renovation Kinnick, we paid \$2 to sit in the "knothole" section of wooden bleachers in the south end zone. In 1982, continuing the tradition that helped kick off our family, my parents took us to watch Iowa play in the Rose Bowl. While the Hawkeyes lost, 28-0, to the Washington Huskies, that game remains a treasured memory for me and countless other

fans, because it signaled the rebirth of a proud but dormant program and created the legend of the Iowa fans' huge bowl following.

Today, I have four season tickets for me, my wife, and our two kids. Our seats are located right behind my mom, who attends with my youngest brother, his wife, and their three kids. Every home game is a family affair. We took our kids to the 2014 Outback Bowl, and I hope one day they'll become the next generation of Courters to follow the Iowa football team to Pasadena.

In 2009, I kept up another family tradition by following my dad into service on the UI Alumni Association Board of Directors. Since then, I've become more aware of all the ways in which the Alumni Association

helps create and nurture these meaningful ties among alumni and with their alma mater. Whether through the pages of this publication, on Facebook or Twitter, at a pregame Hawkeye Huddle, in a Lifelong Learning event in Iowa, or on an Iowa Voyagers tour abroad, the association helps alumni share, celebrate, and strengthen their Hawkeye pride.

At such events, I enjoy looking around and witnessing people creating or celebrating their own memories — ones that are simultaneously personal and collective. In the years ahead, I hope you'll continue to make the UI Alumni Association part of your own Hawkeye traditions.

Jeffrey Counter
Head of UI Alumni Association Board of Directors

VOICES OF PHILANTHROPY

Voices of Phil never still

Last year, I volunteered to serve as a co-head for the first three years of We Are Phil, the University of Iowa's new giving program for faculty and staff. After a very successful launch last fall, we are now looking forward to next week, when we will celebrate the second year of our annual campaign. Not only has it been fun, it has also been very meaningful to me.

The message I took away from the experience was simple: When it comes to giving to the University of Iowa, it is the good and right thing to do. Moreover, what we are really doing is investing in ourselves. Every day we come together to educate people, care for each other,

and strive to make discoveries in the arts and sciences. What a great way to spend a day. It's a wonderful feeling to be part of a special group that has been doing this good work before any of us were born and will continue long after we've had our brief turn on the stage.

The pride we feel in the University of Iowa's accomplishments reminds me of riding around Boston in my grandfather's car when I was a little kid. He was a plumber, and as he drove, he would point out the window to buildings around town that he and his friends had helped build. He was proud of what he had accomplished, and I was impressed. Many of

them are still standing, and I'm still impressed by his achievements and inspired to help build a lasting legacy of excellence in my generation.

I received need-based scholarships to attend college and medical school. I remember when a group of us scholarship students met with the representative of the scholarship fund that paid our tuition, and he told us about the former student who, generations earlier, had donated to help future students he would never meet. What a way to have a lasting positive impact on the stage.

That experience had a tremendous effect on me. Once I finished surgical training and

had some time to think about how fortunate we are, and how much my family and I owe the University of Iowa and to that generous person, my wife and I started the donation habit. It feels good to pay forward the support we were given — and to make a difference for the next generation.

If you haven't already begun your own habit of supporting the UI, you definitely should give it a try. It's fun, and it really helps. The University of Iowa is us. Invest in yourself.

Matthew Howard
Professor and John C. Van Gilder Chair, Chairman, Neurosurgery

CHANGES

CONTINUED FROM FRONT

fer from similar problems with financial-service quality, handoffs in the system, and accountability.

Deloitte representative Emily Todd said though they observed the UI has begun to evaluate ways to change the way it handles financial services, there was still significant room for improvement.

Todd presented two alternatives, the College-Based and University-wide models.

The College-Based model would centralize financial lines of authority in separate colleges, which could eventually save the UI \$1.8 million.

The University-Wide Model is different because it organizes all of the financial authority for colleges in the UI directly through one office, potentially saving the UI \$3.8 million.

"There are many hybrid options that exist within this spectrum," Todd said.

Deloitte found similar problems of redundancy in human resources. Todd said the UI has 100 local human-resource representatives on campus, and each department has a very different structure.

"There is a lack of reporting responsibility between centralized human resources and decentralized human resources, creating unequal levels of service," she said.

She said by clarifying responsibilities and channels of communication the UI could save approximately \$900,000.

Information-technology recommendations

generally focused on reducing paper use, as well as the centralization of data and applications.

"Some of these systems are coming to the end of their life, which provides an opportunity," Deloitte representative Shamic Suka said. "... It is typically cheaper to replace programs."

These initiatives could potentially save the UI more than \$3 million.

UI Staff Council President Chuck Wieland had questions about the specific metrics that Deloitte used to calculate the numbers in the business cases.

"[The numbers] have a theoretical feel rather than a practical feel," he said.

UI human-resources unit representative Angie Lamb said she does not believe Deloitte's vision has the UI's faculty and students' best interests in mind. Specifically, she's concerned the presentation treated the UI too much "like a business."

She said she was also concerned because when she asked Deloitte representatives how the performance-based funding interacted with their predictions, they dismissed her concern as irrelevant. She said this is the second time they have refused to answer her question.

Lamb said her concerns were shared by many of her coworkers.

"[Deloitte] is focusing on smaller details, when the bigger picture is more important," she said.

SOCIAL MEDIA

CONTINUED FROM FRONT

campaigns, something he targets when posting.

"Students are a little bit more apt to social media," he said.

On Oct. 7, he posted photos and information inviting people to march along with him and University of Iowa Democrats in the Homecoming Parade.

Louis Jacobson, deputy editor at PolitiFact, an online political fact-checking organization affiliated with the *Tampa Bay Times*, said one benefit social media can offer a campaign is a direct line of communication to potential voters.

"Campaigns now have a way that isn't the media," he said. "They can craft their message."

Jacobson said on the national level, every campaign is going to have a person working with social media because of the ease of getting information out.

Speeding up the news

cycle and allowing things to go viral is one way social media have improved the control campaigns have over the information that is spread.

The Yes Campaign for the local-option sales tax on the ballot for Johnson County takes advantage of the ability to quickly spread information about the penny-sales-tax initiative by using social media, specifically Twitter.

The campaign has only had a short amount of time since the official language was decided, and social media have been a major part of spreading information, organization co-head and Iowa City Mayor Pro Tem Susan Mims said.

On Sept. 14, the group tweeted to announce the launch of its official website, along with following up in later weeks with information about the cause.

"I look at it as one more way to try to reach people," Mims said.

She said social media

could influence people heavily if they are connected with someone who is fully informed on the subject and may share information, leading to more votes.

Johnson County Supervisor Republican John Etheredge said that to him, social media are places to focus on getting small amounts of information out.

"[People] get sound bites from social media, but it doesn't tell you the whole story," he said.

Etheredge occasionally posts to the Facebook page John Etheredge for Johnson County Supervisors about relevant news articles or information.

Mostly, he said, he has tried to funnel Internet traffic to his website instead, where he believes people can become more informed about his views and vote with a fully informed opinion.

Something Carberry describes as a drawback of social media is they can become an "echo chamber."

"What you need is new people," he said. "People who like you on Facebook are already likely to vote for you."

Part of the effectiveness of social media, Jacobson said, is the type of personality a person has on social media.

He said people enjoy something like Sen. Charles Grassley's or Rep. John Dingell's tweets.

For instance, Grassley, who has about 78,000 followers, often tweets updates from UNI women's volleyball games and Q&A sessions he has had with constituents. On July 18, he tweeted, "if at first u don't succeed sky diving is not for u."

Jacobson said these Twitter pages are popular because of the unedited and personal nature of the accounts. For people who make statements putting themselves in a bad light, it can magnify those issues.

"To reach the younger people, [social media] have to be a part of your campaign," Jacobson said.

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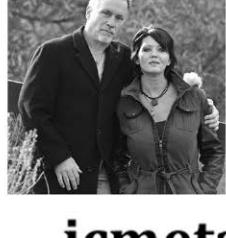
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Iowa City Hospice shows off its new remodeling

The Iowa City Hospice hosted a public ribbon-cutting event Thursday, highlighting interior and exterior improvements to the building.

By CORY PORTER
cory-porter@uiowa.edu

The job of Iowa City Hospice employees takes them all over the city to help patients and families at home, in hospitals, or at assisted-living facilities.

On Thursday, however, the Iowa City Hospice invited the community to come to it, as it hosted a ribbon-cutting event to show off exterior and interior renovations to the main office.

Although most hospice employees spend their time in the field, the renovation of the offices will give the facility the chance to grow, run more efficiently, and provide a more welcoming space to patients and family members visiting.

"We have always been proud of the care that we provide in patients' homes and in facilities,

and now we're proud of the office that we have," said Erin Feldman, a clinical leader at the hospice.

It wasn't necessary to tear the building down and start over; workers changed the layout to better suit the type of work hospice care requires.

The project started in the fall of 2013 and was finished in the spring of this year, with the help of Rohrbach Associates PC Architects and Apex Construction Co.

The hospice office was originally an OB-GYN clinic with numerous small, private offices, so the layout wasn't conducive to the type of work the hospice does.

"When you turned a corner, you could never find the way out, and that's what this was — it was kind of a maze of small offices," Feldman said.

Construction workers re-

placed carpet and repainted rooms, but the most important change was the removal of a few walls.

"We made it more open, so that we could grow," said Maggie Elliott, the executive director of the hospice.

Elliott emphasized the creation of these "team meeting offices" was important for the type of work the hospice does. When a nurse, a chaplain, a social worker, and a physician want to discuss patient care, they can come to one of these larger, more open rooms, she said.

The hospice building is just one part of the overall Towncrest revitalization efforts by Iowa City leaders.

In 2011, the city declared it an urban-renewal area, and the city "came up with different financial incentives to encourage reinvestment, the rehabilitation of

older buildings or new construction," said Tracy Hightshoe, the city community development coordinator.

Because Towncrest is one of her assigned areas, Hightshoe's job was to work with the different businesses in the area to try to come up with ways to revitalize them.

Her work with the Iowa City Hospice involved a façade improvement grant,

in which the city matches participants \$25,000, or up to \$50,000, to improve the exteriors of their building.

"We think it's great that they decided to reinvest, and we hope our decision to help them with the exterior helped them stay here and reinvest in the building," Hightshoe said.

Although the construction may seem minor, to Feldman and Elliott, it opens up

a whole new level of growth and care for them.

"Hospice is about an interdisciplinary team; it's holistic care of patients and families from their medical needs to their emotional needs to their spiritual needs, and now we [can] provide the environment where those individuals can collaborate on individual care," Feldman said.



Guests mingle during the opening of a new hospice addition at 1025 Wade St. on Thursday. The public could visit the new addition from 4-6 p.m. (The Daily Iowan/Anna Kilzer)

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ETHICS &
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ELECTION 2014

Braley, Ernst face off again

Bruce Braley and Joni Ernst will meet on stage for the second time.

By LAUREN COFFEY
lauren-n-coffey@uiowa.edu

Massachusetts. "No one can learn anything from the debate."

The biggest thing the two need to watch for is ensuring their emotions don't get the best of them — and if they don't, it could turn voters off from the ballot completely come November.

"I think the public will get fed up with it when you spend an hour arguing about chickens," Boatright said in regards to accusations against Braley which involved a lawsuit regarding his neighbors chickens. "You can't have debates in which that happens."

And while the past debate had no clear cut winner — and in some cases, both candidates were cited as losers, Boatright advised voters to look beyond the debates to ultimately choose whom they will vote for in the next 30 days.

"Debates have the possibility to be intimate and showcase [politicians'] views on policy, but odds of that happening are not all that high," he said. "To be clear, I don't think debates are bad; they're just not very helpful. Voters need to think about whom they want in the Senate and agree or disagree with what they have done in the past and where they stand on the issues now."



Braley and Ernst are vying for Sen. Tom Harkin, D-Iowa, seat, who will retire after this year. They will follow up to where they last left off to the slew of topics they discussed, including the reality of climate change, cutting the Department of Education, and retaining the Affordable Care Act.

The two disagreed on almost every point brought up during the one-hour debate, and officials don't think it's likely the tide will change the second time around.

"The first debate there were a lot of attacks, a lot of bringing up what people had said that they shouldn't have said," said Robert Boatright, an associate professor at Clark University in Worcester,



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Hawkeye field hockey psyches up

The Iowa field-hockey team has a unique pregame ritual.

By RYAN RODRIGUEZ
ryan-rodriguez@uiowa.edu

When the Iowa field-hockey team takes the field against Michigan tonight at Grant Field, the Black and Gold will start the same way they have for years.

After hanging up their sticks on the cross bar of keeper Alex Pecora's net, all 21 Hawks will line up near the end line of the field.

"It's something we've always done," sophomore Steph Norlander said.

'I think we do have a lot of traditions and rituals that we do like to follow, and that's what makes us Iowa field hockey.'

— Steph Norlander, sophomore

"Honestly, I don't really know how it started, but it's something we've always done to get us ready and help us get focused."

After several more passes and word of encouragement from their teammates, the Hawks break ranks, hop over the end line, and run to grab their sticks.

All in all, the entire act takes about a minute, but for members of the Black and Gold, starting a game without it would be unheard of.

"I think we do have a lot of traditions and rituals that we do like to follow, and that's what makes us Iowa field hockey," Norlander said. "It's just a great way to get us psyched up for the game."

And while the team as

a whole has kept the tradition alive, a lot of Iowa field-hockey players have traditions of their own that they adhere to as well.

"I know for me personally, I always have to put my stick next to Dani [Hemeon]'s," Natalie Cafone said. "We have the same routine and go through the same stuff before every game, so I'd say we're definitely a little superstitious."

Better believe that today around 7 p.m., the Hawkeyes will be right where they always are, ready to defend Grant Field from whatever visiting school is in town.

And, given the severity of Iowa's last home game, a stunning 3-1 loss to Northwestern, that pregame warm-up will carry a little extra intensity.

The Hawks, who had not lost at home all season before falling to the Wildcats, will be out for revenge as the No. 14 Wolverines roll into Iowa City and try to



The Iowa field-hockey team stands for the national anthem at Grant Field on Sunday. Northwestern defeated Iowa, 3-1 (The Daily Iowan/John Theulen)

hand them their second loss in a row.

"First and foremost, our outletting structure needs to be better than it was against Northwestern," interim head coach Lisa Cellucci said. "That, as well as our overall defensive presence on the field, has to be better if we want to beat a tough team like Michigan."

Last weekend, the Wildcats were able to key in on Iowa's main offensive threats of Norlander and Cafone, "man-marking" them all game.

By effectively shutting down the duo, the Wildcats blunted and frustrated the

Iowa attack past the point of repair, and while Cafone did manage a goal, it was not nearly enough to secure a win.

This week, a more balanced attack utilizing every player Iowa has at its disposal will be the ticket to victory.

"We have to be able to use everybody," Cellucci said. "Teams are starting to hone in on Nat and Steph and shut them down, so we need to make sure everybody gets involved."

Follow @ryanarod on Twitter for news, updates, and analysis about the Iowa field-hockey team.

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FOOTBALL

CONTINUED FROM 10

teams this season.

Indiana runs a lot of plays, fifth-most in the Big Ten, although the difference between fifth and third is just four plays. Nationally, the Hoosiers' 405 plays rank 38th.

To compare: Iowa has run 370 plays.

"Obviously, you got to stop them," defensive lineman Louis Trinca-Pasat said. "We stop their offense, get our offense in a rhythm, I

Indiana Rushing Offense vs. Iowa Rushing Defense

Attempts per game



Yards per game/Yards per game allowed



Yards per carry/Yards per carry allowed



TDs/TDs allowed



HOMECOMING

CONTINUED FROM 10

down there and play with them," Davis said.

While one half of the former Vandenberg-to-Davis battery has been to a few games since their senior seasons in 2012, Saturday will mark the quarterback's first time in Kinnick for a game since his Senior Day.

At this time last year, Vandenberg said, he was working out for NFL teams. He's now married and working. He said he's headed to the game with his family and will meet up with some of his former teammates.

"Really, I'm not totally familiar with how it works. I'm going to be introduced to that [Saturday]," Vandenberg said. "It'll be fun; I've caught almost all of the games

think you always get a team out of their tempo doing that."

The aspect worrying the Hawkeyes more than the pace of play is Indiana's ground game.

Of its 81 plays per game, just under 50 of those are rushing attempts. Not only do the Hoosiers run frequently, they run efficiently. As a team, they're averaging 300 yards per game and 6.07 yards per attempt.

For Iowa, defending the run is nothing new. The Big Ten is mainly built around its running backs, and Iowa slowed Pittsburgh's prolific rushing attack to vary-

ing degrees three weeks ago.

The one thing that sets Indiana's rushing game apart from anyone Iowa has played this season is Coleman — although, Ferentz is more worried about the rushing attack as a whole rather than just Coleman.

"Yeah, the running back is excellent," Ferentz said. "You think beyond all three backs. They're all really good."

Maybe Ferentz was being general. Maybe the name slipped his mind. But that quote speaks to just how under the radar Coleman has gone this season.

"The running back" is second in the nation with 168.2 yards per game, and he averages just over 8 yards per carry, fourth among backs with 75 or more carries.

Coleman's also a threat to catch the ball out of the backfield — 13 catches for 127 yards, something Iowa's struggled defending at times this season.

In short, Iowa's rush defense may get tested on Saturday more than it has all season.

"You got to stop the run, make them one-dimensional, make them pass it," defensive tackle Carl Davis said. "And then start getting pressure on the quarterback, make him a little scared back there. Get him on

Beathard over Jake Rudock."

Above all, however, the former Iowa players said now that they're no longer wearing the black and gold uniform, they can sit back and enjoy the action on the field.

"It's pretty fun to watch. You put yourself in the play-

ers' shoes, and you know exactly what everybody is going through. You can guess what the coaches are saying; it's pretty fun," Davis said. "... It's something that every alumna wanted back right away when they're gone."

Both former Hawkeyes said they're excited to see how Iowa's two-quarterback system will pan out. Roth said it's atypical for teams to use two pocket passers and is interested as to how it will work, but he did admit he likes C.J.

'I've caught almost all of the games on TV, so being back in Kinnick will be cool.'

— James Vandenberg, former

quarterback

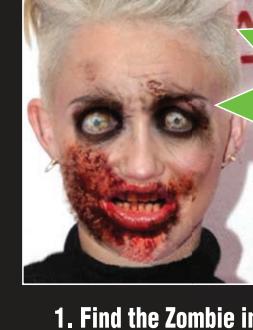
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Follow @dannyapayne on Twitter for news, updates, and analysis about the Iowa football team.

his toes, having him scared to see who's coming."

Follow @JacobSheyko on Twitter for updates, news, and analysis of the Iowa football team.

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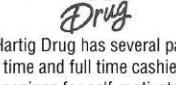
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Send cover letter and resume to:

Abbe, Inc.

Attn: Human Resources

740 N. 15th Ave., Ste. A

Hawthorn, IA 52233

or fill out an application through our website at www.abbe.org

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Rewarding, fun, part-time

positions in Iowa City/Corridor/ North Liberty/ Solon/ Kalona and surrounding areas providing care, supervision and engaging in fun activities with children and adults with disabilities in their homes and in the community.

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Must be able to pass thorough background checks.

Drivers license, safe driving record and reliable transportation are required.

Weekend and evening availability strongly desired.

Please send cover letter and resume to:

The Arc of Southeast Iowa

Attn: Adrienne Sullivan

2620 Muscatine Ave.

Iowa City, IA 52240

or email to:

adriennesullivan@arcsei.org

HUMAN SERVICES

BACK UP COUNSELOR (PRN)

provides supervision to adults diagnosed with a serious mental illness. Assists with goals including independent living skills, social skills, community integration, personal care, coping skills, and resource development.

Application and complete job description is available at www.hillcrest-ls.org

EOO Employer/Protected Veteran/Disabled

EDUCATION

LOVE-A-LOT ECC

is taking applications for full-time teacher associates.

Please email your resume or contact Julie at julielee@love-a-lot.net

DI CALENDAR BLANK

Mail or bring to The Daily Iowan, Adler Journalism Building, Room E141.

Deadline for submitting items to the calendar column is 1pm two days prior to publication. Items may be edited for length, and in general will not be published more than once. Notices which are commercial advertisements will not be accepted. Please print clearly.

Event _____

Sponsor _____

Day, date, time _____

Location _____

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Physician Assistant/Nurse Practitioner

Full & Part-Time

FAMILY MEDICINE CLINICand **UI QuickCare Clinics**

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www.lasanskystudio.com

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Phone (319)213-7274.

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license required.

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EOE.

Country Landscapes, Inc.

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Full-time Receptionist needed in

Iowa City at our Chatham Oaks

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telephone, office reception,

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preparation and working with our

resident trust account.

Candidates must have excellent

communication skills, ability to

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The Daily Iowan SPORTS

FRIDAY, OCTOBER 10, 2014

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GAME PREVIEW



Iowa players celebrate after linebacker Quinton Alston sacks Northern Iowa quarterback Sawyer Kollmorgen in Kinnick Stadium on Aug. 30. Alston had one sack for 8 yards, and the Hawkeyes beat the Panthers, 31-23. (The Daily Iowan/Alyssa Hitchcock)

Hawks up for Hoosier offense

Iowa's defense has used the bye week to prepare for an up-tempo Indiana offense.

By JACOB SHEYKO
jacob-sheyko@uiowa.edu

The typical thought is that a spread offense and passing go hand-in-hand. If this is so, then Indiana goes against the grain.

The Hoosiers' offense moves at a fast pace, and Indiana spaces the field and puts up plenty of points. But unlike most conventional spread offenses, Indiana's is built on the running game.

More specifically, it's built on running back Tevin Coleman.

Iowa has already faced its share of talented backs this season, but the Hawkeyes haven't faced one with the unique offense Indiana possesses.

"That's maybe a misconception about them is that they're a throwing team," Iowa head coach Kirk Ferentz said. "They throw the ball really well. They run it well. They're tempo offense."

Iowa's bye week came at the perfect time for several reasons. The team had health concerns — specifically quarterback Jake Rudock. Also, with the announcement of the two-quarterback system, it gave the Hawkeyes a week to test the waters.

Even more, the bye week allowed Iowa more time to prepare for Indiana, which has proven difficult for other

SEE FOOTBALL, 8



Indiana running back Tevin Coleman breaks off a run against Maryland on Sept. 27 at Memorial Stadium. (Indiana Daily Student/Ben Mikesell)

Some former Iowa football players will be at Kinnick Stadium for Iowa's contest with Indiana Saturday.

By DANNY PAYNE
daniel-payne-1@uiowa.edu

Let's get this straight — the most important thing about Iowa's Homecoming Week is the football game scheduled to take place on the turf at Kinnick Stadium at 11 a.m. Saturday.

With that out of the way, that doesn't mean the fanfare surrounding the game isn't worth noting. Homecoming means some former Iowa players will be in town to take in the Hawkeye's game against Indiana. Among those are Drew Tate, Keenan Davis, and James Vandenberg.

Tate will be honored on the field as an honorary captain before kickoff, while Davis and Vandenberg said they would be in the bleachers.

"There isn't one time I've been up in the stands that I haven't wished I could tie up the cleats and go down there and play with them.'

— Keenan Davis,

former wide receiver

"There isn't one time I've been up in the stands that I haven't wished I could tie up the cleats and go

SEE HOMECOMING, 8

FIELD HOCKEY



(The Daily Iowan/John Theulen)

No. 10 Iowa field hockey vs. No. 14 Michigan

When: 7 p.m. today
Where: Grant Field

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SWIMMING



(The Daily Iowan/Sergio Flores)

Iowa swimming and diving intrasquad meet

Where: Camups Recreation & Wellness Center
When: 9 a.m. Saturday

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VOLLEYBALL



(The Daily Iowan/Valerie Burke)

Iowa volleyball at Michigan

When: 6 p.m. today

Where: Ann Arbor

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