

'A historic day' for Iowa



David Harmantas/The Daily Iowan
Steam swirls around the Power Plant on the evening of Jan. 14. The building is part of the UI Utility System.



Wyatt Dlouhy/The Daily Iowan

TOP: Iowa Gov. Kim Reynolds shakes hands with ENGIE North America Inc. Communications Vice President Julie Vitek before a state Board of Regents meeting in Urbandale, Iowa, on Tuesday. BOTTOM: ENGIE Head of Business Development in North America, André Canguçu, shakes hands with UI President Bruce Harreld after the public/private partnership is made official.

Despite public scrutiny of the UI's process of exploring a utility system public/private partnership, state and UI officials lauded its \$1.1 billion deal with ENGIE and Meridiam as a "historic day" for higher education in Iowa.

BY MARISSA PAYNE
marissa-payne@uiowa.edu

URBANDALE — When University of Iowa President Bruce Harreld visited the headquarters of French energy conglomerate ENGIE in September, the environment he saw impressed him.

Several floors below where his meeting took place, Ohio State University students worked on their energy and sustainability internships — a benefit of the institution's partnership with ENGIE to manage its energy infrastructure. The firm's employees fostered a collaborative workplace spirit. The company seemed to exhibit the set of values that would make a good 50-year partner in operating the campus utility system with expertise, he told *The Daily Iowan*.

After leaving that meeting, he said UI officials thought

it would be a shame for ENGIE not to be the winning bidder for the university's utility system public/private partnership. The company was responsive, boasted an educational space to support student learning, and demonstrated a commitment to leading the world through a transition to relying on more sustainable energy sources.

The UI wished for a good partner, and Harreld said it received one. The state Board of Regents on Tuesday approved the UI's proposal to partner with ENGIE and Paris-based investment firm Meridiam to operate and maintain its utility system, which will result in an upfront lump sum payment to the UI of \$1.165 billion to manage over 50 years in a new endowment fund.

UI officials have billed the 50-year agreement as open-

SEE P3, 2

UI President Bruce Harreld spoke to the Faculty Senate about the approval of the public/private partnership, emphasizing that a boost to a newly created endowment fund would not be a reason for the state to cut appropriations.

BY MARISSA PAYNE & KELSEY HARRELL
daily-iowan@uiowa.edu

As some members of the public and Democratic lawmakers have raised concerns that the General Assembly will defund the University of Iowa for its pursuit of a public/private partnership, UI President Bruce Harreld told the Faculty Senate Tuesday that the power of the ballot got him over that concern.

SEE HIGHER ED, 3

INSIDE

ETHICS & POLITICS



ONLINE ADS KEY IN 2020

Digital advertising booms in 2020 election cycle

Presidential candidates have dumped more than \$93 million into online advertising so far in the 2020 race, part of a trend toward more focus on digital advertising since 2012. Television ads are still important, but digital advertising is quickly growing.

NEWS, 5

Bohannon primed for potential season-finale

Iowa's game Thursday against Iowa State will be the 10th game guard Jordan Bohannon has played in this season. It could also be his last. The senior guard will announce soon whether he intends to play the entire 2019-20 season or if he will apply for a medical redshirt.

SPORTS, 8



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Watch for campus and city news, weather, and Hawkeye sports coverage every day at 8:30 a.m. at dailyiowan.com.



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Public raises P3 deal transparency concerns

Moments before the state Board of Regents approved the public/private partnership, one member of the public echoed transparency complaints.



Wyatt Dlouhy/The Daily Iowan

An attendee voices her concerns on the public/private partnership during a meeting with the state Board of Regents in Urbandale on Tuesday. The state Board of Regents voted unanimously to pass the partnership.

BY MARISSA PAYNE & KATIE ANN MCCARVER
daily-iowan@uiowa.edu

URBANDALE — An unidentified woman donning a bright gold blazer rose from her seat at the state Board of Regents' office Tuesday morning to decry what she said was a lack of transparency in the University of Iowa's public/private partnership.

"There has been no public comment in this meet-

ing, and that's shameful," she said, before the governing board approved the deal. "The people of Iowa deserve to have a say on this or at least to learn more information about it."

She wanted the regents to hear her thoughts before they took a vote to OK the agreement.

"I understand that you guys have all the informa-

SEE CONCERNS, 3

Faculty call for climate action

The UI Faculty Senate passed a resolution Tuesday that supports the declaration of a climate emergency.

BY KELSEY HARRELL & KATIE ANN MCCARVER
daily-iowan@uiowa.edu

One day after University of Iowa President Bruce Harreld declared a climate crisis in a *Daily Iowan* interview, Faculty Senate voted unanimously Tuesday to approve a resolution supporting such a declaration.



Irish

The resolution — slated for consideration before Harreld's Monday remarks — states that Faculty Senate and Council acknowledge the existence of climate change, the university is in a position to do something about it, and it will use its available talent and resources to do so.

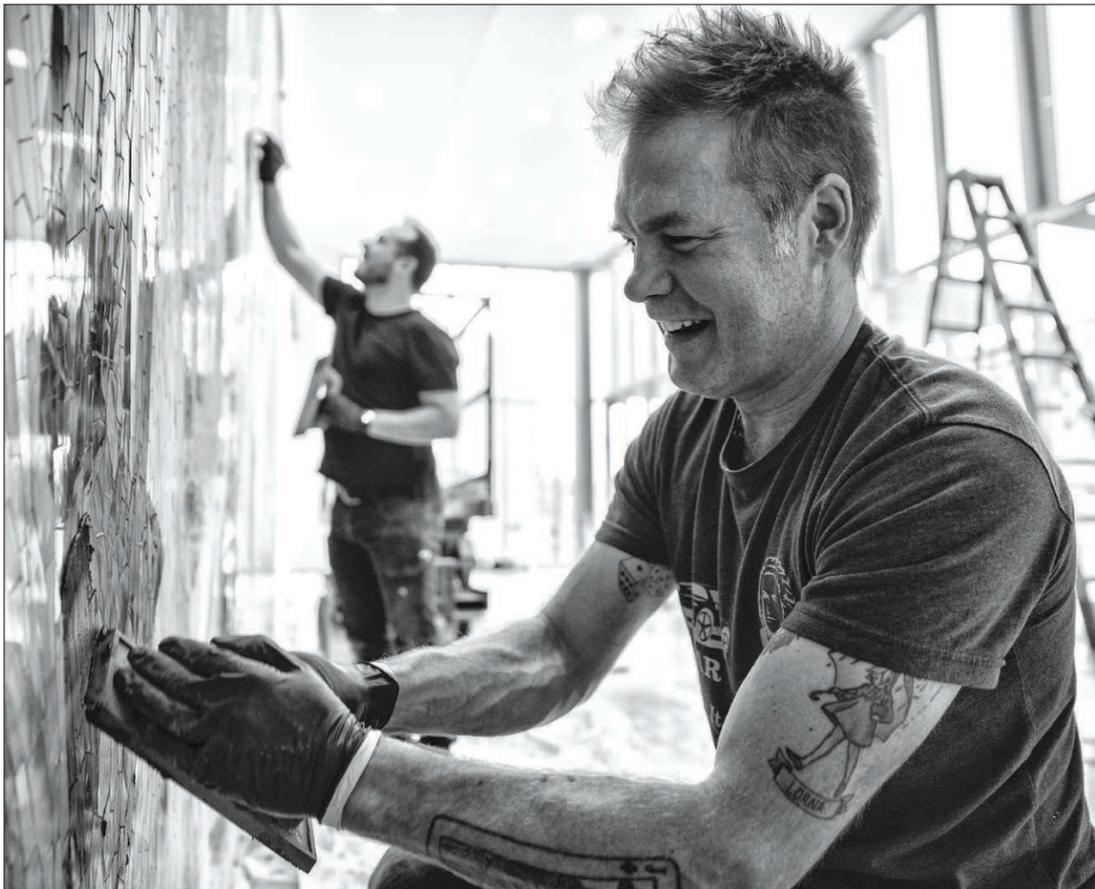
"With our value of shared governance, we thought it was appropriate that we take it through the various bodies that govern areas of the university," Erin Irish, co-chair of the Sustainability Presidential Charter Committee, said.

Staff Council will discuss the resolution at its meeting Wednesday, said Irish.

The College of Engineering will dis-

SEE CLIMATE, 6

THE BIGGER PICTURE



Ryan Adams/The Daily Iowan

Mosaika Art and Design Installation Manager Mike Minnis places an outer layer of grout to an art installation in the new University of Iowa Psychological and Brain Science Building on Tuesday. "I think seeing the piece finished is the best part of the job. Some people who work on the piece in the studio never get to see the finished project," Minnis said. The installation is made up of thousands of pieces of tile, compiled to form an abstract mosaic.

The Daily Iowan

Volume 151 Issue 72

BREAKING NEWS

Phone: (319) 335-6030
Email: daily-iowan@uiowa.edu
Fax: 335-6297

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Policy: The Daily Iowan strives for accuracy and fairness in the reporting of news. If a report is wrong or misleading, a request for a correction or a clarification may be made.

PUBLISHING INFO

The Daily Iowan (USPS 143.360) is published by Student Publications Inc., E131 Adler Journalism Building, Iowa City, Iowa 52242-2004, daily except Saturdays and Sundays, legal and university holidays, and university vacations. Periodicals postage paid at the Iowa City Post Office under the Act of Congress of March 2, 1879.

SUBSCRIPTIONS

Call: Juli Krause at 335-5783
Email: daily-iowan@uiowa.edu
Subscription rates: Iowa City and Coralville: \$30 for one semester, \$60 for two semesters, \$5 for summer session, \$60 for full year. Out of town: \$50 for one semester, \$100 for two semesters, \$10 for summer session, \$100 all year.

Send address changes to:

The Daily Iowan, 100 Adler Journalism Building, Iowa City, Iowa 52242-2004

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Editor in Chief: Marissa Payne
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Managing News Editor: Kayli Reese
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P3 CONTINUED FROM FRONT

ing an alternative revenue source to help fund strategic priorities, aiming to boost outcomes for students such as graduation and retention rates. Administrators also hope the resources could reverse a slide in the often-touted U.S. News rankings — understood in higher education to be an indicator of an institution's quality.

"I think it's the truth — we're on a glide path to mediocrity," Harreld told the DI on Monday. His remarks were embargoed pending the regents' approval at the Tuesday meeting. "And I think this institution has got much more potential, and it owes much more to its students than that."

Seeking solutions, the UI turned to the exploration of a public/private partnership to establish a mechanism that could help support programs and services to strengthen student success.

That pursuit came from the direction of Gov. Kim Reynolds after she wrote to Regent President Mike Richards Aug. 17, 2018 and asked the institutions' leaders to consider such agreements.

"We need to create predictability for Iowa families," Reynolds wrote. "And we need to keep the cost of higher education at a level that is affordable for those same families while also making sure our universities continue to be world class."

The Republican governor recommended that the three regent universities explore ways to more effectively use existing campus resources.

"I encourage you and your colleagues on the Board of Regents to survey what other universities around the nation are doing to leverage their assets — tangible and intangible — to further invest in higher education," Reynolds wrote.

She never mentioned the concept of a public/private partnership by name in the letter, but she suggested the possibility of exploring new uses of "an underutilized physical asset."

With Richards' vow in a written response Aug. 29, 2018 to identify potential opportunities for exploration, the UI's public/private partnership was set in motion. After six public forums, meetings with the four shared-governance branches, multiple visits with firms around the world and the U.S., and dozens of conversations with the regents, the deal came to the governing board for consideration at the regents' office Tuesday.

In attendance at the meeting, Reynolds said she thinks the occasion will be a "historic day for higher education in Iowa" amid a changing global and national higher-education landscape.



Wyatt Dlouhy/The Daily Iowan

University of Iowa President Bruce Harreld speaks during a meeting with the state Board of Regents in Urbandale on Tuesday.

"Advances in technology and communication have dramatically increased opportunities for students as well as colleges and universities," Reynolds said. "Competition for both students and faculty has never been more intense. As our higher-education institutions are facing more pressures to control cost and tuition than ever before, all of that is happening at the same time that taxpayers, legislators, and yes — governors — continue to expect highly ranked, top flagship public universities."

Meanwhile, critics fear the deal will leave the institution vulnerable to unforeseen financial downturns and have criticized the process as lacking transparency.

The winning bidder and the sum of the proceeds from the deal were not shared until Tuesday, but UI administrators have disputed that perception, maintaining the process was legal and ensured a competitive bidding process. They also point to the public forums hosted on campus as evidence of providing public-engagement opportunities in the process.

Now that the regents have rubber-stamped the agreement, the Hawkeye Energy Collaborative — the concessionaire formed with ENGIE and Meridiam to ultimately partner with the UI to manage campus utility assets — has been formed.

After financial close within around 90 days following Tuesday's commercial close, the UI will take the lump sum exceeding \$1 billion and use around \$166 million to pay consulting fees and its outstanding utility-system bond debt. The newly created nonprofit will invest the roughly \$999 million in net proceeds and determine allocations from the "P3 utility endowment."

A nonprofit board composed of one regent, one Faculty Senate appointee, and the UI senior vice president for Finance and Operations would meet quarterly to review the fund's operation, hire investment advisers and managers, and determine the yearly allocations to campus. Shared-governance leaders and a budget review board will collaborate to determine how to share the proceeds from the deal.

The UI has determined it

Richards said the partner aligns with UI values in many ways. ENGIE and Meridiam were explicit in the desire to retain university employees while avoiding any interview process, he said, adding that ENGIE has a verifiable track record of successfully transitioning employees, notably at OSU.

André Canguçu, chief business development officer at ENGIE North America Inc., said one of his company's top priorities was retaining the UI utility staffers' collective experience amounting to more than 1,600 years.

"I think Ohio State was a pioneer, and the University of Iowa is the second of its size," Canguçu told reporters. "We count on the experience, we count on the knowledge base, and we count on all of them to come to Engie to help us to deliver the plan that we have for the partnership. We need the people, so we're going to start tomorrow on the journey to bring the employees to change."

Beyond competitive-employment offerings and other perks for employees, the partner will aim to make the UI coal-free by 2023 by increasing the use of biomass, not just substituting natural gas for coal, Richards said.

He added that the worldwide energy-sector leader has engaged 500,000 students over the last decade, and he said UI students will benefit from that commitment with 10 internship spots offered immediately for students to study in Belgium and France in addition to internships available to UI students on campus and throughout the U.S.

Meridiam, a global firm that manages more than \$7 billion of project funding, brings to the table a specialization in the development, financing, and management of sustainable public/private partnerships, Harreld said. The firm works with entities that want to dramatically decarbonize their energy footprint, and Harreld told the DI that Meridiam became an interested partner in part because of the institution's sustainability goals.

"We're entering into a ... relationship with two other wonderful organizations, and their leaders won't be there for 50 years. I won't be here for 50 years," Harreld said. "And so, we're building a working relationship with an entity as leaders will change through time."

Why ENGIE and Meridiam?

Before starting the process of exploring the public/private partnership, Harreld said he reached out to OSU President Michael Drake for his feedback as someone who has pursued such an agreement before. He didn't know it then, but their two respective institutions would team up with the same French firm to operate the systems that heat, cool, and distribute power to their campuses.

A global leader in energy services for higher-education institutions, cities, health-care providers, and other social-infrastructure entities, ENGIE has a verifiable commitment to sustainability, supports research and opportunities for students, and engages the community, Harreld said.

THE FINAL FOUR BIDDERS

Table with 2 columns: Bidder Name and Bid Amount. Includes ENGIE-Meridiam (\$1,165 billion), Axiom (\$950 million), Veolia Plenary, Sacyr, Kiewit (\$882.8 million), and Harrison Street, Ever-Green Energy, City Water (\$881.7 million).

Source: State Board of Regents

Is a proliferation of P3s on the horizon?

Strapped for funding, public higher-education institutions and other entities have increasingly turned to public/private partnerships to generate new revenue.

Harreld in a Dec. 3 informational presentation to the regents predicted a proliferation of such agreements in the U.S., particularly in the higher-education sector, as universities face dwindling enrollment and other challenges.

Other universities in addition to OSU have taken on similar deals in recent years to operate units such as campus parking, utilities, or housing — though not all have seen success.

A University of Oklahoma partnership has resulted in lawsuits, exposed the private firm that provided \$250 million to fund the deal to financial risk, and caused harm to the institution's and the state's reputations.

After the school's President David Boren retired and James Gallogly — who has since resigned — was at the helm, the Chronicle of Higher Education reported that the university's Cross Village housing project lost steam and took a sharp downturn. Funded by private capital, Cross Village was slated to open in the fall of 2018, after which time Boren had already left the institution.

As the 2018-19 academic year approached, the university fell behind in its marketing and had drawn in few tenants for its apartments, the Chronicle reported. Bond-rating agency Standard & Poor's soon downgraded the bonds for the project to signal to investors that the investment was a gamble — reflecting on the risks of doing business with the University of Oklahoma and the state.

Asked Monday what assurance he would provide to the public that the UI wouldn't face similar legal or financial

risks as a result of its own deal, Harreld said he can never guarantee the university will not face a lawsuit, but he noted the structure of its public/private partnership differs greatly from Oklahoma's.

"It's not hoping that we'll be able to use the output of the steam coming off our utility facility," he said. "We do that, we've been doing it for quite a while. For decades. So this is not like we're building something on another corner of our campus and hoping students will move into it."

The greater question, Harreld said, is how the UI will "unlock" the financial value that has been built up in that infrastructure to support the strategic plan.

During her remarks before the regents gave the green light to the deal, Iowa's governor said the UI's "bold strategic plan" will now be supported with supplementary revenue from the public/private partnership.

After a few firm handshakes and pats on the back for a deal soon coming to a close — more than a year after Reynolds asked the universities to launch into a new phase of exploration — she lauded the agreement as a blueprint for public entities to use with similar pursuits.

"This public/private partnership is exactly the kind of innovative thinking that we need, not only in Iowa's public universities but across state government," she said. "It really is my hope that what we are discussing today and this P3 model can be a roadmap for similar ventures in the future."

PUBLIC FORUM DATES

- 9-10:30 a.m. Thursday 348 IMU
2-3:30 p.m. Thursday Room 2117 Medical Education Research Facility

A 10x10 grid of numbers used for a word search puzzle. The numbers are arranged in a pattern that allows for the identification of words like 'CRUDE', 'CAVES', 'RAZED', 'ARENT', etc.

Advertisement for ORVAP (Oklahoma Rape Victim Advocacy Prevention) featuring a graphic of a cup and the text 'My cup is not my consent' and 'Using alcohol to get sex is sexual assault'.

HIGHER ED

CONTINUED FROM FRONT

"I want to remind you that everyone in this room is a voter," Harreld said during the Tuesday Faculty Senate meeting in the Old Capitol Senate Chambers. "And I think it's about time we stand up and start asking people who are running for office, 'What's your point of view on public higher education, and are you willing to fund it?'"

His remarks — met with applause from those in attendance — came as part of a response to questions from Faculty Senate member Loren Glass regarding how the UI will allocate funding from the university's public/private partnership for its utility system.

Glass also asked how state lawmakers, who are already notorious for trimming the regent universities' budgets in recent years, would respond to the approximately \$1 billion endowment the UI would manage in proceeds. "The last few times you



University of Iowa President Bruce Harreld addresses the Faculty Senate during a meeting in the Old Capitol Senate Chambers on Tuesday. Harreld talked about the public/private partnership. Emily Wangen/The Daily Iowan

guys came here and mentioned this to us, you were asked whether the state was going to deappropriate relative to what we were getting, and there was no satisfactory answer," Glass said.

He also asked Harreld about whether this deal

could fund faculty lines and said he understood the answer to be no. Glass said it seems that if the university gets less from the state, there will be plenty of money to use, but it will not go toward hiring faculty. Harreld responded that the

money from the partnership will go toward enhancing the strategic plan in any way, he said, including supporting faculty. A public/private partnership grant could very well fund faculty lines, Harreld said, should the budget review board and shared-governance

leaders decide to allocate the money that way.

The partnership is an important and historical moment for the UI, Harreld said, as a lack of state funding has affected all public institutions. He said this is reflected in rankings as private universities continue to rise in those standings.

During the meeting, Harreld said the state Board of Regents has educated the current members of the state Legislature to ensure they understand the partnership is not a reason to decrease appropriations; they still need to fulfill their part of the funding deal.

Harreld also said the members of the General Assembly, the governor, and the regents cannot bind themselves to funding amounts for more than one year. This makes it hard for an institution with a long-term strategic plan like the UI to be caught in that funding mechanism, he said.

"As activists ... and as good as we are at that, why don't we activate ourselves and at least take some influence, not

just in Johnson County, but across this whole state, maybe nationally, because this is a real crisis," Harreld said.

During a legislative forum held by *The Daily Iowan* Sunday, state lawmakers who represent Johnson County expressed their concerns over the UI's public/private partnership in regard to the uncertain factors it relies on and how it might affect state appropriations.

Iowa Sen. Zach Wahls, D-Coralville, said the \$15 million the UI will distribute annually in proceeds from the partnership endowment may cause GOP lawmakers to decide that money will be \$15 million less to allocate a year. Because it is a 50-year deal, he said it does not matter if the legislators support it now; it matters if those elected in the future support it, too.

"So, clearly the right thing to do here is to not prioritize the Power Plant and instead for the Legislature to do its job, which is to fund our institutions of higher education in the state, and we are not doing that," Wahls said.

CONCERNS

CONTINUED FROM FRONT

tion that you need to make this decision," she said. "This is a state of Iowa asset, not your monopoly board. So not letting the public outside of the University of Iowa itself have any input is unconscionable."

Once she said her piece, Regent President Mike Richards swiftly proceeded with the vote: "There's been a motion, and it has been seconded. Is there any discussion?"

Nine yes votes ensued, and Richards announced "the motion has been approved." The regents unanimously approved the \$1.1 billion deal to work with a private partner to manage the UI Utility System.

The woman blended in

with the officials who came to celebrate the deal's approval in choice of apparel, but her remarks stood in stark contrast to comments from Gov. Kim Reynolds, the regents, and UI officials regarding the transparency involved in pursuing this agreement.

UI President Bruce Harreld and the regents stressed in the meeting that informing and involving the public in the partnership process has been and remains a priority.

Since the UI began its exploration of a public/private partnership in February, Harreld said there have been six town-hall meetings open to the public, several presentations to shared-governance bodies, and also to the regents that involved participation from the public.

"That's one wave of this

that I get a little bit frustrated with — that, quite frankly, that we somehow think that this has been too fast. It's been a year-and-a-half," Harreld told reporters after the regents approved the deal, in regard to the perception that the process lacked transparency. "Stop it."

In an op-ed, Iowa Freedom of Information Council Executive Director Randy Evans wrote that secrecy in the UI's decision-making process has made the UI seem less like a public entity and more like a private school.

As proof, Evans pointed to the UI's refusal to share certain information with the public before the Tuesday regents' meeting, including its proposal request to prospective bidders, the four bid finalists, and the total upfront

lump sum a partner would pay, as well as the deal's terms of agreement.

"... When key details are kept from the public until the start of the regents' meeting, there is no time for citizens to seek any independent cost-benefit examinations," Evans said. "There is no time for the public to offer their informed opinions about the plan. There is no time for the public to assess whether this utility proposal is very wise or significantly unsound."

Evans said a lack of transparency in the public/private partnership transaction contradicts Iowa "sunshine" laws, which call for uninhibited examination of government records in the public interest.

Government employees at different levels — school superintendents, city adminis-

trators, and city councilors, among others — would be "chased out of office" if they treated local constituents like the UI and the regents treated Iowans with the pursuit of this proposal, he said.

"... The next time important issues arise at the state universities or come before the regents, officials need to remember that they are acting on behalf of the citizens of Iowa," Evans wrote.

UI officials have said this process was legal and in compliance with Iowa Code. Chapter 26 (9) of the code states, "A governmental entity shall not require a potential bidder on a public improvement to provide any information which the potential bidder may deem to be confidential or proprietary as a requirement for being deemed a responsive, responsible bidder."

Richards said two regents' meetings will take place over the next couple of months, which will allow for public comment. The governing board expects to hear from people at those times.

The regents have participated in a minimum of 20 or 30 meetings themselves, he added. Calculating in the private decisions and meetings the regents held with affected groups, Richards said the total is probably in the 100s, "so there has been public comment."

All details about the partnership are available on the regents' website, Richards said.

"This contract, which is extremely complicated, is over 2,000 pages long," Richards said. "You can read it and look at it and decide whether we have been thorough about our process."

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ENDEAVORS.

DEAN STEVE GODDARD

Opinions

COLUMN

UCS should offer long-term care

Psychiatric aid from the UI has a responsibility to be consistent and not temporary.



BECCA BRIGHT
rebecca-bright@uiowa.edu

Students deserve to focus on their mental health. Access to these resources, however, is expensive. Professional therapy, pharmaceutical prescriptions, medical care: this all costs thousands of dollars within a health-care system that does not work for the middle-class economy. Even so, campuses like the University of Iowa have worked to provide mental-health aid to its students.

But these resources have clear expiration dates. The limitations on what the UI can provide has agitated many within the student community who need treatment.

In order to be a true resource for mental health, the UI needs to redesign its student-health program. Long-term aid should exist for

long-term struggles, such as suicidal thoughts.

The UI's student health has an entire department dedicated to psychiatry through University Counseling Services, but it's only available through a paid health fee.

If you have, you have the resource of making an appointment for individual, group, or couples counseling. Which ever you choose, you will be given a limited amount of sessions.

Bryana Dawson is a first-year graduate student in the UI's clinical mental-health program through the College of Education. I spoke with her to discuss limits to mental-health access on campus.

"Those limits are in place because these services are designed for more low-level cases," Dawson said. "If a student has more serious needs or wishes to continue therapy, they will be given a referral."

A referral is UCS's process of recommending a student patient to another mental-health professional.

"Say you're going through individual counseling. Once you've had eight sessions, if your counselor assesses that you need more counseling,

pay. Students already have tuition debt, rent, and daily living expenses. Paying to transition to a different therapist may not appear to be worth it.

Transferring from one therapist to another is also emotionally taxing.

"It can definitely be a draining process for a student," Dawson said.

Beyond UCS, there have been attempts to examine high-level cases of mental illnesses, such as suicidal thoughts or tendencies, through a program, Kognito. The program is a recent addition to the UI's mental-health resources, focusing on suicide prevention.

Kognito trains instructors and students in how to approach and support those dealing with mental illness. While this is a very positive step toward creating more long-term aid, the UI must provide more for UCS to be successful. Dawson agrees that this would be ideal.

"I do think the nature of something being short term can be discouraging," she said. Student depression, anxiety, and other mental illnesses should not be primarily seen as a data point to be studied. The statistics and information collected by programs like Kognito and services like UCS should emphasize the need for long-lasting, individual resources for students.

Students seeking therapy need consistency, validation, and empathy. All of this should be built and secured through needed time, not limited time.

For the UI's mental-health resources to become stronger, programs must be redesigned as long-term resources. UCS would become more trusted by students if their programs did not focus on temporary aid.

Put simply, long-term mental-health aid would not only save students' money, it would save students' lives.

COLUMN

Peloton: the gift nobody wants

The exercise-bike company deserves the backlash it's received for its holiday ad.



Peloton Interactive/TNS



KRYSTIN LANGER
krystin-langer@uiowa.edu

As someone hoping to break into the advertising industry one day, I find myself intently watching the TV between the scenes of my favorite shows.

So, when I first watched the recent Peloton commercial, I was in awe of the sheer stupidity of the ad's message.

What was possibly meant to portray a loving husband gifting his wife a piece of exercise equipment has been interpreted by viewers as both offensive and unsettling, and with good reason.

"The problem seems to be centered on the idea that the man, like a villain from a Bavarian fairy tale, has thrust the Peloton upon his already-in-shape partner — that he believes she needs to get fitter (though she's already plenty fit)," wrote Vox's Alex Abad-Santos.

Every holiday season, consumers are bombarded by hundreds of advertisers

that aim to convince them to buy the year's hottest ticket item for either themselves or a loved one. All of the big name companies such as Apple and Target take part in this tradition. And while some are successfully remembered by their potential customers in a positive way, others are not so lucky. Every year one or more of these advertisements miss the mark, either being branded as discriminatory or lacking in originality.

This year's corporate victim was exercise-equipment brand Peloton. While it is unclear what the main intention was behind the awkward, lifetime cinematic drama of the commercial, the social-media world is not having it.

Part of the controversy regarding the ad revolves around the disturbingly anxious expression on the woman's face and her seemingly desperate attempts to please her spouse.

Twitter has also reacted to the ad, with some users commenting on the possible marital status of the portrayed couple.

A video by comedian Eva Victor joked buying one's spouse a Peloton for Christmas could signal the end of the marriage.

In addition to the actors in the commercial facing negative feedback, Peloton itself is also dealing with a significant backlash from the flop.

However, while critics may be labeling the commercial as misogynistic and sexist, a Peloton company spokesperson issued a statement claiming that it's not that serious.

"Our holiday spot was created to celebrate that fitness and wellness journey," the statement said. "While we're disappointed in how some have misinterpreted this commercial, we are encouraged by — and grateful for — the outpouring of support we've received from those who understand what we were trying to communicate."

Regardless of the negative attention surrounding this ad, the brand still predicts a high number of sales this Christmas.

While Peloton may pretend that everything is going fine — not unlike the woman in their poorly conceived ad — the company is going to have to sweat it out this holiday season.



Raquele Decker/The Daily Iowan

The University Counseling Service is seen on Oct. 17.

GUEST OPINION

The P3 will help fulfill UI's academic mission

The UI academic deans support the public/private partnership, citing the deal's aid with resource allocation.

The new public/private partnership (P3) provides an unprecedented opportunity for the University of Iowa to deliver on its promise to the people of the state of Iowa and the students it serves. With the financial pressures caused by increasing demographic changes, this partnership gives us the opportunity to invest in excellence and innovate while keeping the costs to students as low as possible.

A 50-year partnership is a long-term commitment. We understand that through this time we have a responsibility to continue pursu-

ing academic excellence, sustainability, and support of the people in our larger community. We are confident that the inclusive and transparent process used during the ongoing discussions of this P3 has afforded opportunities for input and problem-solving to ensure that these goals are met.

It remains critical that the use of these funds support our core academic mission. Continued use of shared

governance and existing review and approval structures will ensure transparency and accountability. Placing

"With the financial pressures caused by increasing demographic changes, this partnership gives us the opportunity to invest in excellence."

P3 funds in an endowment, which will be managed by a committee of three, ensures enduring funds to invest in our short- and long-term goals for academic excellence. The endowment fund committee will consist of

the vice president for Finance and Operations at the University of Iowa, one member of the state Board of Regents,

and one faculty member appointed by the Faculty Senate. Proposals to use endowment earnings will be accepted from any member of the university community to address strategic priorities. These proposals will be reviewed by existing Path Forward work groups and the Path Forward Steering Com-

mittee, then sent forward to the campus-wide Budget Review Board for the final approval.

As the academic council of deans, we strongly support the use of these funds to support our core academic mission. We also appreciate the use of a transparent process that ensures accountability and sustainability for use of P3 funds. Indeed, this provides an opportunity for the UI to remain a destination university with resources committed to pursuing the excellence that our state as well as our students, faculty, and staff deserve.

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LETTERS TO THE EDITOR may be submitted via email to daily-iowan@uiowa.edu (as text, not attachments). Each letter must be signed and include an address and phone number for verification. Letters should not exceed 300 words and may be edited for clarity, length, style, and space limitations, including headlines. The *DI* will only publish one letter per author per month. Letters will be chosen for publication by the editors according to space considerations. No advertisements or mass mailings, please.

GUEST OPINIONS that exceed 300 words in length must be arranged with the Opinions editor at least three days prior to the desired date of publication. Guest opinions are selected in accordance with length, subject relevance, and space considerations. Guest opinions may be edited for length, clarity, style, and space limitations.

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ETHICS & POLITICS

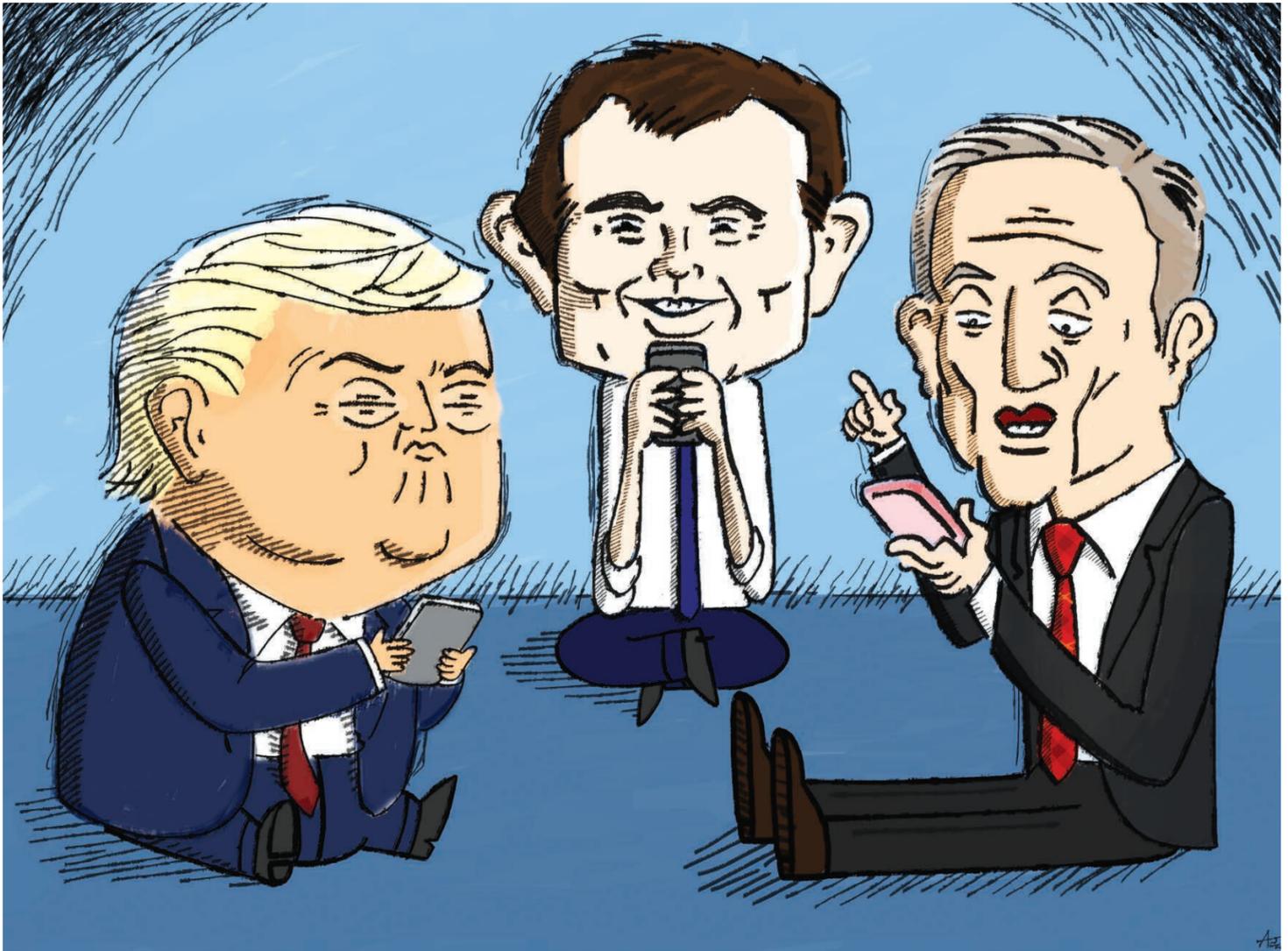


Illustration by A.J. Boulard

ONLINE ADS KEY IN 2020

Presidential candidates are spending more on digital advertising in this election cycle than they ever have. While TV still plays an important role, the use of digital advertising is quickly growing.

BY CALEB MCCULLOUGH
caleb-mccullough@uiowa.edu

Iowa City high school senior Thomas McMillan can't open YouTube without being bombarded with advertisements from presidential candidates.

"I really hate YouTube video ads. I hate them," he said in an interview at a debate watch party for South Bend, Indiana, Mayor Pete Buttigieg on Nov. 21. "Because I'm trying to watch my YouTube videos, and you know, I'm tapping that five-second skip button, and it just takes forever."

McMillan's experience is the result of presidential campaigns — both Democratic and Republican — spending a bulk of their money on digital advertising. Travis Ridout, a professor of government and public policy at Washington State University, said campaigns are spending significantly more on digital advertising in this cycle than in the past. Ridout works on the Wesleyan Media

Project, a blog that analyzes and reports on political advertising.

According to Borrell Associates, a company that tracks advertising trends across North America, digital advertising in 2016 was 14.4 percent of the \$9.8 billion spent on advertising in the primary and general elections — about \$1.4 billion. In the 2012 cycle, digital spending was just 1.7 percent of the \$9.4 billion spent on advertising.

Digital spending is dominating the 2020 primary season, with spending from candidates and PACs as of Nov. 16 at just over \$98 million since the beginning of the year, according to a report from the Wesleyan Media Project.

The report tracks campaign spending on Facebook and Google, the primary recipients of digital advertising dollars.

Advertising is especially prevalent in Iowa, which will hold the first presidential-nomination contest in the country with its Feb. 3 caucuses. Along with digital advertisements targeting Iowans, spending on TV advertisements is higher in Iowa than in any other state to date. As of Nov. 22, about \$17.1 million had been spent on TV advertisements in Iowa by candidates since the beginning of the election cycle, according to data from Kantar/Campaign Media Analysis Group compiled by FiveThirtyEight.

McMillan said he mostly sees presidential candidates' advertisements on YouTube and Instagram (sites owned by Google and Facebook, respectively). He rarely watches broadcast television, so he hasn't seen many TV ads. Billionaire businessman Tom Steyer was by far the most frequent candidate McMillan sees, he said, followed by Buttigieg, Sen. Elizabeth Warren, D-Mass., and Sen. Bernie Sanders, I-Vt.

Most candidates have

poured the largest share of their advertising budget into digital advertising. President Trump leads the pack with \$26.4 million spent on Facebook and Google advertisements nationwide since the beginning of the year, according to the report. Steyer, Buttigieg, and Warren were the biggest digital spenders on the Democratic side.

One presidential hopeful who has gone against the trend and focused heavily on TV advertising is Steyer, who has blanketed the airwaves — including in Iowa — with an estimated \$36.4 million spent on TV advertisements nationally, while spending \$13.8 million on Facebook and Google advertisements as of Nov. 16, according to the Wesleyan Media Project. Steyer had spent about \$7.2 million in Iowa alone as of Nov. 22.

By Nov. 16, Steyer was spending more than twice as much on TV advertisements than all other candidates combined. The other candidates spent a combined \$16.7 million on television advertising, according to the project.

Television and digital advertising are used to accomplish different goals, Ridout said. Digital advertising is often used by campaigns in the early stages of the race.

"TV advertising is almost always used for persuasion, so it's designed to get people to vote for a particular candidate on Election Day," Ridout said. "Whereas digital advertising sometimes is used for persuasion, sometimes it's used for fundraising, sometimes ... to try to get people's email addresses and contact information so they can follow up later."

Online advertising can also be used to encourage people to register to vote and get involved in campaigns, Ridout said. Total spending on digital advertising was higher than on print advertising as of Nov. 16, but Ridout said he expects TV spending to eclipse digital as caucus and primary dates draw closer and candidates focus more on bringing voters out to the polls.

"You really see that TV ramp up right before people are vot-

ing, so I do think it will surpass digital at some point before the end of the primary season," he said.

David Redlawsk, a professor of political science at the University of Delaware who wrote the book *Why Iowa?* on the Iowa caucuses, said digital and TV ads are aimed at different demographics. During this fall semester, Redlawsk is teaching a course on the Iowa caucuses at the UI.

Campaigns can use the wealth of data available on potential voters and caucusgoers to tailor ads to a specific digital-user profile, Redlawsk said.

"It's hard to talk about social media without talking about the idea of big data as well," he said. "Part of what's going on here is campaigns just have a lot more information about voters ... which suggests almost that they are beginning to be able to target not just groups, but almost individuals."

Online political advertising has been a focus of criticism in recent months, with platforms taking drastically different approaches to advertising. In October, Facebook said it would not fact-check political ads it received, citing free speech concerns.

Days later, Twitter CEO Jack Dorsey announced that his platform would ban political ads entirely, claiming political advertising allows candidates to pay for reach rather than gain it organically.

"Internet political ads present entirely new challenges to civic discourse: machine learning-based optimization of messaging and micro-targeting, unchecked misleading information, and deep fakes," Dorsey wrote in one of several tweets on Oct. 30. "All at increasing velocity, sophistication, and overwhelming scale."

Redlawsk said while digital presence and advertising has been increasing since 2008, it's hard to tell if paid online exposure has overtaken face-to-face retail politicking in persuasive power, especially when it comes to the Iowa caucuses.

Redlawsk found in his research that in the early stages of the 2016 caucuses, more prospective caucusgoers said they

became familiar with the candidates through online ads and social-media posts, rather than actually seeing candidates in person. When caucus day came, however, the majority of people that caucus had participated in in-person events.

"By the caucus day in 2016, for both parties, the real-world activities, the going-to-candidate events, the signing commitment cards, catch up with the online social-media activities," he said.

Iowa has seen a record number of visits from candidates in the 2020 election cycle, with the *Des Moines Register's* caucus candidate tracker reporting more than 1,600 public visits this year.

In the *Des Moines Register/CNN/Mediacom* November Iowa Poll, 46 percent of poll respondents said they had attended a candidate event, while 22 percent said they had had a personal interaction with a candidate. The poll of 500 likely caucusgoers, conducted by Selzer and Co., was taken Nov. 8-12 and has a margin of error of plus-or-minus 4.4 percentage points.

Redlawsk said it's unclear whether social media will be more of a contributing factor in caucus results in 2020.

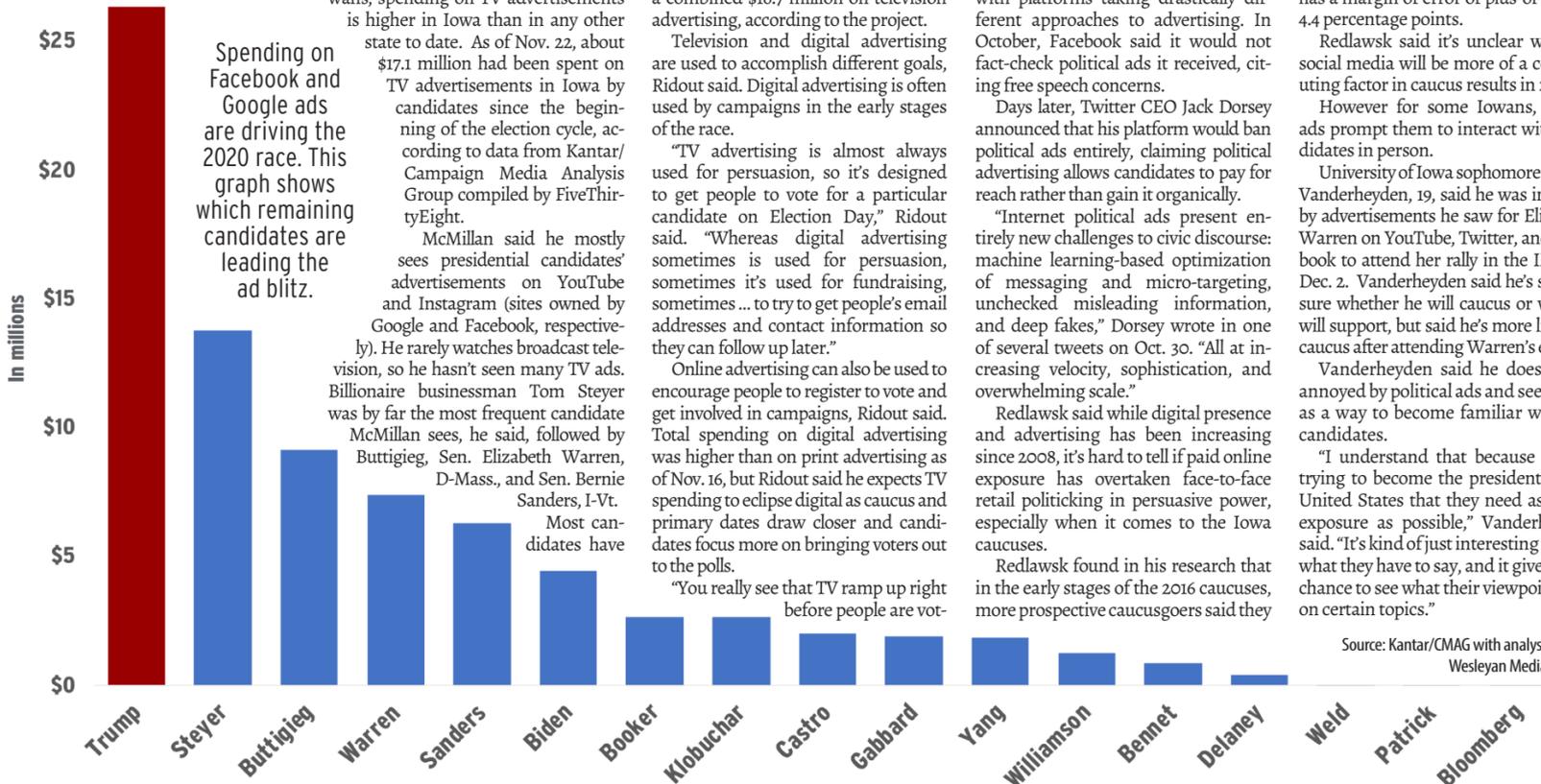
However for some Iowans, digital ads prompt them to interact with candidates in person.

University of Iowa sophomore Colton Vanderheyden, 19, said he was inspired by advertisements he saw for Elizabeth Warren on YouTube, Twitter, and Facebook to attend her rally in the IMU on Dec. 2. Vanderheyden said he's still unsure whether he will caucus or who he will support, but said he's more likely to caucus after attending Warren's event.

Vanderheyden said he doesn't get annoyed by political ads and sees them as a way to become familiar with the candidates.

"I understand that because they're trying to become the president of the United States that they need as much exposure as possible," Vanderheyden said. "It's kind of just interesting to hear what they have to say, and it gives you a chance to see what their viewpoints are on certain topics."

Source: Kantar/CMAG with analysis by the Wesleyan Media Project



BASKETBALL
CONTINUED FROM 8

not commit a turnover against Minnesota.

"I thought he really competed," Iowa head coach Fran McCaffery said. "I thought he really understood what we wanted to get on offense, whether we were going to get something in transition, whether we were in motion, whether we were running a set."

Iowa's next game comes Thursday against Iowa State in Ames. For Bohannon, the game has an even greater importance than a typical Cy-Hawk showdown.

As he still recovers from an offseason hip surgery, Bo-

hannon can only appear in 10 games this season before he is no longer eligible for a medical redshirt. Iowa State would be Bohannon's 10th game.

Depending on how he feels after facing the Cyclones, Bohannon will either apply for the waiver and shut it down to return next season or continue to play out his senior year.

"With Ryan Kriener being my best friend, it's going to be tough if I do decide to shut it down for the season," Bohannon said. "He's someone I came in with, and we became really good friends. I've been his roommate for four years. We've talked about it. It's going to suck if I do decide that way."

Iowa State will be Iowa's 11th game of the season.

Bohannon sat out of the Hawkeyes' Nov. 24 matchup against Cal Poly, so he can play against the Cyclones before making his decision.

That move worked out for Bohannon, who is eager to face the rival Cyclones.

The environment at Hilton Coliseum is one of the most hostile Iowa will have to play in this season. Cyclones fans do their best to make sure Iowa does not feel at home.

That's fine by Bohannon.

"The minute you get there in warmups, you've got fans heckling you," Bohannon said. "Guys are talking about your family members, ex-girlfriends — it's a pretty crazy environment. But that's something we love to be in. That's something we sign up for."



Shivansh Ahuja/The Daily Iowan

Iowa guard Jordan Bohannon attempts a 3-pointer during a men's basketball game between Iowa and Southern Illinois-Edwardsville at Carver-Hawkeye Arena on Nov. 8. The Hawkeyes defeated the Cougars, 87-60.

CY-HAWK
CONTINUED FROM 8

Iowa State presents a slightly different challenge than Clemson in how they are set up. The Cyclones are a more fast-paced team than the Tigers, emphasizing three-point shooting. It will be a tough matchup for the Hawkeyes, especially on the glass.

Iowa State shoots the ball relatively well at 46 percent from the field, but when the Cyclones miss, they are often able to capitalize. Iowa State has an incredible 11.8 rebounding margin per game this season and have been able to get plenty of second-chance points.

Iowa State has had a relatively light schedule so far this season. Although the Cyclones notched an impressive victory in Tuscaloosa against Alabama, their remaining opponents are not up to that quality. Drake gave Iowa State its only loss so far this season in a tight 86-81 contest.

Sophomore Ashley Joens has been the key for the Cyclones so far this season. The Iowa City native has been a stat machine early, averaging 21.9 points and 10.1 rebounds per game.

"This year, everything is running through Ashley," Bluder said. "She's such a good player as far as she's a great three-point shooter, great penetrator."

Iowa will also have to be careful with picking up fouls, as Joens has managed to get to the line an average of eight times per game this season.



Shivansh Ahuja/The Daily Iowan

Iowa forward Monika Czinano goes to the rim during a women's basketball game between Iowa and Princeton at Carver-Hawkeye Arena on Nov. 20. The Hawkeyes defeated the Tigers, 77-75 in overtime.

The matchup between centers Czinano and Iowa State's Kristen Scott should be a crucial battle to decide the outcome. Although Scott has put up slightly better rebounding numbers, Czinano has been the more effective of the two on offense, shooting 74 percent from the field against Scott's 49 percent.

Iowa State's fast style of play coupled with their emphasis on three-point shoot-

ing is something Bluder is wary of.

"They hunt for the three-point shot, and they do a really good job of it," Bluder said. "[Iowa State head coach Bill Fennelly] recruits really good three-point shooters, and so they all have that potential to shoot 3's very well, and that is hard to guard sometimes."

Tonight's game tips off at 7 p.m. in Ames and can be seen on Fox Sports 1.

USC
CONTINUED FROM 8

more impressive when facing quality opponents. Pittman has 444 yards and three touchdowns in his team's matchups with top-25 teams, and his 13.9 yards per reception in those games is higher than his 12.9 average yards per reception through the year as a whole.

In USC's landmark win over No. 10 Utah on Sept. 20, Pittman came to play. He gained a season-high 232 receiving yards on only 10 receptions for an average of 23.2 yards per catch.

Even more impressive is his ability to take care of the ball given his high usage rate. His 7.9 receptions per

game make him the fourth-most used receiver in the FBS, and he still has yet to fumble on the year.

415.4 - Yards allowed per game

The Trojans allow an average of 415.4 yards per game. The number is actually pretty favorable compared to other Pac-12 teams — the team ranks sixth in its conference in total defense.

On the flip side, Iowa has allowed over 100 yards less per game than the USC defense. Iowa hasn't competed against a comparable air-raid type offense that the Trojans run other than Purdue, so pitting Michael Ojemudia and Geno Stone against the likes of Pittman and Slovis will be an inter-

esting test for the Hawkeye secondary.

Of course, teams just play differently out west. But if you inserted the Trojans into the Big Ten, they would rank 10th in defensive yards per contest — just ahead of Rutgers and right behind Illinois.

23 - Turnovers lost in 2019

Slovis — just a freshman — has been undeniably effective at quarterback this year for the Trojans. He's completing just over 70 percent of his passes in an offensive scheme that relies heavily on the air attack, and he ranks third in the Pac-12 with 28 touchdowns.

While the passing game has been explosive for USC,

a hindrance on its offense has been in turnovers. The Trojans rank No. 114 in the country in turnovers lost on the season with 23 given up on the year.

A big problem in this has come with running backs, who have lost the ball for the offense nine different times this season. This could potentially be a problem for the Trojans, considering Iowa has taken care of the ball and lost only five fumbles so far.

Additionally, Slovis has taken most of the snaps for the offense and has a favorable touchdown-to-interception ratio of well over three, but the remainder of the quarterback corps has shown weaknesses in this area, putting up only a single touchdown for every



Luis Sinco/Los Angeles Times/TNS

USC head coach Clay Helton reacts after yet another personal foul call against the Trojans in the second quarter at the Coliseum on Nov. 2. USC will face Iowa in the Holiday Bowl.

interception.

The Trojan defense has typically struggled in forcing turnovers and sits at minus-seven in turnover mar-

gin so far this year. If it can play a clean game while remaining explosive, it stands a decent chance against Iowa in San Diego.

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Sports

WEDNESDAY, DECEMBER 11, 2019

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HAWKEYE UPDATES

Garza named National Player of the Week

One day after being named Big Ten Player of the Week, Iowa center Luka Garza became the first Hawkeye in program history to earn the Oscar Robertson National Player of the Week accolade.



The national honor is voted upon by the U.S. Basketball Writers Association. Garza averaged 33.5 points, 8.5 rebounds, and shot 55 percent from the field in road games last week against Syracuse and No. 4 Michigan.

Garza scored a career-high 44 points Dec. 6 in Ann Arbor. It was the most points scored in a game by an Iowa center and the third-most in program history. The 44 points were also the most points scored in a game by an opposing player in Crisler Center history.

The Hawkeye big man reached 1,000 career points against Michigan.

Garza's 44 points are the most by a Big Ten player since Purdue's Glenn Robinson scored 44 against Kansas in 1994.

On Dec. 3, Garza led Iowa to a win in the ACC/Big Ten/Challenge against Syracuse. Garza posted game bests in scoring (23) and rebounding (9).

Garza and the Hawkeyes next play at in-state rival Iowa State on Thursday at Hilton Coliseum in Ames.

Birch, Murphy named NFHCA All-Americans

Iowa field hockey's Katie Birch and Maddy Murphy earned NFHCA All-American status, the National Field Hockey Coaches Association announced on Tuesday.

Birch, a senior midfielder, was named to the first team, while Murphy, a junior forward, was named to the second team.



Birch

The two Hawkeyes are the 93rd and 94th national All-Americans in program history. It's Birch's third career All-American honor and Murphy's second. Birch is the seventh Hawkeye in program history to be a three-time All-American.



Murphy

Birch scored seven goals and tied her career-high 10 assists for 24 points for the Hawkeyes this season. The York, England, native was also a key part of Iowa's defense that allowed only 27 goals in 22 games. Birch's other postseason honors include NFHCA West Region Player of the Year, first-team All-West region, and unanimous first-team All-Big Ten.

Murphy recorded a team-leading 12 goals and 13 assists, combining for 37 points – both of which ranked top-five in the Big Ten. Murphy also earned first-team All-West and first-team All-Big Ten honors this season.

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4. Arizona State
5. Virginia Tech
6. NC State
7. Ohio State
8. Wisconsin
9. Oklahoma State
10. Pittsburgh

QUOTE OF THE DAY

"It's their Super Bowl. It's our Super Bowl."



Iowa guard Jordan Bohannon on what the Iowa-Iowa State matchup means to the schools

STAT OF THE DAY

Iowa leads the 2019-20 Cy-Hawk Series

7-6

Up in the air

Iowa guard Jordan Bohannon can appear in one more game before applying for a medical redshirt, and that game just so happens to be against the rival Cyclones.



Megan Nagorzanski/The Daily Iowan

Iowa guard Jordan Bohannon shoots during a game against DePaul at Carver-Hawkeye Arena on Nov. 11. The Hawkeyes were defeated by the Blue Demons, 93-78.

BY ROBERT READ
robert-read@uiowa.edu

Iowa guard Jordan Bohannon remains noncommittal as to whether he intends to play the rest of the 2019-20 season or apply for a medical redshirt. That looming decision didn't seem to bother him against Minnesota.

The senior from Marion, Iowa, is the program leader in 3-pointers but made an impact passing

the ball against the Gophers rather than from beyond the arc.

Bohannon finished with 10 assists against the Gophers. He didn't light up the stat sheet in other areas. In fact, he didn't score a single point. What he did do was feed the ball to forward Joe Wieskamp and center Luka Garza, which is what Iowa needed on Monday.

"He's just so skilled," Wieskamp said. "When his shot is not falling, or like tonight when he's not

getting a lot of open looks, he was finding open guys, especially myself. He was finding guys in transition, which got me going. I hit a couple 3's. He's just so good at getting other people shots, and I think, in return, shots will open up for him."

Wieskamp finished with 23 points, while Garza contributed 21.

To go along with his 10 assists, Bohannon did

SEE BASKETBALL, 7

Women's hoops heads to Ames for Cy-Hawk series

Iowa is looking for its fourth straight victory against the Cyclones.



Katina Zentz/The Daily Iowan

Iowa center Monika Czinano prepares to shoot the ball during the women's basketball game against Florida Atlantic on Nov. 7. The Hawkeyes defeated the Owls, 85-53. Czinano scored 14 points throughout the game.

BY BEN PALYA
benjamin-palya@uiowa.edu

After Iowa wrestling handled Iowa State two weeks ago, Iowa women's basketball heads to Ames looking to extend the Hawkeyes' lead in this year's Cy-Hawk series.

After three straight wins over Iowa State, this year's game should have a different feel to it, according to Iowa head coach Lisa Bluder.

"It will be a real challenge over in Hilton," Bluder said. "We both lost huge pieces to the puzzle, so we're both trying to figure out our

programs and get them better and help them grow this season, so it's kind of a work in progress for both of us right now."

Iowa is coming off one of its most complete performances of the season against Clemson, where Iowa led for over 35 minutes while forcing turnovers and dominating the glass.

Monika Czinano and Amanda Ollinger arguably played some of their best basketball on both sides of the floor, while the team knocked down shots with ease.

SEE CY-HAWK, 7

Turnovers hold back stellar Trojan passing attack

Although the Southern California passing game is one of the most explosive in the Pac-12, the team has struggled with turnovers in 2019.

BY PETE MILLS
peter-mills@uiowa.edu

In its matchup with USC in the Holiday Bowl, Iowa will be tested in new and interesting ways.

The Trojans rely heavily on its passing game and have outstanding receivers to show for it, but the Hawkeye defense has been solid at producing turnovers and taming explosive plays so far.

Several stats show that the Trojans are vulnerable in the turnover battle but can win if the offense plays a clean game and can remain explosive.



Pittman Jr.

1,222 – Michael Pittman Jr. receiving yards

Michael Pittman Jr. has certainly been the go-to target for quarterback Kedon Slovis this season for the Trojans. Pittman leads Southern California by a wide margin in receiving yards on the year with 1,222, which also puts him at No. 6 among all FBS teams in individual receiving yards.

Moreover, his numbers have been even

SEE USC, 7