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Are we choosing entertainment over safety?

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Student attacked: did race prevent justice?



Courtesy of Sandra Pierre

Top left: Sandra Pierre visited the hospital the day after she was assaulted. Bottom left: Pierre's coworker Molly Craig endured scrapes and scratches while trying to help. Right: Burrito Boarder's windows were left covered in beans and rice after the suspect allegedly threw his food at Pierre.

BY RAVEN RAYNE MARTINEZ AND TYLER KILLETTE
CROW'S NEST CORRESPONDENT AND STAFF REPORTER

What began as a normal Sunday night shift at Burrito Boarder for sophomore Sandra Pierre, 19, ended in assault, racial tension and a mess of Mexican food.

At around 9:45 p.m. on March 9, 15 minutes before the downtown St. Petersburg burrito joint was set close, a man, described as black, about 5 feet 8 inches tall, with a wide build, facial hair and slight accent, came in causing trouble.

After a minor mistake with the man's order, he demanded free queso. Pierre, who is also black, told him no. The customer began cursing at her and calling her derogatory names.

"Shut the f*** up, b**** and finish making my s***," he said. Pierre said her manager gave her a look to say "hurry up and get him out," but the aggression and name calling didn't stop. Ultimately, the manager had to kick him out of the restaurant.

Thinking he'd left, Pierre went outside to clean up the outdoor

seating area. The man was outside waiting for her, and continued to harass her. She threatened to call the police. Suddenly, he hurled his burrito at her back, knocking off her glasses and breaking them. Through blurred vision, Pierre then saw the begrudged customer's fist coming toward her face.

Pierre's coworker, Molly Craig, 23, saw her take the hit. She rushed outside to help her.

"He wanted to hurt her. He had her in his hands and was hitting her," Craig said.

The man pushed Craig down by her neck, and then dragged both her and Pierre across the sidewalk by their hair. Both women defended themselves the best they could, coming out with some scratches and bruises. A week later, however, Pierre said she is still sore.

Patrons at the bar a few doors down from Burrito Boarder jumped in to help. One person flagged down a cop, Officer Maric of the St. Petersburg Police Department, while others cornered the man in the alley.

See OFFICER, p.2

Meet your new student body leaders

BY AMANDA STARLING
STAFF REPORTER



Courtesy of Cody Boyer

Cody Boyer and Jordan Iuliucci won the highly contested student body presidential race earlier this month.

Election season is a week over, and presidential- and vice presidential-elects Cody Boyer and Jordan Iuliucci are settling into their new leadership roles. Boyer, a senior in entrepreneurship, has extended a hand out to campus administration and the USF Tampa Student Government. Iuliucci, a junior criminology major, has begun to bridge connections between SG members on all three campuses.

For the next year, Boyer and Iuliucci will lead the executive branch of the student body. Though it will be a transition for an outside student to learn names and a seasoned SG member to shift from a voting role to an active role, the pair is ready for the next year.

The Crow's Nest talked to the newly elected to discuss future buildings on campus, gathering student input and on-campus goals.

The Crow's Nest: How do you feel stepping into these critical leadership roles with the support of the student body?

Jordan Iuliucci: It's the support of the students. Honestly, I think we have the full-fledged support of the students, only because right after the second debate, and even after the first debate, people were like, "Oh shoot, what's going to happen?" Right after the runoff election, it was more so that if Steven and Monica won, or we won, it was going to be a win in general. Student Government would succeed either way. Basically, the student support, it's amazing. We

couldn't ask for anything more. People are going to be taking SG more seriously and in a more professional manner.

Cody Boyer: The good thing is, it's not like we're waiting around, either. We've been assuming the roles that we should be. We've been transitioning between Christa [Hegedus, current vice president] and Mark [Lombardi-Nelson, current president]. I've been shadowing Mark along with the chancellor. I've been getting close with administration, and I've been able to understand what things they've been able to tackle over the years with Mark and where we go from there. There are definitely new ideas coming from our end, between Jordan and me, that administration hasn't yet considered, and I'm excited to bring that to the table,

or rather, that we're bringing to the table.

CN: What do you feel made your campaign unique during the election?

JJ: Honestly, I think it was Cody. It was him who stood out there for hours just talking to students

. Getting the #UMatter, with the letter 'U' in that. It hasn't happened before, where a candidate has just stood out there and wanted to hear the students' voice, which is what we're always about

CB: I'd like to go a little further on that. To say that it was me, we ended up doing really cool things with the campaign that haven't been done before.

See LEADERS, p.3

Prepping babies for success

A USFSP program aims to close the racial achievement gap

News Briefs

It's time to kick off spring with the annual USFSP Spring Fling!

Monday, March 17

James Bond is rumored to be making an appearance at the Spring Fling's Black and White Formal, according to the Harborside Activities Board. Regardless, there will be a DJ, photo booth and dancing. Sparkling cider and a three-layer cake will be provided, as well as food catered by Carrabba's. Students should dress in black-and-white formal attire. The event starts in the USC Ballrooms at 7 p.m.

Tuesday, March 18

HAB presents "Inglorious Basterds" at 8 p.m. in the USC Ballrooms. In the movie, U.S. soldiers and a theater owner plot to take down high-ranking Nazi officers during the premiere of a Nazi propaganda film. Rated R, the movie received a 7.7 out of 10 rating on Rotten Tomatoes.

Wednesday, March 19

Take a break from Spring Fling and attend a research colloquium. Environmental Science, Policy, & Geography graduate students will present on water quality, climate and conservation efforts. Using a geospatial approach, Steven Douglas looks into groundwater contamination models; Jessica Gruber does a case study of Costa Rica's conservation practices; and Kimberly Lyons examines how increased storm intensity has affected sedimentation in Puerto Rico's Fajardo River Basin. The colloquium starts at noon in the Poynter Corner of the Nelson Poynter Memorial Library.

Thursday, March 20

The long-awaited 3OH!3 concert has arrived. Visit HAB's PeteSync page to reserve your tickets. Non-USF students can purchase \$15 tickets at jannuslive.com. The preshow begins at Jannus Live at 6 p.m.

Sunday, March 23

In India, "Holi" represents the end of winter's gloom. To welcome spring, children shower others in the markets with bright colors. The Holi Festival of Colors, sponsored by the South Asian Association, is coming to Harbor Lawn from 1 to 5 p.m. Students will throw colors in the air, and at each other. Clothes that students are OK with getting stained should be worn. Free T-shirts will be handed out while supplies last. The Bollywood Dance Team will also give their first performance.

BY JENNIFER NESSLAR
STAFF REPORTER

While most see summer as a time to take a break, James McHale and Liz Jack of USF St. Petersburg's Family Study Center see it as an opportunity to address the racial achievement gap in Pinellas County.

Baby Talk Academy, set to launch this summer, is a six-week course that will provide parents and community members with tools to prepare children for school. The Family Study Center, partnering with St. Petersburg's Concerned Organizations for Quality Education for Black Students, will focus on parenting children from birth to age 3.

Being read to from the first stages of life, daily "floor time" play with adults and receiving developmentally appropriate discipline -- these will all prepare children to enter preschool confidently, said McHale, director of the study center.

Central to COQEBS's mission is reducing the student achievement gap. The organization formed in 2001 to address the quality of

education for black students in Pinellas County, according to the *Crowley v. Pinellas County School Board* class action settlement. The case settled in 2010, when Pinellas County schools gave COQEBS the responsibility of monitoring black student achievement and the county's actions regarding black student achievement.

Ric Davis, president of COQEBS, said that although there is no segregation in Pinellas County schools, differences in performance are still a major concern.

"Do we still have, essentially, a segregated system within an integrated system?" Davis asks of the school system.

Goliath Davis, a USFSP adjunct criminology professor and member of COQEBS, introduced the organization to McHale's work with infant cognitive development. Together, McHale and members of COQEBS formed a School Readiness Committee.

Since 2010, the Readiness Committee has held an annual Baby Talk event in the St. Petersburg area. The event informs the community about research on

how interactions with infants shape brain development, and provides tools to apply this information. But McHale wanted to take the program to the next level.

"Parents were so interested in the information at Baby Talk that we wondered whether there might be interest in a somewhat longer workshop series focused on some of the main messages of Baby Talk," McHale told *The Crow's Nest*.

So the committee looked to Minnesota as a model. College Bound Babies, run by the Northside Achievement Zone of Minneapolis, is a 13-week program targeted toward parents of young children, which seeks to lessen the achievement gap. Representatives from College Bound Babies met with the Readiness Committee during the first week of March.

"I think that St. Petersburg is similar to Minneapolis in terms of demographics and issues impacting African-American children," said Andre Dukes, director of Northside Achievement Zone's Family Academy, who oversees College Bound Babies.

The College Bound Babies

program operates from the premise that parents are the best and most expert teachers of their children, Dukes said. They help parents to find their strengths and use those strengths.

The pilot program of Baby Talk Academy will likely take place in June, according to Jack, who serves as the Family Study Center's Infant-Family Mental Health programs administrator. If there is enough interest from the parents, another six-week session may follow, McHale said.

Ric Davis thinks the academy's influence will extend beyond the parents. He hopes the program will make child care providers in south St. Petersburg more knowledgeable, and in turn, will lessen the student achievement gap.

"Early intervention is a way to solve this massive problem," he said.

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St. Pete officer let suspect go

"OFFICER" Continued from front page

Pierre went up to the officer, who Craig described as a middle-aged white woman with some type of Eastern European accent, and told her the man laid his hands on her and Craig. When the officer asked the man what happened, he claimed Pierre knocked his food out of his hand.

According to Pierre, Maric showed no emotion. The officer told the man he could go.

"I hear about people being able to walk away from a crime ... didn't think it'd happen to me," Pierre told *The Crow's Nest*.

Shocked the officer didn't take action, Pierre told her, "If I was white, and I said this big black man is trying to beat the crap out of me, you'd have done everything in your power to not let him walk away."

Maric replied, "I've seen girls half her (Craig's) size beat on guys like him." Craig is white and weighs 126 pounds.

Multiple witnesses offered to make statements, but since none had seen the ordeal from start to finish, Maric said they would be invalid.

Eventually, the officer decided to record Craig's statement. She asked her why she jumped in instead of just calling the police.

"Would you wait for your

coworker to be beaten while you call the police?" Craig asked Maric. The officer did not reply.

After letting the alleged attacker go, all the officer could do was write down the two victim's statements, give them a case number and say she'd "keep in touch."

Later, Pierre called the St. Petersburg Police Department to file a complaint with Maric. She spoke to Sgt. Tetey, who said because others jumped in, the incident is considered a "brawl," not an assault. He said he'd get the story from Maric the next day.

Hours after the incident, Pierre shared her experience on the USFSP Know-It-All's Guide on Facebook. The next day, Frank Wells, who has worked for Mayor Rick Kriseman and is a close friend of his, offered to help. He notified the mayor's office of the ordeal.

On March 11, Tetey called Pierre and said Maric is now aware of her error and apologizes. However, since the man was let go, there was nothing more the police department could do. Pierre questions why they could not have gone back and asked for camera footage, or more statements from witnesses.

She contacted the department's internal affairs office, and Maric is now under investigation. Pierre

should hear results by the middle of this week. Though she wants to press charges on Maric and her alleged attacker, she cannot find a lawyer who will represent her in a civil lawsuit.

The Burrito Boarder incident was the first time Pierre felt truly unsafe and in need of help from law enforcement. Yet, the officer just turned away, she said.

Pierre feels Maric had a preconceived notion of her, because of her race, before ever talking to her.

"She just looked at me and decided she wouldn't bother," Pierre said. "I believe race was a big part of it. She already had her assumption. She said she'd seen so many cases where the girl starts it first and tried to play the victim, so she automatically took his side of the story."

Pierre wonders how the story may have been different if Craig was initially attacked.

The man was allowed to leave the scene as if he did nothing wrong, Pierre explained. She cried as she watched him walk away.

Pierre and Craig went to the hospital the morning after the attack. While there, a friend called and told her the customer's name is George, and that he'd been bragging about hitting her and getting

away with it. Supposedly, he has a history of hitting women.

Though Pierre has ties to people who know the man, she said they are abiding by a "no snitching policy" and are not willing to get involved.

Feeling unsafe in St. Petersburg, Pierre went home to Fort Lauderdale last week to be with her family. Upon returning, she plans to meet with the mayor and St. Petersburg Police Department chief of staff to discuss the issue of racial discrimination in St. Petersburg and solutions for prevention.

"This has been going on for years and no one comes forward. No one fights for it," she said. "I want to make sure there are equal rights for everyone. There should be no pre-made assumptions that prevent them from helping people, regardless of race."

A few hours later on the night of the assault, Pierre and Craig saw four cops surrounding a white woman passed out on a bench, from what seemed like intoxication. They wondered where those officers were when they were being kicked and punched on the sidewalk.

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Meet your student body leaders, cont'd

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“LEADERS” Continued from front page

Also, we had to understand that there were five tickets here, and if you wanted to stand out, you had to do something that was going to be the squeaky wheel, so to speak. We did some cool things: We reached out big time. We understood them. About 80 to 90 percent of us are commuters, and the average age here is 24, so we tried to talk to groups that aren't talked to. Design students, ROTC, certain clubs, Intervarsity, 9:01, other clubs and some people who didn't even know we had an SG. Those things are great, fantastic. But what I've gotten in hindsight, when all things are said and done, was that it was a combination of our skill sets, and it was our ticket that was the ultimate differentiator. It was because Jordan has been in SG at USFSP for quite a long time. She's been a senator, she's had quite an active role. She understands, she has experience, and has a very good track record. At the same time, I come from Tampa, not in SG, but was able to bring in an outside approach on it as well, bring forward a plan and a new view on things. It was this stark contrast between where we came from, bringing it together. I think that's what makes a really good team, and people were intrigued by that. I can't express the value of the teamwork.

CN: *How soon will you begin to address the student concerns from your campaign?*

JJ: We've already started, with me being in senate. I've already talked to some of the people in Tampa, as well as in Sarasota, to plan a big event, basically uniting the three campuses. I don't want to spoil the event yet ... But honestly, we've both just been *doing* it already. Cody is on the Vision 20/20 with the strategic planning.

CB: The cool thing is we have a lot of teamwork, but another thing is, it doesn't take both of us to do everything. Before this, I didn't know she was organizing a meeting between the three campuses, which is awesome. At the same time, she probably doesn't know that I went over to the Tampa SG office and got a chance to meet up with some of the representatives to establish a relationship before the next run, before the next president comes in. One thing for sure is that we're already tackling some of the things that were on our platform, one of which is for more student input initiatives. One of the things I've done with Student Life is with Julie Wong, where we are planning the next Lunch and Learn, which is where students can come and express their opinions and issues to administration. We're providing for the chancellor to be there,

so they can have lunch with her. We thought it would be a fantastic opportunity for students to put their input directly to the chancellor, Sophia Wisniewska. That's coming around the corner, end of March or early April, so we're not even going to be in office yet, and we're already making these pushes. I'm super ambitious for this, and I know Jordan is.

CN: *What are your goals for your term as president and vice president?*

CB: I'm definitely pushing for some things. I want there to be more transparency and communication, between faculty and students. I'd like increased communication; I guess that would be number two, as in students being well aware of the events going on, opportunities for internships, etcetera. I want them to be in the know and to know that SG represents them. We're going to work with all of the departments and work with intercampus relations too, to make sure that they get the best education opportunities and resources they need. As far as projects go, we're going to stick to our platform. I can't tell you a timeline on those, but I know that we definitely want to have music on campus. I'm picturing it streaming through Harborwalk. The student body input forums will start up with Julie Wong and Student Life services every two weeks on Thursdays, around 11:30 [a.m.] in the Regatta Room. We're really pushing for the possibility to have more club sports.

JJ: Basically, we're pulling from our platform. Our average student age is 24, so we'd like to have some wet campus events. They're going to come to movie nights and everything in general, even Condom Casino nights; they're going to expect alcohol because they've never been to anything before. Another one, which is something we didn't run on, which is in the next five years, hopefully, is the College of Arts building. This is basically turning Harbor Hall into a College of Arts, because a lot of the graphic design students feel that this is already their home, so we thought it ought to be turned into their own college. As for my role as vice president, I'd like to really push the council of club presidents committee, which is where all of the presidents that are representative from each club and org meet. I'd really like to just push forward the knowledge and develop the relationship with all of SG. The last thing would be to develop the professionalism in SG, so that people would actually take us seriously, because it actually is a big deal, since we deal with millions of dollars.

CN: *How will you continue to hear the needs of the student body beyond election season?*

CB: We'll have the Lunch and Learns, those will be bi-weekly on Thursdays at 11:30 [a.m.]. On top of that, also understand that this is another initiative I wanted to bring up, the SG structure, the executive branch and maybe even the legislative branch, have room for improvement. That includes the positions that are available as well as what those positions entail and their responsibilities. For example, in the department of marketing, one of their new initiatives is going to be to get some marketing research. It means a little less of the graphic designing and internal branding, and more of going out and doing what marketing is about. It's not just advertising, it's to get input from students. We also have University Relations doing something that is similar. It's called Tabling Tuesdays, which allows us to be more transparent with our students and the organizations we have. However, marketing will literally go out. I want us to stay away from the guy with the clipboard approach that I feel like is a car salesman approach. We'll do it in an organic way where we can get people's input in a seamless way. It's going to be an active rather than a passive approach, less about fliers and more about face-to-face contact.

CN: *How will you maintain communication between yourselves and departments, campus organizations?*

JJ: With administration, it's very very easy. You can talk to them, you can set up meetings with them and that works fine. With all of the other departments, I'm going to quote Franklin Alves on this one. He does "off the topping," and I've done that before with him, and it's just, you can set up a meeting with them, or really, you're just going from office to office and saying, "Hey, what's up? How are you doing?" and gather input doing that. A meeting can solve all of the problems, as well as the communication problems.

CB: On a little bit bigger scale, departments-wise, there is talk. We've already talked to Julie Wong about this as a possibility for a leadership meeting that involves all of these entities, including a member of the chancellor's office, whether it is a vice chancellor or someone else. There would be a representative of each leadership team that would meet once a month. We have quarterly budget meetings. These things are coming up quick; we're already getting them on our calendar

CN: *What do you feel is your*

greatest challenge stepping into the roles of president and vice president?

CB: This is a big learning curve for me. I'm going to have to learn a lot about our background story and the sort of struggles we had as SG, and as a student body as a whole, as well as get to know the statutes, the Sunshine laws and state laws. The whole point of having a team is to work together on things like that. My biggest thing that I'm going to be approaching, and it may be my biggest asset too, is not knowing everyone, and it's really that I've got to take things one step at a time. I'm still learning peoples' names because SG is big, as well as the rest of the organizations. I'm still learning names, and I'll tell you every day that it takes me three times before I learn someone's name. My biggest things are to learn everyone's roles, what they've been through, how it's worked and hasn't worked and taking it all in. That's what I'm doing right now, absorbing all of this information. Looking elsewhere, at our sister campuses, how they are like us and see how they structure things and see how we can build off of that.

JJ: Mine is kind of the opposite because I go from being in senate, which is in the legislative branch. You have the privilege to vote on stuff, so I'm going from having the option to vote to no voting at all. It's just stripping me away from my right to vote, so it's kind of harsh. Legislative was very structured, where in executive it's very relaxed and laid back. It's completely different from legislative because it's not dealing with parliamentary procedure, where you have to be called on; you have to know your stuff ... Probably that, and not speaking as much when it's not needed because the legislative branch is the one who's really pushing forward the bills and the resolutions.

CN: *Jordan, what have you done to prepare for the role as vice president, and what new ideas are you bringing forward for the role?*

JJ: With vice president, I've been in SG for three years. Cody asked me to be his VP, and it was very shocking at first. It really sank in after thinking about it, and I felt very privileged because in three years, I've been chair of the homecoming carnival, I've been senate president pro-tempore, I've been two other chairs within SG, just a very active member throughout USF St. Pete, whether I was in SG or out of SG. My experience has built me, so to say, being able to take upon the privilege of being VP.

CB: The VP role this year, not to knock on the previous years, is going to be more empowered.

Between the vice president and president, both roles were opposites, so to speak. With Mark Lombardi-Nelson earning the Board of Trustees seat, it has created this big gap between the president seat and the vice president's role. It hasn't been beneficial for us, in other ways it has, but this year, with or without that seat, the VP role is going to step it up. This isn't to put pressure on Jordan, but in general, that role has been deflated in the past for reasons that don't need to be mentioned. The VP role is going to be pressed for more internal communication between our departments, not just clubs and orgs, which I felt deflates the purpose of vice president. VP also being there at the drop of a dime, when the president can't make it. In the past, I know that has been an issue. There will be no one who doubts her ability to assume my role in the president's absence.

CN: *Cody, how have you prepared for addressing system-wide issues, such as through the Student Advisory Council, and other steps of leadership associated with the presidential seat?*

CB: The good thing is, I'm a fast learner, and I've been able to pull it off. I literally have a folder that people are adding to that says, "Cody, read this." I don't make decisions without careful observation. At the same time, I know that it's going to be interaction with sister campuses, like Sarasota, to understand what the system as a whole deals with. It's about establishing relationships just with individuals at those places but everyone to understand the structure, their administration and their students for why they are there and not here. I'd like to be really close to understand the decisions the Board of Trustees makes and to be on the same wavelength as Judy Genshaft, Sophia Wisniewska and as well as the new chancellor coming into office in Sarasota soon. We're talking about vertical and horizontal knowledge, communicating with all entities. We're not just talking about the student voice but administration, and everything else. This involves understanding the Board of Governors at the state level; the Board of Trustees when they're making decisions for all of USF; administrators of all three campuses, including the chancellors, vice chancellors and the president; and the provost, and taking those all into account to represent the student body in the best way that I know how.

Awkward Moments Day

By ERIN MURPHY
STAFF REPORTER

March 18 is Awkward Moments Day. Finally, there's a holiday dedicated to the embarrassing episodes and predicaments we all find ourselves in at some point. Celebrate awkwardness all day long with these enjoyably uncomfortable tips:

- Wave enthusiastically at someone you don't know. They might wave back if they're friendly, but they still won't know you. For Advanced Awkwardness: Once you catch their eye, walk over and begin a conversation that's sure to leave them extremely confused.

- Make extremely direct eye contact. While it's no fun to talk to someone who won't look at you, it's also extremely uncomfortable to talk to someone who won't look away. For Advanced Awkwardness: Try to go as long as you can without blinking. Then, maybe your eyes will start to water, and the person you're talking to will think you're crying.

- Get into an elevator and face away from the doors. Instead, you'll find yourself looking at the truly perplexed people riding with you. The more crowded the elevator, the better. Try and stare down an entire group of strangers at once to maximize awkwardness. For Advanced Awkwardness: Wait until the elevator doors are almost shut, then try to pry your way in.

- Flub a class presentation. For some reason, there's nothing more painful than watching someone totally and utterly fail at a class presentation. Aim to give the most horrid report ever by fidgeting with your clothes, staring at the ceiling and cracking your voice. For Advanced Awkwardness: Pretend to faint. You will go down (literally) in Awkward History.

- Have a loud, inappropriate conversation in the library. This one involves props: Grab your cell phone and have a friend call you. Then, loudly discuss whatever topics are apt to make those around you feel most ill at ease: "SHE GOT WHAT SURGICALLY REMOVED? FROM WHERE?!"

Storefront for Local Longboarding Co.

By RYAN BALLOGG
STAFF REPORTER

From sidewalk to grimy sidewalk, the longboarders of St. Petersburg will soon have a new place to buy locally made boards and all the parts that go with them.

The Local Longboarding Company will officially open a storefront at 659 Central Ave. on March 29 at 10 a.m.

Local woodworkers John Stine and Travis Hise started the company about five years ago after discovering a shared love of boarding. Both men work at Stine's company Stine Custom Woodworks, located in the Anderson Lumber Company building on 49th Street.

Since the company's inception, most of their business has been online, but they allow anyone interested to come by the shop and see how the boards are put together. Now, the new shop will serve as a gallery for the boards that are made at the lumber house.

Every Monday, Hise and Stine sit down and brainstorm ideas for new board shapes.

"We probably have a new design come out at least once a month," Hise said.

The result of their work is two walls of polished Canadian maple boards that can serve as art pieces or functional transportation. Their unique designs include the "Mad Minnow," the "Street Dart" and the "Zipper."

Whenever possible, they get the fodder for their boards reclaimed and local.

"We use a lot of stuff that's on its way to the dump. We have a good relationship with the power companies too, they cut a lot of trees down. We call them up and say 'got anything cool today?'" Hise said.

According to Hise, production of a single board takes seven to 10 days. Boards range from miniature to massive, but Hise said size doesn't factor into the production time. No two are exactly alike, but they ensure quality in all of them.

Some of the "deck" shapes were even born out of mistakes, like shaving too much off of a board or imperfections in the wood.

"That's where woodworking comes in," Hise said. He said their professional experience has helped them to get whatever they want out of a board.

For Hise, the best part of co-owning the company is interacting with people and "helping get them on the right board."

The "right board" depends on the size of the person riding it and what types of things they want to be able to do on it, according to Hise. For instance, some boards are made out of more flexible wood for carving, or weaving in an "S" shape when traveling downhill.

Hise said that people passing the



Ryan Ballogg/The Crow's Nest

Kamelia Sandova and Patrick Shaver took a couple boards out for a test run on Sunday afternoon.

shop on the street have been very curious, so much so that he has given tours and let them take rides on demo boards. Soon, he and Stine hope to set up at Albert Whitted Park on Saturdays and let people take test rides.

Hise said that they will stay true to the name of the company as much as possible, getting involved with locals at every chance.

As a first gesture, they crafted 50 boards and then gave them to 50 local artists to do whatever they wanted to them (short of making them unrideable). The resulting designs ranged from illustrations and comic book-style art (including a Mutant Ninja Turtle board) to intricate graphics. All of the boards will be on display and for sale at the store's grand opening.

Hise and Stine also recently crafted the wooden bars and tables for Cycle Brewing, which is now their new neighbor. Several of their boards hang on the breweries walls.

In their own shop, they have offered to sell boards from other local boardmakers like High Tides and Long Line.

Local Longboarding Company charges \$99 for plain decks, and \$199 for those adorned with

artwork. All of the extra \$100 goes to the artists.

The shop also features boards from recognized national brands like Land Yacht, Sector 9 and Clever, as well as apparel, wheels, trucks and hardware.

Hise said he and Stine searched for months for the right location, and they are confident they found a good one.

"We didn't want to just jump in anywhere," Hise said. "There aren't a lot of skate shops around anymore, and definitely not full service shops."

The location they chose lies conveniently in the middle of the area of downtown St. Petersburg where longboarding is banned.

arts@crowsneststpete.com

Get cruisin'

The grand opening of the Local Longboarding Company will be on March 29 from 10 a.m. "until everyone leaves," according to Hise.

On its website, locallongboards.com, part one of a three part video series gives the backstory of the company and details the creation of the boards.



Ryan Ballogg/The Crow's Nest

The choices of longboards are endless.

Students learn and connect in Key West

By AMANDA STARLING
STAFF REPORTER

Last week, 11 students ditched Netflix marathons and passing time in St. Petersburg for a trip to Key West. But instead of bar hopping, these students taught about the importance of coral reefs and spray-painted active messages on storm drains.

The mission of this alternative spring break, funded by the school, trip was to help teach about the reefs in the Florida Keys.

From March 9 through 15, the group worked with Reef Relief, a nonprofit organization dedicated to improving and protecting the coral reef ecosystem.

For junior Dan Nguyen, it was



Courtesy of Franklin Alves

an opportunity to connect with his USF St. Petersburg classmates.

"What I got out of the trip that I couldn't [in] St. Pete was having my

peers in a more relaxed environment, so I could get to know them better," Nguyen said. "Sure it's great to have the USC, the Cove and SLC,

but those are still at school. Being in Key West, we were more free to be ourselves and just open up with each other."

Last spring, students traveled to New Orleans to help rebuild areas damaged by Hurricane Katrina. Many students who joined this year heard the memories and successes of the New Orleans trip.

"I signed up because I missed out on the one last year, and I heard great things about the service that they did," Franklin Alves, a junior, said. He enjoyed seeing the efforts of a nonprofit and learning its processes.

arts@crowsneststpete.com

Flora & Fauna

A Playlist

arts
& life

5

On March 20, spring will have officially sprung. So begins the season of baby chicks and extreme allergies! Don your trendy flower crown and honor spring with a playlist about nature, plants and, of course, pollen.

BY ERIN MURPHY
STAFF REPORTER

“March (A Prelude to Spring)”
-- Jon Foreman

To begin your flower-filled adventures, give this jaunty Foreman track a listen. It's just whimsical enough to put a little *spring* in your step!!

“A Father's First Spring” -- The Avett Brothers

What says spring more than babies? Baby lambs, baby chicks, BABIES. The Avett Brothers celebrate young life and the joys of parenthood with their signature folky feel.

“Springtime” -- Head and the Heart

If you close your eyes, sit in the middle of the woods and play this 54-second ode to spring on your iPod, it will almost feel like the forest is singing to you. Check out “Summertime” by this band for more.

“Flowers in Your Hair” -- The Lumineers

Braid your hair, stick some roses in it and sway to the indie glory that is the Lumineers' kick-drum filled music. Coachella tickets not included.

“Spring” -- Vivaldi

If you love spring (and strings!), then you simply cannot make it through March without listening to this jubilant classical piece. It's bursting with life, and sounds even more triumphant than the

“Rocky” theme song. Feel more in tune with your inner cellist or your money back!

“Thistle & Weeds” -- Mumford & Sons

Something about good chap Marcus Mumford & Co.'s earthy, acoustic-laden jams just scream spring. Perhaps it's all the plant metaphors?

“Red Eyes” -- Switchfoot

You knew it was coming. Yes, it's what we've all been waiting for -- a song dedicated to pollen! This Switchfoot song takes on new meaning as pounds of pollen begin to fall from the trees, leaving everyone you know bleary-eyed and extremely sniffling. But it's nothing to cry about. We know

that these seasonal changes can be awfully emotional.

“Bloom” -- The Paper Kites

If you like your springtime songs sweet, tenderhearted and beautifully acoustic, then this is the track for you. It's the perfect background soundtrack for a peaceful stroll in the park, or while watching the sunrise.

“Bird of Song” -- Water Liars

Not every spring song is cheerful. This one is raw, emotional and employs some seriously tender piano playing.

“Dirty Paws” -- Of Monsters and Men

How can you have a spring

playlist without a song dedicated entirely to singing trees and little woodland critters? You can't.

“Grazing in the Grass” -- Hugh Masakela

Solely instrumental, this ballad comes stacked with drums and horn to carry its soulful, jazzy vibe. Imagery of fertile meadows, sunshine and fair-weather clouds are conjured almost effortlessly.

“The 59th Street Bridge Song” -- Simon & Garfunkel

This song always sounds very quiet and sullen and reminds me of the change of seasons. It is full of emotion and great harmonies as we pass from season to season.

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THE 2014 -2015
SCHOOL YEAR



MANAGING EDITOR*

- Directs staff, content and coverage
- Proofs design, photography and content
- Must be available weekends, especially Sundays
- Writes content and assists staff and correspondents

SECTION EDITORS AND ASSISTANTS* (3 positions)

- News, Arts and Life, Opinions or Sports
- Develops story ideas for staff and correspondents
- Localizes national and international news
- Edits section stories and works closely with the managing editor and the editor in chief
- Assistants work alongside editors by writing stories and working on projects

PHOTO EDITOR*

- Collaborates with staff to produce photographs for stories each week
- Edits and proofs photographs for placement
- Works with writers to develop photo captions and subject names

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- Proofs all content and writes headlines
- Works with managing editor and editor in chief in proofing of content and design
- Weekend availability and knowledge of AP Style is recommended

CREATIVE DIRECTOR*

- Oversees newspaper layout and design
- Works with graphic designer to develop visual content
- Must be available Sundays
- Knowledge of basic design skills and Adobe InDesign is recommended

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- Collaborates with the creative director
- Produces graphics and illustration for stories
- Creates advertising content when required

DISTRIBUTION MANAGER*

- Fills news stands with new issues
- Takes delivery from the printer
- Tracks readership
- Must be available Monday afternoons and evenings

ADVERTISING MANAGER*

- Reaches out to potential advertisers and maintains relationships with past customers
- Communicates with creative staff regarding ad content and placement

MARKETING MANAGER*

- Develops strategies to increase readership
- Advertises and promotes the newspaper
- Collaborates with staff on projects to increase readership

*Position includes a small stipend

Email resumes and/or clips to:
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News writers, photographers, cartoonists and opinion writers are always welcome at our weekly meetings. Stop by *The Crow's Nest* office (SLC 2400) Wednesdays at 5:15 p.m.

6 **opinion**

the crow's nest

The student newspaper at the University of South Florida St. Petersburg.

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SAMANTHA OUIMETTE
STAFF ADVISER:
ROB HOOKER
robhooker47@gmail.com.

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Editorial

Spend student money on student safety

Late last month, a man was arrested on campus for two counts of aggravated assault against USF St. Petersburg students. The suspect, armed with a knife, was allowed into Residence Hall One by his girlfriend, who lives there.

Discussion of on-campus safety began immediately, circulating through social media and word of mouth. One concern regarded the front desk that used to be in RHO, but has since been removed. Student Assistants manned the front desk, and though they didn't strictly monitor who came in and out of the dorm, their presence could have accelerated the removal of an armed intruder.

Now, the dorm lacks both a front desk and an SA staff. Many students said the presence of SAs made them feel safer.

The Crow's Nest spoke with Heather Klisanin of Housing, Residential Life and Student Conduct about the reasoning behind the desk's removal.

"RHO is and has always been a 24-hour locked facility, and the front desk was a resource desk more than a security desk. The 24-hour locks and cameras at the doors are the main security for the building," Klisanin said.

In Facebook comments, some students attributed the removal of SAs to a lack of money in Housing's budget. Klisanin said budget was a factor, but not the main reason.

She explained that some student services were being duplicated by having both the Student Services Office and Dean of Students Office in RHO.

The cost to staff the desk was approximately \$80,000 a year.

"Today, it would be higher due to wage increases, and if implemented in RHO, we would also need to look at implementing it in University Student Center. We want to be consistent in the security of the buildings," Klisanin said.

Even if the budget was restored to an appropriate amount, she said SA staff would "not necessarily" be reinstated.

It is understood that the job of an SA was not to play security guard. But why wasn't it? Why isn't anyone keeping track of who goes in and out?

Klisanin said a person's individual safety is their own responsibility. Well, what about those who have lower standards of self-preservation? Should other students suffer from one's decision to let a dangerous person into a residence hall?

"We offer methods of securing the building, but it is important for the community within the halls to look out for one another and make smart choices," Klisanin explained. "Staff educates residents about propping doors, letting strangers into the buildings and allowing people to enter behind them that they do not know."

It all sounds logical. Students should not prop doors open or let sketchy-looking people into the dorm. But that doesn't mean they won't. We have to remember who we're dealing with here. College kids. Mostly 18-year-old freshmen, at that. Are we really comfortable putting that much trust into the kid wearing basketball shorts and a snapback hat, who just discovered how easy it is to sneak Bud Light into his room? Or, the girl sucking down a caramel frappuccino, enamored with her bejeweled iPhone case as she waits for the RHO elevator?

This is not to say that any residents want to intentionally cause harm or that they lack the intelligence to make the right decisions. But, for the most part, college students are either distracted or indifferent. They're not going to ask someone who looks unfamiliar if they live in the hall before holding the door for them. And they shouldn't have to.

Don't burden one student with the safety of hundreds. Let them focus on the biology test they're about to fail or the party they haven't picked out an outfit for yet, while a paid staff member sits at a desk and monitors foot traffic.

Some universities require students to show IDs at a front desk before heading to their rooms. Some require guests to leave their driver's licenses with a staff member

the entire time they're in the building. Why don't we do that here?

Instead, here's USFSP's guest policy, according to Klisanin: "Upon a guest's arrival, the host must meet their guest downstairs in the lobby. In addition, the host must escort their guest at all times."

Convenient for the student shamefully bringing someone home from a house party or bar. Not so convenient for the student who gets propositioned by a homeless man in the hallway.

If the issue really is budget, why can't we use the money we're spending on a 3OH!3 concert, a condom casino, a shoddy magician or a screening of the new Jennifer Lawrence movie to keep students safer?

Sure, most of these events are funded by activity and service fees, which can't be used for housing expenses. However, if students had the opportunity to choose between an appearance by Marty the Motivational Speaker or not being threatened at knifepoint* in what they consider their home, most would probably choose the latter.

**The incident referred to at the beginning of this piece did involve students being threatened inside a residence hall. The example is hypothetical. Also, Marty the Motivational Speaker is not a real motivation speaker, to our knowledge.*

Pot O' Gold

By Kati Lacker

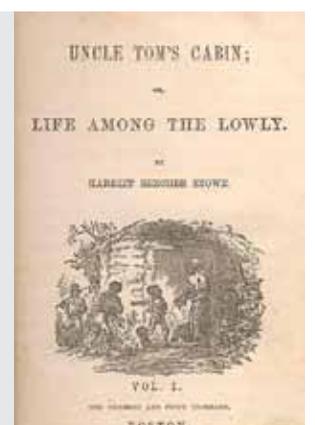


Throwback

Harriett Beecher Stowe's novel "Uncle Tom's Cabin" was published on March 20, 1852, and sold more than 300,000 copies within the first three months. It became one of the best-selling novels of the 19th century.

While living and studying in Connecticut, Stowe met her inspiration for her anti-slavery novel: fugitive slaves and the Underground Railroad. She wrote her book in response to tightened fugitive slave laws.

The publication of the book had a major influence on the public view of slavery in America, and when Lincoln announced the end of slavery in 1863, Stowe danced in the streets.



Modesty or unnatural suppression?

op-ed

7



BY CHELSEA
TATHAM
STAFF COLUMNIST

Watch out, ladies. If you're walking the streets of Arkansas and hear someone whisper "Nike," you're probably dressed too immodestly.

The oldest Duggar sisters from TLC's "19 Kids and Counting" released their first book in the beginning of March filled with some of the women's "dark" secrets and their experiences growing up with 19 siblings.

The sisters talk about having a code word for when a provocatively dressed woman is near them. It's "Nike" (referencing the shoe brand or the Greek goddess?). They say it's

so the men in the family will avert their eyes to avoid thinking forbidden thoughts. God forbid (sorry) if one of them sees a bare shoulder or a knee.

When I think of someone being dressed provocatively, I think of a person walking around almost nude. But for the Duggars -- who believe in dressing modestly to the point of covering shoulders and avoiding tops that show any part of their chest -- a woman wearing a tank top on a hot day could be seen as too much for the Duggar men to handle.

But why isn't there a code word for the women? Either the Duggars believe no men dress immodestly (because men can wear what they want and women can't?) or they

believe only men are fueled by their desires. Maybe women actually having desires is still a new concept to them.

Whether the accused woman thinks so or not, giving a code word to someone so others avoid looking at her is judgmental and rude. It also shows that the Duggar women don't trust the men in the family to avoid thinking "immoral" thoughts, and that just gazing at a bare-shouldered woman could get their sex drives going.

The sisters do talk about their own natural desire for men as a gift from God -- because, you know, desiring another woman is just not natural, nor a gift from God. They talk about how they maintain self-control and reign in their desires

by remaining virgins until marriage (fair enough), avoiding kissing until their first kiss with their husbands (why?) and even restraining from hand holding until being engaged (oh, come on).

But how do they even have desires if they don't read secular magazines, listen to music containing any sexual references or watch anything containing immoral material? How do they even know that kissing and sex are supposed to be enjoyable things when everything they have learned has been from their parents? I don't think I want to know.

I don't completely disagree with the Duggars' lifestyle. Dressing modestly is understandable. I can see the point in remaining virgins

until marriage and agree that loving someone isn't just about hooking up with them, or how good of a kisser they are. I think it's courageous of them to go against so many cultural norms and live solely according to their religious beliefs.

But where is the line drawn between living a modest, godly life and suppressing the natural human qualities you were born with?

Chelsea Tatham is a senior majoring in mass communications and the managing editor. She can be reached at chelsea11@mail.usf.edu or on Twitter @chelsea91t.

Video games: fear of falling



BY MATT THOMAS
STAFF COLUMNIST

Platform games: arguably the most innocent genre in all of video gaming. Running and jumping through various worlds, either two or three dimensional; playing as a range of different characters like Mario, Donkey Kong, Rayman, Sackboy or many others; hopping from platform to platform in hopes of reaching the end of the stage.

It's exhilarating. The character you control is more athletic and mobile than you'll ever be, and most of the stages you run through couldn't exist in real life.

The running and jumping is great fun, until you time a jump wrong and fall into a bottomless pit. It's a wonder that this genre has lasted more than 30 years as other genres become more dominant when it comes to finding an audience. But because of those pits that cause automatic deaths, platform games are still one of the most difficult genres today.

Dying bothers me more in platform games than in any other genre. As a shooter, if I die, I restart at a checkpoint not far from where I died, and I now know to avoid death again by taking a different route. If I lose in a fighting game, there's always Round 2 to try again. If I lose again, it's probably because

I suck.

Deaths are the most frustrating in a platform games because when you die, you start either at the very beginning of the level or at the stage's one checkpoint, depending on the game. The thought of having to start that kind of level over is depressing. All it takes is one mistake to fall, and I have to start over again. When I get too frustrated, I just turn off the game and end up reading a book.

In any capacity, dying in a video game is not a big deal. Yet, I've developed a legitimate fear of dying in platform games. Instead of running through the stages as the developers intended, I hesitate like none other. As platform

games become more advanced and the stages become more dynamic, keeping me on my toes, certain games have stopped giving me that option to hesitate.

Games like Rayman Origins and Donkey Kong Country Returns have pushed me to do things I didn't even know I could do in a game. By having the platforms I stand on for safety hazardous, I've made sounds I didn't even know could come from a human in certain parts of the game. Just when I thought I was safe, I have to jump to the next platform.

Don't stop moving is my take away from all this. In real life, I'll have a story due the next day, and I'm still waiting to hear back from

an important source. I keep pressing them. A cute girl might be eyeing me in bar and could easily move onto the next person. You have that short amount of time to make an impression, make a movie. When you hear about a job opening that appeals to everyone on *The Crow's Nest*, apply and say nothing of it.

I'll ask myself, where did I learn to think that way? Then I'll say, thank you video games.

Matt Thomas is a senior majoring in mass communications and entertainment critic. He can be reached at matthew17@mail.usf.edu or on Twitter @MttThms.

The best kind of medicine



BY AMANDA
STARLING
STAFF COLUMNIST

It was my third trip to a clinic after being sick for almost a month. I was struggling to get through my studies. I was missing out on the sunshine and waves, and feeling grumpy from lack of sleep. But here I was, twiddling my thumbs in a boosted seat while a nurse cherry-picked keys in front of a flat monitor.

"So what do you do for a living?" he asked, the first question he had posed in our 15 minutes of company.

I sighed. I get two different responses to this: fix the damn

newspaper or good luck.

"I'm a journalist," I said. He raised his eyebrows, moving away from the computer to test my blood pressure.

"Oh really? We need more people like you," he mused.

Wow, I've never heard that one before.

Usually when people talk about being writers, it's only our own kind who understand. Late nights writing, rewriting and twitching under the scrutiny of editors. We have phone calls ignored, meetings cancelled and "no comments" taken, all for the sake of gathering the truth for our readers. We're shut out of meetings, in spite of Sunshine Laws, but still fight to write solid,

truthful stories.

When it comes to responses of our occupations, it's normally a scoff about media bias and how we have no "ethics." Just this past week, I read a blog post written by Poynter ethicist Kelly McBride, who wrote of journalistic ethics regarding a blog post by BuzzFeed. She was torn to pieces in the comments section, in large part because of what journalism is and what it represents. Her well-thought response was drowned by *public* bias.

"Why do you say that?" I asked him. He moved the stethoscope under the blood pressure cuff, listening for a moment. "Don't you worry about journalists who abuse it?"

C'mon, I had to ask after being kicked repeatedly by this.

"Think about it: Doctors abuse medicine. There are bad people in everything we do," he said. "That's why we need the good ones, too."

I left the office feeling confident, and maybe a little unsettled. The next day, I took phone calls at the newsroom phone desk from people who didn't understand how voting districts worked or how the newspaper does not control the television schedule, and I had to scold the profane, too.

But it helped, knowing that someone out there understood what it is that I, and many of my fellow colleagues, are trying to do for them. We don't change your

voting districts or shut you out of polls -- talk to your state representative. We don't set your television guide and reschedule when the Buckeyes are going to play -- call Brighthouse. As for your frustration with government, students or Barack Obama? Are the f-bombs really necessary?

If every person had the faith in journalists that this nurse did, I think we could change the attitude, the stigma, the relationship toward the media.

Amanda Starling is a senior majoring in mass communications and news editor. She can be reached at astarling@mail.usf.edu or on Twitter @starlingaj.

8 sports

USFSP Baseball to play Iowa

USFSP's baseball entered the week with a 10-game winning streak after taking care of teams from Canada over Spring Break. The Bulls will try to test themselves with a game against the University of Iowa on Friday, March 21 at Al Lang Field. First pitch will be at 7 and admission for students is will be \$5. Go and support the baseball team.

Bolts have no charge

Since the Olympic break ended the Tampa Bay Lightning have won just three times in nine games. The cold streak has been highlighted by the return of Steven Stamkos and the departure of Martin St. Louis. The Bolts can right the ship this week with a road trip to Toronto, Ottawa and Pittsburgh.

Native wins gold

Tampa Bay native Declan Farmer won a gold medal with Team USA at the Paralympic Games in Sochi. Farmer and the rest of the U.S. sled hockey team beat host Russia 1-0 to win gold.

USFSP Baseball

Results

March 8

USFSP 13, Canada 4

March 9

USFSP 12, Canada 6

USFSP 14, Canada 4

March 10

USFSP 9, NC State 1

USFSP 14, Robert Morris 4

March 12

USFSP 4, Bowling Green 3

March 13

USFSP 9, Cleveland State 1

Upcoming Schedule

March 17

Kansas, 7:15 at Campbell Park

March 20

Kansas, 7:15 at Campbell Park

March 21

Iowa, 7:15 at Al Lang Stadium

March 22

Canada (DH), 10 a.m. at Walter Fuller Park

Drexel, 7:30 at Plant City

March 23

Canada, 1 at Walter Fuller Park

Men's Basketball

Conference Standings

| | CONF. | OVERALL |
|-------------|-------------|--------------|
| | W-L | W-L |
| xLouisville | 15-3 | 29-5 |
| Cincinnati | 15-3 | 27-6 |
| UConn | 12-6 | 26-8 |
| Memphis | 12-6 | 23-9 |
| SMU | 12-6 | 23-9 |
| Houston | 8-10 | 17-16 |
| Rutgers | 5-13 | 11-21 |
| UCF | 4-14 | 13-18 |
| Temple | 4-14 | 9-22 |
| USF | 3-15 | 12-20 |

x-Conference tournament champion

Women's Basketball

Conference Standings

| | CONF. | OVERALL |
|------------|-------------|--------------|
| | W-L | W-L |
| xUConn | 18-0 | 34-0 |
| Louisville | 16-2 | 30-4 |
| USF | 13-5 | 19-12 |
| Rutgers | 12-6 | 22-9 |
| SMU | 8-10 | 17-13 |
| Temple | 8-10 | 14-16 |
| Memphis | 6-12 | 13-18 |
| Cincinnati | 5-13 | 13-18 |
| UCF | 3-15 | 10-20 |
| Houston | 1-17 | 5-25 |

x-Conference tournament champion

Men's Basketball

USF fires Heath

School fires coach two years after giving him an extension

By Mike Hohey
Staff Reporter

When the USF men's basketball team's season ended on March 12 with a 72-68 loss to Rutgers in the opening round of the American Athletic Conference Tournament, school officials waited 48 hours to announce they were going in a "new direction."

In a three-paragraph press release, South Florida announced that men's head coach Stan Heath was going to be relinquished of his duties. The firing ended a seven-year run for Heath at USF in which he went 97-130.

The Bulls lost nine games in a row to end the 2014 season and finished last in the regular season AAC standings. Hurting the Bulls in the 2014 season was an inexperienced team and an injury to veteran leader Anthony Collins. Collins played only eight games after having offseason knee surgery.

With Collins out, Heath was forced to rely more on his younger players. By the end of the season, four of the six Bulls who averaged more than 20 minutes per game had no Division 1 basketball experience

The highlight of his tenure as the head coach was the 2012 season when Heath led the program to a 22-14 record, its best season ever. The 2012 team also qualified for the NCAA Tournament, upsetting California and Temple before bowing out to Ohio in the Round of 32. Heath was named Big East Coach of the Year that season.

The downfall that led to the school's decision to move on from Heath began the year after the NCAA Tournament appearance. Since 2012, the men's basketball team has only won 24 games over two seasons.

South Florida will have to pay Heath a total of \$1.5 million over the next four years and is the third former coach that USF is still paying after departing from the school. USF is paying former football coach Skip Holtz \$2.5 million and another \$2.7 million to the school's first football coach Jim Leavitt.

Heath began his coaching career in 1988 as an assistant at Hillside College in Michigan after four years playing at Eastern Michigan. He began his head-coaching career

Paying out the nose

USF is paying a lot of money for people not to coach their teams. Since the 2009, South Florida has paid three coaches more than \$1 million in severance. With attendance dwindling and revenues going down as well, making mistakes choosing a coach will become a habit that is too expensive to maintain.

| | Coach | Pay out | Record |
|------|-------------|---------|--------|
| 2009 | Jim Leavitt | \$2.75m | 95-57 |
| 2013 | Skip Holtz | \$2.50m | 16-21 |
| 2014 | Stan Heath | \$1.25m | 97-128 |

in 2001 when he started coaching Kent State.

In 2002, Heath led the Golden Flashes to Mid Atlantic Conference championship and took the team to the Elite Eight in the NCAA Tournament. After a successful first year at Kent State, Heath moved on to coach Arkansas for five seasons before being hired by South Florida in 2007.

sports@crowsneststpete.com

Harlan is the man for the job

By Mike Hohey
Staff Reporter

While the students of South Florida were enjoying their Spring Break, the administration was finalizing its deal with Mark Harlan, the man chosen to replace Doug Woolard as athletic director.

Harlan, 44, comes to USF after serving as the associate AD for UCLA. A Los Angeles native, Harlan began his career in athletic administration when he was a football graduate assistant at Arizona.

His biggest challenge as AD is to improve a football program and a men's basketball program that have seen their rising profiles plummet to new lows. Harlan recognizes he was hired to improve attendance for revenue sports and the national opinion of the program, which is at an all-time low.

Harlan says his goal is create a

program that is accountable, transparent and takes risks. Things like an on-campus stadium and joining a top conference will take care of themselves Harlan says. Changing attendance woes will start with talking to students to find out why they aren't going to the games.

Turning around the athletic program is a job that Harlan will be well suited for. While on the athletic staff at San Jose State, Harlan worked with the head football coach to double home attendance in 2005 and 2006. Last season the Bulls home attendance dipped to 20,379, the lowest figure since 2004.

While at UCLA, Harlan also helped the school raise its graduation rate to 87 percent, the second highest in the Pac-12. He also helped UCLA set a school record for donors and total donations.

The university will pay Harlan \$500,000 a year in base salary over

the next five years. There is a chance for an additional \$100,000 stipend if certain goals are met.

The announcement on Tuesday came a day before the university announced the firing of men's basketball coach Stan Heath. Harlan met with Heath but recused himself from the decision process.

Regardless if fans, alums and boosters care about education, donations or on the field performance, Harlan has the resume to inspire confidence. Whether or not he accomplishes any of his goals will be something all together different. Harlan officially starts on April 7.

sports@crowsneststpete.com

Opinion

Media Scrum: The future is nigh

By Mike Hohey
Staff Columnist

Television is changing. The way we watch has already changed, and sports are catching up with services like Netflix and Hulu. More and more people, myself included, are ditching cable, with its high costs, for lower-priced alternatives.

It won't be long until we are all watching TV on different devices, and on our own schedule. And weirdly enough the company that is showing us how it will all be done in the future is the WWE.

I had the good fortune of being in, as it was known then, World Wrestling Federation's target demographic during their "Attitude Era," a time that saw record attendance, attention and profits.

Now, 16 years later, the WWE has launched its own network that streams directly over the Internet with no need for a cable box. The offering from the company is substantial. Every pay-per-view past and future will be available to subscribers as well as a slew of original and live programming.

The special thing about the WWE Network isn't its on-demand offerings but rather the fact that it feels like a television station. The network has a live feature that allows users to tune in to a program as it is airing.

It gives that feeling of being able to just turn something on that television gives and is hard to duplicate with a streaming service. Shows are bumpered with commercials for WWE products, and the next show starts without having to hit play on anything else.

It's kind of funny to think that the company on the cutting edge of content distribution is a wrestling company, but they always have been. WWE was an early adopter of pay-per-view. And when some companies weren't taking the web serious, the WWE put its web address front and center in almost every camera shot.

I signed up for the WWE Network on day one, not because I am a die-hard fan but because I care about how I get my entertainment and that I get good value for it. I like where we are headed with television, and I'm cool with the WWE leading the way.

sports@crowsneststpete.com