With the presidential search underway, students, staff, and faculty are looking for certain qualities the next UI president should have. (McCall Radavich/The Daily Iowan)

Jeffrey Ding, Patrick Bartoski, Alyssa Billmeyer, and Ben Gillig host a town-hall meeting Feb. 20 in the IMU to hear what the community believes to be the most important qualifications the next UI president should have. (McCall Radavich/The Daily Iowan)

Students
UI student Rachel Zuckerman described accessibility, or the lack thereof, as “one of President Mason’s shortcomings.”

In response to repeated criticism of Mason by students at the forum that she was inaccessible to them, USDG President Patrick Bartoski responded and defended Mason.

“The reason President Mason was not as communicative as she would have liked was because she was frequently fund-raising for the university,” he said.

Bartoski said students should take into consideration the necessity for the president to raise money for the university.

He said the forum was a success and that, although he wished the attendance had been higher, “it was good to see students be so vocal.”

“We want to extend as many opportunities as possible for students to express their opinions and desires for the next president,” Bartoski responded and defended Mason.

By Dr. STAFF
University of Iowa students, staff, and faculty gathered Feb. 20 at three separate hearings to discuss the search process to find a replacement for President Sally Mason. Turnout was low at all three, but officials said the forums were only the beginning.

“WHAT’S THE ROLE THE CONSULTING FIRM IS GOING TO PLAY IF WE HAVE OPEN NOMINATIONS AND A SEARCH COMMITTEE IN HOUSE?”
— LAURA PONTO, ASSOCIATE PROFESSOR OF RADIOLOGY

“ALL I CAN SAY RIGHT NOW IS I’M FRUSTRATED THAT PRESIDENT MASON IS THE NEW UNIVERSITY LEADER.

With the presidential search underway, students, staff, and faculty are looking for certain qualities in the new University of Iowa leader.

“IT IS EASY FOR ME TO PASS THE COMPUTERIZED TEST BECAUSE I HAVE THE ANSWERS. I THINK WHAT STUDENTS DESIRE MOST IN THE NEXT PRESIDENT IS ACCESSIBILITY, WHICH WAS ONE OF PRESIDENT MASON’S SHORTCOMINGS.”
— RACHEL ZUCKERMAN, UISG SPEAKER PRO TEMPORE

By LI DAI
Some international students find themselves driving without licenses because of a perceived lack of consequences for getting caught.

“WE WANT A PRESIDENT WHO WILL BE VULNERABLE AND HONEST WHEN IT COMES TO VOCALIZING AND DISCUSSING DIFFICULT ISSUES LIKE SEXUAL MISCONDUCT, RACIAL DISCRIMINATION, AND MENTAL HEALTH IMPROVEMENT. "
— LAURIE HAAG, PROGRAM DEVELOPER AT WOMEN’S RESEARCH AND ACTION CENTER

“THE REASON PRESIDENT MASON WAS NOT ALWAYS AS COMMUNICATIVE AS SHE WOULD HAVE LIKED WAS BECAUSE SHE WAS FREQUENTLY FUND-RAISING FOR THE UNIVERSITY,” HE SAID.

“I THINK THERE HAVE BEEN PROBLEMS WITH THE UNIVERSITY IN RESPECTING TITLE IX IN THE WAY THAT IT SHOULD OVER THE YEARS.”
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By BENJAMIN TOWAR
While billboards and television commercials are still commonly used forms of advertising services and products, companies are slowly migrating to a new front of consumer attention — social media — and alcohol companies are no exception.

“A recent study published by Michigan State University suggests beer and liquor producers are making a buzz in the habits of social media users: The research team, led by Saleem Alhabash, a Michigan State assistant professor of public relations and social media, found a correlation between the liking and sharing of alcohol-related Facebook posts and the user’s intention of consuming alcohol.”

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Driving sans licenses
Some international students find themselves driving without licenses because of a perceived lack of consequences for getting caught.

By LI DAI

Driver’s permit, driver’s license, driver’s license — these are the steps most people go through to get behind the wheel. Despite the process, some international students are skipping the steps and heading straight to the road.

University of Iowa students Ling Wang and Jing Zhou, whose names have been changed to protect anonymity, told The Daily Iowan that among international students, driving with just a driver’s permit to commonplace.

Both Zhou and Wang have passed the written test but currently drive without having passed the driving test.

A licensed driver over the age of 21 must accompany a driver with only a permit.

Zhou has taken the driving test nine times, and Wang twice. They failed each time.

“It is easy for me to pass the computerized test because I have the answers. I think what students desire most in the next president is accessibility, which was one of President Mason’s shortcomings.”

With the presidential search underway, students, staff, and faculty are looking for certain qualities in the new University of Iowa leader.

BY BENJAMIN TOWAR

While billboards and television commercials are still commonly used forms of advertising services and products, companies are slowly migrating to a new front of consumer attention — social media — and alcohol companies are no exception.

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Alcohol ads find new ‘like’

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BY BENJAMIN TOWAR
Ringing in the New Year

METRO

Cedar Rapids man charged with theft

Donald Timmons, 62, was accused of stealing from a Cedar Rapids man of stealing and pawning a second-degree theft on Sept. 10, 2015. The Vietnamese Student Association team performs during the Vietnamese Lunar New Year Celebration in the IMU on Feb. 21. (The Daily Iowan/Peter Kim)

The Vietnamese Student Association team performs during the Vietnamese Lunar New Year Celebration in the IMU on Feb. 21. (The Daily Iowan/Peter Kim)

In the Feb. 17 article “Dining in a vegetarian desert,” The Daily Iowan misidentified Paula Dumas, was charged Feb. 19 with third-offense OWI and 25, 109 E. Pren-...
These alcohol-related posts refer to an alcohol company’s presence on social media.

“When we see this information posted, it gives us a sort of vision of social norms,” said Anna McAlister, a Michigan State assistant professor of advertising. “If all of my friends are wearing a particular pair of shoes — I need that pair of shoes. It’s the same with alcohol.”

The study suggests, with a larger media presence, the popularity of drinking begins to rise, and the most pertinent example lies with college students. “I see alcohol in posts at least every other day,” University of Iowa sophomore Riley Blay said. “It’s usually reposted from some of the funny pages that I follow.”

The study suggests the presence of alcohol on social media influences many students’ perceptions of college. “We see that ‘like’ as an indicator of popularity,” said Rachel Young, assistant professor of journalism and mass communication. “These posts then change the way people perceive college to be.”

With stricter restrictions placed on television and radio ads, alcohol companies have their ads geared toward an older, age-appropriate audience. However, with the limited restrictions on social media, these advertisements find themselves reaching underage audiences. “People as young as 13 years old can interact with these posts and share these pictures, posts, and videos,” Alhabash said. “The alcohol companies are not stupid. They are very clever in trying to appeal to the emotional side of the consumers, including young adults.”

While these advertisements for alcohol make headway with many younger audiences, further research sees anti-drinking and sobriety ads lagging behind in their effectiveness on social media. In addition to alcohol-promoting ads, the team also studied anti-drinking ads. Surprisingly, the team found that many audiences were even more likely to consider drinking after viewing such an ad.

Young said “one of the hardest parts of health communication is trying to make people see that the message applies to them.”

“Framing the message is very important,” McAlister said. “Positive, rather than negative, enforcement tends to work better. Studies have found that to be true in trying to curb the consumption of junk food. As adults, we react more negatively to don’t eat McDonald’s than eat your vegetables.”

While anti-drinking campaigns may come in second to alcohol-brand promotions, Alhabash suggests that there are some ways to close the gap in influence between the two. “Look at the ALS Ice Bucket Challenge,” Alhabash said. “You need the idea. Good advertisements are the ones that you do not even know are affecting you. These creative ideas help equalize the playing field between alcohol marketers and those who are promoting a healthy community.”
Wartime PC

downplays ISIS and its link to Rome. 21 Coptic Christians were killed last month, a Jordanian pilot was shot down, and the situation only got worse. The name of their game is to empower all-Muslim state worldwide. The marker goal is to establish an Islamic fundamentalist State.

Taking this alighted route offers a variety of benefits, especially for students with limited time. It can be a brief respite from the consumption and researching of information that is not essential.

College is meant to prepare a student to become a full-fledged member of society with a set of skills directly applicable to a desired professional field. Rushing this process may result in getting the desired credential without the practical skills but may not be advantageous in the long run. How many graduates from college, graduate and undergraduate, are able to find a job right after graduation from college, graduate and undergraduate, is this experience not necessary to be disadvantageous in the long run.

Chanting the name of war is a multifaceted news-media organization that serves public across the region. They may be edited for length and style. READERS COMMENTS

that may appear below were originally submitted to the Opinions editor at least three days prior to the desired date of publication. They reflect the opinions of the authors and are not necessarily subject relevance, and space considerations. No advertisements or mass mailings, please.

This bend-over-backwards over the next 30 days.”

editorial writers

But my Uncle Angus should be very beneficial program for a select group of students. The coursework and requirements for the major degree in Three “will certainly prove to be a well-rounded education. Learning does not change, but commitment to the program will be necessary.

Department of said, “We don’t have enough resources to help these monsters. Instead of starting a business, Islamic terrorists attacked a Jewish group last year. The true story. For crying out loud, we cannot continue without an entrepreneur—jobs for radical Islamic militants. That is not up for debate, and claiming it is not a panacea. The New York Times observes, “And to petition the Government for a redress of grievances.”

The coursework and requirements for the major degree in Three, would allow some students to complete a major degree in three years through a “bunch of folks.” Again, who “randomly” attacked them a bunch of “zealots.”

...some people.

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NEWS 5

One UI student said the test are completely different, as they are not the same as the Chinese road tests. "It's like voting," Eric Holthaus, UI sustainability coordinator said. "If people don't go, you don't stop collecting votes."

Wang said he she was forced to attend the meeting a survey of attorneys for the next president of the university. "I want to see someone who knows what they are doing," she said.

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Notes to Self:

• The next time your arms are full and you decide to open the convenience store door with your big, boxy, box fan pointed directly at you to help keep you cool. Remember that the next time you decide to use a box fan to cool yourself, you may want to consider filling a half-full ice tray in the freezer — not on top of the fridge. You are a bleeder.

• Never again go to Target for a $30 laundry basket to store all the things you have already forgotten what it was.

• You do not need to take a shower after wearing your favorite red shirt and khakis to work. The other electronics you know.

Today’s events

— Mark Russell

horoscopes

Monday, February 23, 2015

ARIES (March 21-April 19):
You have the energy and the discipline to take over and show how valuable you are. Don’t wait for others to pitch in. Take initiative when opportunity knocks, and you will get a chance to move into a better position.

TAURUS (April 20-May 20):
A situation will get blown out of proportion if you let your emotions take over. Keep your thoughts to yourself and be mindful of others. Focus on stabilizing important partnerships. A commitment or promise will lead to positive results.

GEMINI (May 21-June 20):
You have the energy and the discipline to bring about changes that offer improvements as well as recognition. This is your chance to prove how valuable you are.

CANCER (June 21-July 22):
Watch your back. When it comes to your reputation in your residential community or at work, you will look bad if you are stubborn. Look at every side of a situation, and try to find common ground with others.

LEO (July 23-Aug. 22):
You are on the mark when it comes to being the action hero. Your dynamic personality coupled with your go-getter attitude will put you in a position of opportunity. Speak up, and you will get your way.

VIRGO (Aug. 23-Sept. 22):
You are a go-getter attitude will put you in a position of opportunity. Speak up, and you will get your way.

LIBRA (Sept. 23-Oct. 22):
You have a better handle on a personal situation than others are trying to do. Take a direction that you find interesting, challenging, and inspirational. Doing things differently will give you the upper hand. Don’t waste time trying to figure out what others are doing.

SCORPIO (Oct. 23-Nov. 21):
Making positive changes at home will make your life easier. Love is in the stars, and enjoying time with someone special will have its benefits. What you do and say will not be as important as what you do and say.

SAGITTARIUS (Nov. 22-Dec. 21):
You have a better handle on a personal situation than others are trying to do. Take a direction that you find interesting, challenging, and inspirational. Doing things differently will give you the upper hand. Don’t waste time trying to figure out what others are doing.

CAPRICORN (Dec. 22-Jan. 19):
Don’t be pushy or expecting help from others. Taking your time and working alone will bring satisfaction. Say little, but do a lot.

AQUARIUS (Jan. 20-Feb. 18):
A situation will get blown out of proportion if you let your emotions take over. Keep your thoughts to yourself and be mindful of others. Focus on stabilizing important partnerships. A commitment or promise will lead to positive results.

PISCES (Feb. 19-March 20):
Discipline will be required in order to reach your goals. Help others by offering the right choices regarding a work-related incident. Someone from your past will offer a workable solution.
Hawk swimmers break 11 Iowa records

Minnesota took first at the Big Ten Championships this past weekend at Ohio State scoring 588.5 points.

By ROD ENGBLOM
roderick-engblom@iowae.edu

Although the Iowa women’s swimming team finished eighth on Feb. 21 in the Big Ten championships at Ohio State, the Hawkeyes set 10 school swimming records along with one diving record.

Feb. 20 saw three Iowa school records broken in the 400 medley relay, 100 butterfly and the 100 breaststroke.

The relay team of Meghan Lavelle, Emma Sougstad, Carly O’Brien, and Becky Stoughton finished with a time of 3:38.68 in the 400-medley relay, beating the mark set in last year’s Big Ten championships, 3:39.54.

Freshman O’Brien also set a school record of 54.54 in the 100 butterfly and finished 19th.

Sophomore Sougstad just missed her goal of finishing under one minute by .05 of a second but still set a Hawk-eye record in the 200 breaststroke, finishing at 1:00.04, beating the record set by her last season of 1:00.14.

Feb. 21 brought not only two more school records in swimming along with one in diving, but a Big Ten title with senior Becky Stoughton finishing first in the 1,650 freestyle.

She finished with a time of 16:53.43, breaking her previous personal best of 16:50.42 she set in 2012.

“I’m proud of Becky’s performances this weekend,” Iowa head coach Marc Long said in a release. “She battled back, overcame adversity, and had a tremendous senior year at the Big Ten championships, capped off with a thrilling victory in the 1,650 freestyle.”

The victory in the 1,650 was a sweet finish for Stoughton, who is wrapping up her final season with the Hawkeyes.

To add to Stoughton’s Big Ten title, she also broke a school record in the 200-butterfly preliminaries, finishing with a time of 1:58.28 and a time of 2:00.74 in the finals.

Lehnert finished sixth with a score of 257.90 in the finals.

“Lydia was outstanding in the prelims, setting a personal best and school record on the platform,” Iowa diving coach Todd Waikel said in a release. “That talent is what we see in practice, and I was happy she was able to bring that performance today.”

Waikel finished sixth with a score of 257.90 in the finals.

Despite the ranking of Iowa’s divers compared with the other teams, Waikel still was thrilled with the team’s finish.

“We got two divers in the finals and set a school record, which was exciting to watch. It’s our goal to get to the final session and battle once we get there. These girls continue to improve, learn, and grow as divers, and I’m happy they’ve been able to put it all together.”

— Todd Waikel, Iowa diving coach

Minnesota scored 588.5 points and Indiana took second place with 559 points.

Although the Hawkeyes finished eighth at 209, the 10 school swimming records along with the one diving record meant the team finished the season on a high note.

Follow @RodEngblom on Twitter for news, updates, and analysis about the Iowa women’s swimming and diving team.

Robert Nicholas
Chair

William Casey
Publisher

Application forms are available at and should be returned to: The Daily Iowan business office, Room E131, AJB.

The Daily Iowan

Earn Your BS in 3 years!

Mercy College of Health Sciences in Des Moines, Iowa can help you to achieve your BSN in only three years! Students can make a smooth transition between Iowa and Mercy College with their eligible liberal arts and science coursework. Visit our online or campus to learn more.

Join us for a campus visit!

Plan a visit to Mercy College in March to be considered for the 2015 Fall Semester.

Register online at mchs.edu/visit today!

Mercy College is an equal opportunity college in central Iowa and is accredited by the Higher Learning Commission. Details on academic program availabilities, including degrees and website information, can be found at the College website at mchs.edu/iowa.
VENUE, and this was just another team. You have to think about that.

"There are close situations that don't pan out your way and if you don't get your way, you're not going to do what I tell you," Brands said. "I'm not going to do that.

MMB CONTINUED FROM 10

THE DAILY IOWAN     DAILYIOWAN.COM     MONDAY, FEBRUARY 23, 2015

Nebraska's two leading scorers, Elkhorn's Dashelt beat Brandon So- meth and Shayla Cooper (14 points, 10 rebounds) insists, while Alexa Hart (1,697 points) and in the process, passed Iowa's all-time scoring list (1,697 points). "It was all him," White said. "I couldn't even believe what I was seeing in the second and third peri- ods. Iowa now looks ahead to a match-up with Illinois State late in the game. "It was a test of wills," Brands said. "It was a test of who would get the last laugh in the game."

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"I would love a chance to shut down Ohio State, which accumulated to just 11.1 percent from 3 (2-18), while the Hawkeyes went along with the defense. It was all Iowa, especially on the road, then you better be ready to do what you have to do."

"Coach just told me, you know, go out there and do what we could do. And for a team that possesses a lot of talent, but not with a game with a clean slate next to the second. Nothing can be done to make this game better.

"It was all us five (players), and that's what makes it fun." White said. "It's our second-straight win and we have two left two straight to Min- neapolis. We have to keep going."

"We have to worry about this to this point. The Hawkeyes have a talent- rich team, including 5 from junior college, including 5 from junior college."

"There's still work to do, especially with the next step. There's still work to do, but in the future, we're going to do it and move forward the right way."

"Iowa still has the Big Ten to get me to say this will de- cide if we're going to do it or not."

"We're not going to stop. Brinda"s work ethic stands out, and we have to keep going," Smith said.

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irose out and do what we could do. We have to keep going," Smith said. "I don't believe in being a good finish. I believe that's in that type of thing. I believe that's in that type of thing. "If we go back and look at the evaluation, and you've got to look at the evaluation, you can always whale so you're walking up that mountain.""
Tom Brands’ mind raced as he walked up the tunnel underneath Carver-Hawkeye Arena on Sunday afternoon. He carried a blank stare on his face and a wooden second-place trophy in his hand.

He entered the media room and set the trophy in the corner — perhaps bestowed upon him with a blank stare on his face and a wooden second-place trophy in his hand.

“I was happy. They came in to beat us,” Brands said. “And they did — at six weights.”

Indeed, the Tigers, now 24-0 in duals this season, wrestled aggressively. Missouri wrestlers scored first in seven of the 10 matches, managed an 11-4 take-down advantage, did not allow any one Hawkeye to score offensively in the first period until heavyweight, and racked up 5 points thanks to ruling time.

“They rode tough on top and they consisted to do it,” said Brands, whose team is now 17-3 in duals. “And they weren’t relaxed in which they had little. They were hard, driving forward-type rides.”

As such, coach Brandon Smith and Company took home their program’s first-ever National Duals crown and will likely overtake the Hawkeyes in some prominent polls. But to win, the Tigers had to scrap and fight for everything they earned.

“You have to go out and battle,” Smith said. “I said this the other day, but our kids have been consistent all year. We’ve been to Ohio State. We’ve been to Cornell. This was just another

Missouri wrestled aggressively and won the necessary swing matches to give Iowa its first loss of the 2014-15 season.

**RECAP**

**FEATURE**