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**February 6, 2015**

The Daily Mississippian

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# MISSISSIPPIAN

THE STUDENT NEWSPAPER OF THE UNIVERSITY OF MISSISSIPPI SERVING OLE MISS AND OXFORD SINCE 1911 Visit the DMonline at [olemiss.com/dm\\_news](http://olemiss.com/dm_news)

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**poll**  
Who do you think voters will choose for Album of the Year? **Go to theDMonline.com to vote.**



Ben Shannon poses next to the helicopter he uses in his job as a flight nurse Wednesday.

PHOTO BY: PAYTON TEFFNER

## STILL STANDING

SPECIAL TO THE DM

After an car accident resulting in the loss of his right leg, Ben Shannon has achieved goals he'd long thought impossible.

**CELESTE RITCHASON**  
caritcha@go.olemiss.edu

On Nov. 14, 2004, Ben Shannon and his friend were driving too fast down a county road. When he looked up, he saw a truck with its brights on merging toward them. Shannon eased to the right side of the road.

What happened next changed his life forever.

When the spinning tires hit the loose roadside gravel, he lost control of his vehicle.

Shannon suffered a C-2 neck fracture, which required him to wear a halo for three months. He also broke bones in his face and left leg. But perhaps the most impactful injury occurred to his right leg – it was amputated above the

SEE SHANNON PAGE 6

## Appealing to millennials: media consumption evolving

**CLANCY SMITH**  
clsmith3@go.olemiss.edu

Online lists and quizzes have become an increasingly popular trend that is defining modern consumption of media. One very large demographic that has latched onto this phenomenon early on in its conception includes college students.

University of Mississippi graduate Emily Cegielski was influenced by these online lists and quizzes and also wrote several herself through BuzzFeed's community post option. She has since landed a job as the homepage managing editor of aol.com, where she creates similar content to help the company reach a younger audience.

Cegielski expressed that online lists and quizzes are great because it's something that can be shared.

"I think that's why we connect with them so much because we're a younger generation, and we're so social," Cegielski said. "They're such small tidbits that are so easy to digest as a reader."

Ryan Whittington, The University of Mississippi's assis-



PHOTO ILLUSTRATION BY: KAYLA BEATTY

tant director of social media, explained why media outlets are struggling to maintain the attention of a younger generation.

"The way I consume media, the typical marketer or journalist has about 12 seconds to get my attention and make me think 'this is something I need to read,'" Whittington said. "For Generation Z, which includes people born after 1994,

that person has eight seconds. So, you see a drastic decrease in the amount of time and attention people will give traditional marketing and communication messages."

College students, in particular, are seeing more and more quizzes and lists from BuzzFeed and other similar sources pop up in their Facebook newsfeed, often shared by friends of a similar age.

Margaret Hyer, freshman, said online quizzes and lists may be mostly a waste of time but can also be insightful.

"It takes your opinions and makes a general statement about who you are based on your interests, and I think people like to hear things about themselves and are looking for who they are," Hyer said.

This curiosity about identi-

ty combined with a platform that instantly appeals to the eye creates a combination that has hooked the younger generation.

"A quiz works because it's an interactive technique," Whittington said. "If you can get someone to take the first question, you have them for the rest of the quiz, and then at the end, you can say 'for more like this visit this website,' and they'll go."

Different levels of seriousness exist among the quizzes, and Hyer admitted she puts quite a bit of thought into her answers with varied results.

"More often on the silly quizzes, I'll disagree with some of the final results when it tells me that I'm not my favorite Disney princess or Harry Potter character, but the ones that are more insightful, I would say, 90 percent of the time, I find accurate," Hyer said.

Cegielski said once she stopped agonizing over creating the perfect quiz, it was much easier to create a fun piece of media people would enjoy.

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**THE DAILY MISSISSIPPIAN  
EDITORIAL STAFF:**

**LACEY RUSSELL**  
*editor-in-chief*  
dmeditor@gmail.com

**SARAH PARRISH**  
*managing editor*  
dmmanaging@gmail.com

**MACKENZIE HICKS**  
*copy chief*  
thedmcopy@gmail.com

**LOGAN KIRKLAND  
MAGGIE MCDANIEL**  
*news editors*  
thedmnews@gmail.com

**KYLIE MCFADDEN**  
*assistant news editor*

**DYLAN RUBINO**  
*sports editor*  
thedmsports@gmail.com

**CLARA TURNAGE**  
*lifestyles editor*  
thedmfeatures@gmail.com

**SIERRA MANNIE**  
*opinion editor*  
thedmopinion@gmail.com

**CADY HERRING**  
*photography editor*  
thedmphotos@gmail.com

**ALLI MOORE  
ELLEN WHITAKER  
RACHEL GHOLSON**  
*design editors*

**KRISTIN JACKSON**  
*digital content coordinator*

**ADVERTISING STAFF:**

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dmads@olemiss.edu

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## Brian Williams: the truth revealed



**COLUMN**

## The post MLK era

**RACHEL GRANGER**  
rgranger@go.olemiss.edu

It's been almost 50 years since the death of civil rights leader Martin Luther King Jr., and I would argue that the lack of progress over the years would severely disappoint him.

Last week, I was having a discussion with a friend on the struggles of the black race. I asked him, why after all of these years, does it seem as if we as a race have a difficult time uniting with one another and other races. His immediate response was that "they" do not want us to know our own strength because "they" fear us.

I would have to disagree.

We have a difficult time uniting and overcoming the stigma because we use our history as a crutch versus taking responsibility for the current brokenness in the black community caused by blacks.

We are unaware of our own

value. If we were people who valued ourselves, we would value the rights that many people before of us fought and died for. One of those rights is the right to a quality education.

According to a 2011 report completed by Complete College America, blacks are more likely to take remedial classes, attend a two-year college or drop out of college, and they are less likely to graduate.

It seems the very thing people fought for us to benefit from we do not take advantage of.

How can we place the blame on the white race for not valuing us when we lack value for ourselves as well?

We can argue that "the white man" put us here, but we continue to be stagnant because of ourselves.

We can not change how people view blacks, but we can start acting in a way that nulls their beliefs.

This begins at home. We cannot cry for justice from the public while our homes cry in pain in private.

There is a correlation with the family structure of black homes and the brokenness of the black community; almost 70 percent of black children are raised in a single parent home. This is not to say that single parents are incapable of raising intellectual and successful kids, but I hear many people justifying their behaviors as "daddy problems."

This is not simply a justification; it's the truth.

We are lacking strong black males outside of the media. We are lacking them in our homes.

Last week, my professor told us that children raised in two-parent homes are likely to hear 80,000 more words by kindergarten and will hear seven times more positive words. A healthy home correlates to a quality educa-

tion. If we begin restructuring our homes and lifestyles, then we begin developing within the classroom and as a race.

We claim to be kings and queens, so let's be royal. Royalty does not need the validation of the individuals surrounding them; they know their worth and live in a way that reflects their value.

So let's focus on our broken homes and lack of appreciation for the ones who have died for us. Let's discontinue our victimizing cries of inequality and focus on the cries of disillusion from our children.

Yes, history was not in our favor, but it is 2015. We can not change history or make people see our struggle, but we can live in a way that makes Martin Luther King Jr.'s death worth something.

*Rachel Granger is a junior international studies major from Pearl.*

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S. Gale Denley Student Media Center  
201 Bishop Hall,  
P.O. Box 1848  
University, MS  
38677-1848

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Letters should be typed, double-spaced and no longer than 300 words. Letters may be edited for clarity, space or libel. Third-party letters and those bearing pseudonyms, pen names or "name withheld" will not be published. Publication is limited to one letter per individual per calendar month.

Letters should include phone and email contact information so that editors can verify authenticity. Letters from students should include grade classification and major; letters from faculty and staff should include title and the college, school or department where the person is employed.



**MISSISSIPPI  
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MEMBER NEWSPAPER

## MEDIA continued from page 1

“The people writing the quizzes realize they aren’t a fortune teller and just assume that most people are taking them for fun,” she said. “But there are definitely people who take them way more seriously.”

She said it’s best for people to simply have a good time with the list or quiz and view it as a form of entertainment.

Whether or not the reader is taking the message to heart, companies, such as AOL, are experiencing the benefits of sharing such content and have watched their website traffic skyrocket.

“It’s actually been super beneficial, and we’ve seen a growth in a younger audience and more people coming to the site just because we have jumped on that trend,” Cegielski said.

While companies are benefiting, journalists are struggling to hold the attention needed to convey a longer message.

“Lists, quizzes, tests, in short form or in the digital age, affect many individuals negatively especially today,” Whittington said. “It’s almost like you have a deadline on yourself constantly, not only in the professional world but now also in the social world.”

Whittington said a compromise is possible, but it will take work to bridge the gap between a generation of feature writers and a generation of list readers.

“I think there’s a way to do it, but I don’t think we’ve gotten to that sweet spot just yet,” Whittington said. “We’re still at an impasse with two opposing forces.”

One thing is certain: the trend isn’t slowing down.

“I don’t think it will ever break any type of barriers or change the world, but I don’t think it will go away either,” Cegielski said. “It’s going to keep evolving and growing.”

## Mississippi in Brief

Compiled by Lizzie McIntosh

### Bring back that loving feeling

During the Super Bowl this Sunday, McDonald’s released a “Pay with Lovin’” commercial, which has now launched as a campaign for the company. From Monday, Feb. 2 to Saturday, Feb. 14, customers who enter participating McDonald’s locations all over the United States will be randomly chosen as participants. Those lucky customers will have the option to pay for their order with “an act of lovin’.” Whether that is a fist bump or a dance move, customers are asked to be creative. This play by McDonald’s gives a new spin to their “ba da ba ba ba, I’m lovin’ it” slogan. According to WXXV, the McDonald’s on Jackson Avenue is participating. It is the month of love, after all.

### Jailhouse rock

In the last year, Mississippi’s prison population has decreased by almost 3,000 prisoners. According to WTVA, on Jan. 25 of last year, the state’s inmate population was around 21,000; on the same date this year, the population was around 18,000. The Mississippi Department of Corrections claims that this staggering decrease in numbers is due to the discharge of more nonviolent inmates and the placement of others on house arrest. The state of Mississippi has been steadily ranked second in the nation for prison population, but this decrease in numbers should allow the state to meet its budgetary obligations in the correction department for this year. More people may be trading in their jumpsuits this year; maybe orange isn’t the new black for 2015.

### Started from the bottom now we’re here

Mississippi doesn’t have the best reputation when it comes to the health of its children. The Washington Post reports that the state holds the highest rates for low-weight newborns and infant mortality. However, one category where Mississippi healthcare reigns is in its vaccination rates for school-aged children. Last year “99.7 percent of kindergartners were fully vaccinated” and only “140 students in the state entered school without their required shots.” Mississippi holds strict vaccination legislation in which parental choice is outdone by public health laws. In the wise words of LMFAO, “Shots, shots, shots, shots, shots everybody.”

### TSDS: That school down South

On Jan. 28, Mitt Romney spoke at Mississippi State University. He discussed what went wrong in his 2012 campaign, the potential for a third presidential run and his current concerns for the country and the Republican party. In an interview with the Washington Post, Romney stated, “I am convinced that we could win the nomination, but I fully realize it would have been a difficult test and a hard fight.” Maybe he is taking one for the team, or maybe he just heard a little too much cowbell.

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FASHION COLUMN

## The absolute value of haute couture

ALEX PRESLEY

aepresle@go.olemiss.edu

Gone are the days with a standard runway in a standard white room. Unless a minimalist theme is called for, the top fashion houses are now participating in what seems to be a competition for the most awe-worthy productions.

Last week marked the ever-exciting Paris Fashion Week, in which designers showed their Spring/Summer 2015 Haute Couture collections.

At Dior, the scene consisted of what resembled a glamorous construction site. The giant show space was filled with a mirrored steel scaffolding set.

Chanel, not to be outdone, hosted their show at Paris' Grand Palais. The historic building featured an open, windowed ceiling and elaborate crown molding. At the start of the show, hundreds of mechanical flowers bloomed simultaneously at the push of a button. This example gives new meaning to the term fashion "show."

Fashion houses are not only showing us their collections; they are also asking us to discuss them. They are entertaining us.

It must be stimulating to live in a haute couture world. This category of fashion takes practicality and throws it out of the window. Extremism, magic and shock are all elements implemented and sent down the runways. Part of what makes haute couture so compelling is that it does not sit well with a certain crowd.

Many complain about how "none of it is wearable and it is a waste of money." On the contrary, it is art that forces one to expand one's mind and re-think standards previously held.

On Jan. 26, Dior showed a playful set. There were dresses that were very Julia Roberts in "Pretty Woman" (pre-makeover) paired with endless mod boots.

As many times as the past has been re-interpreted, Raf Simons somehow created a new plastic-retro aesthetic. Sequin detailing was employed sparingly enough that it was obvious its sole



COURTESY: VOGUE.COM

purpose was to evoke raw emotion in the viewer.

Perhaps the most talked about look was the space-y, long-sleeved, offbeat, flower-printed jumper that was just daring enough to work. This displayed a notion of

stepping outside of the box with something crazy enough just to work.

Karl Lagerfeld outdid himself once more at Chanel with a collection that materialized and personalized a trippy utopia, where models were flowers freshly picked

from the most chic of gardens. Just when we all thought that the tweed suit could not possibly be re-worked and updated once more, it was.

The limits were pushed as the suit exposed the midriff and skimmed the upper leg with a certain mischievous grace. The composition of the collection, too, couldn't be overlooked. A riveting combination of materials was implemented to create intricate visions, varying from dainty florals to looks dripping with alluring darkness.

If his Spring/Summer 2015 Haute Couture collection is any indication, Jean Paul Gaultier is a rejuvenated man after permanently retiring his ready-to-wear line last season. His work was thrilling as usual; however, it is apparent that the extra focus on

haute couture has not gone to waste.

The collection was surprisingly wearable. Gaultier has more or less built a collection that could supply a woman with a dream wardrobe for many years. There was a sense of the early 2000s in some looks, such as a dove blue strapless satin dress with a low-slung waistline made of denim. Naomi Campbell was the icing on this cake. She displayed the final look, a transparent, dark green number punctuated with orchids.

Take advantage of what these shows have to offer. It is not fashion we are talking about here but something much more. Growth ceases the moment we quit challenging our way of thinking.

Forget dressing to blend in and to be practical. Step outside of the box and see what happens. When you break monotony, you might learn something about yourself. Adopt a new purpose: to entertain.

For fashion industry updates and advice follow Alex Presley on Instagram and Twitter at @alex-presley.

Associated Student Body spring officer elections will be held March 3rd for the following offices:

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# lifestyles

## SHANNON continued from page 1

knee.

Shannon grew up on a private lake in Mississippi; his favorite activity was water skiing. Many afternoons, when school was out, his mom would take him out on the water.

"That was the one thing I loved to do," Shannon said. "I didn't know if I would be able to water ski again."

After his accident, it took Shannon about a year to fully

regain the ability to do all the things he did before. He had to re-teach himself the smallest things, such as walking up stairs and putting on clothes.

"I was doing the same things I've always done but differently now that I only have one leg," Shannon said. "You never realize what you have until it's gone."

Shannon said he thought about one day becoming a flight nurse while he was being airlifted to Memphis; even as he flew from one hospital to another, he was thinking of the future.

Shannon said many people doubted he would be able to

succeed in the field, but he said this only made him more determined to reach his goal of being a flight nurse.

"I always knew I wanted to do something in the medical field," Shannon said. "I just didn't know what until my accident."

Over the years, Shannon said he has been a "guinea pig" in the world of prosthetics. He was the youngest amputee to be fit for a Rheo Knee by USSÜR, which is a type of microprocessor knee. This leg has a computer inside that knows when to tighten and loosen. It gives resistance to the wearer when needed just like a person with use of both legs does to keep their knees from buckling.

"The microprocessor is my everyday leg, which is really beneficial in the field I am in," Shannon said. "We never know what we are going to be doing."

"Ben is one of our most inspirational success stories," said Dr. Skip Martin, Shannon's prosthetist at Precision Prosthetics in Memphis. "I wouldn't put anything past him. He could do anything."

Shannon said when he met Martin, also an amputee, for the first time, Martin jumped up into a chair and jumped out again.

"When I walked into Skip's office, and he did this, I was like, 'OK, I like this guy,'" Shannon said.

Shannon named Martin as the most influential person in his recovery.

In 2009, Shannon finished nursing school at Northeast Community College. He worked in the ER at North Mississipp-

pi Medical Center-Tupelo until 2010. He then worked as a charge nurse for Baptist Memorial Hospital-Oxford ER until August of 2011, when the State Department needed him to provide medical support for the remaining military forces in Iraq.

After a nine month tour, Shannon returned and was offered the head ER nurse position at Baptist Memorial Hospital.

"This was a big career step for me. There are only two head nurses in the ER," Shannon said. "I didn't want to pass up the opportunity because it wasn't going to come back around."

Shannon said he hadn't forgotten about that day on the airlift - he still wanted to be a flight nurse.

This was no easy dream to follow, however. The average step into the helicopter is about three feet. Flight nurses can carry anywhere from 30 to 50 pounds while in the field. When responders arrive on the scene, they can be exposed to anything from getting down in ditches to climbing a hill. Physically demanding as it is, Shannon said he wouldn't give it up.

In January 2013, he started flying part time with Pafford Air 1 Delta out of Clarksdale. Later that year, the phone call he had been waiting for finally came.

"The chief flight nurse for Hospital Wing, the company that picked me up from my wreck, called me about a position that opened up," Shannon said. "I immediately told her yes and went in for an interview the following week."

Josh Steele, director of Mar-

keting and Business Development and Education for Hospital Wing, knew Shannon's story before he met him through mutual friends. According to Steele, there was skepticism from senior crew members on how well Shannon would perform. Knowing all that he had accomplished since the accident, however, Steele said he had no doubt Shannon would succeed.

"He doesn't let anything slow him down," Steele said. "When he came on the job, you wouldn't know he even had an injury."

Shannon's dedication to success rewarded him with the job he'd always wanted, but he didn't expect to reclaim a childhood dream as well. Former U.S. Disabled Water Ski Team member, Bill Bowness, taught Shannon to ski, again.

Shannon bought his own boat, and now every summer, he and his friends go out to Sardis Lake to ski. He skis barefoot, one legged. Shannon wants to continue to get better and possibly make the U.S. Disabled Water Ski Team.

"He got me up on the skis," Shannon said. "Granted, I am nowhere near as good as I used to be, but I can ski again."



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  - 15 Kahuna's hello
  - 16 Meyers of "Kate & Allie"
  - 17 Bactrian
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PREVIOUS PUZZLE SOLVED

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  - 60 Epoch
  - 61 "The," to Wolfgang

1	2	3	4	5	6	7	8	9	10	11	12	13	
14					15					16			
17					18					19			
			20	21				22	23				
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51								52					
53				54	55	56			57	58	59	60	61
62				63					64				
65				66					67				

## SUDOKU® Puzzles by KrazyDad

6						5		3
				5	9	4		
		3		8			2	
2			1			9		
				3				
		9			4			5
	5			4		1		
		4	7					
9		1						8

### HOW TO PLAY

Complete the grid so that every row, column and 3x3 box contains the numbers 1 through 9 with no repeats.

### DIFFICULTY LEVEL

**TOUGH**

8	4	6	3	2	5	1	7	9
2	5	3	1	6	7	4	9	8
9	7	1	8	4	9	2	5	3
5	1	2	4	9	8	6	3	7
7	9	8	2	3	6	5	4	1
4	3	9	5	7	1	6	8	2
1	2	7	9	8	4	3	6	5
6	8	4	9	5	3	7	2	1
3	9	5	7	1	2	8	4	6

# NewsWatch

5 p.m.

Monday through Friday

## Channel 99

The 30-minute show is the **ONLY LOCAL** television newscast generating news directly to and for Ole Miss, Oxford, and Lafayette County.

Rebroadcast at 10 p.m.

OLE MISS SPORTS INFORMATION

## Rebel Netters on the road again

Continuing a stretch of tough matches, the No. 24 Ole Miss women's tennis team (4-1) travels to Lubbock, Texas this weekend to face No. 29 Texas Tech today and No. 32 Rice on Saturday. Today's match begins at 5 p.m., while Saturday's match starts at noon.

Both matches will be played at the Don and Ethel McLeod Tennis Complex.

"This weekend presents us two more great opportunities against some very good teams," head coach Mark Beyers said. "We had a great week of practice. You never know how a team rebounds from their first loss, but these girls were all business in practice this week."

### RECAPPING OKLAHOMA STATE

In her second top-10 win of the year, No. 20 Julia Jones scored the only win against the Cowgirls by defeating No. 10 Viktoria Lushkova, 6-3, 7-5. Previously undefeated, Ole Miss posted their first loss of the year on the road in Stillwater, Oklahoma last

weekend.

### SCOUTING TEXAS TECH

Texas Tech won two matches at home last weekend against Wyoming (4-0) and No. 28 Auburn (4-1). The Lady Raiders are led by No. 35 ranked Lynn Kiro, who earned All-Big 12 honors last year with a record 29 wins. The Rebels eliminated the Lady Raiders 4-3 in the first round of the 2014 NCAA Championships. Julia Jones rallied from a set down to clinch the win at No. 2 singles.

### SCOUTING RICE

Rice got swept by No. 44 Kentucky in the opening round of the ITA Kickoff Weekend. The Owls are led by No. 24 ranked, senior Natalie Beazant. The Rebels last faced the Owls in the second round of the NCAA Championships in 2012, when Julia Jones, Erin Stephens and Iris Verboven were freshmen.

### THE 100 WATCH

In a steady march toward the 100-club, senior Julia Jones chalked up her 88th

win last weekend. She has a dozen wins left before achieving the distinction of being the fifth singles player in program history to join the 100-club.

### HOME MATCHES AHEAD

Rebel fans will have two weeks of women's tennis action coming up, as Ole Miss hosts a pair of matches over Valentine's weekend, welcoming Tulane Feb. 13 and William & Mary Feb. 15. Remaining home the following weekend, the Rebels host Lipscomb Feb. 20.

### LIVE COVERAGE

You can follow the Texas Tech match with live scoring by going to OleMissSports.com and clicking on the link in the calendar.



OLE MISS SPORTS INFORMATION

## Ole Miss Rifle to host No. 14 Akron Zips

Looking to move up in the rankings, the No. 17 ranked Ole Miss rifle team prepares for a match against No. 13 ranked Akron on Saturday. Action will get underway at 9 a.m., at the Patricia C. Lamar National Guard Readiness Center.

In their last action, Rebel sophomore Alison Weisz set the school record in smallbore with a 589 at the Withrow Invitational in Murray, Kentucky. Both Weisz and freshman Jessica Haig lead the Rebels in air rifle with a 585 average.

"This weekend is a chance to move up in the rankings,"

head coach Valerie Boothe said. "The team knows what they need to do and each one has been working hard to earn a spot on the counting team. The ladies have really made it hard for us to choose who will represent us. They all know what's at stake."

Akron is coming off a tough loss against No. 12 ranked Army. The Zips fell 4,609 to 4,592 last Saturday. Junior Matt Chezem leads the Zips with a 578 average in smallbore and a 587 in air rifle.

If you can't make it out to the range, you can follow the action with live scoring on OleMissSports.com.

### CLASSIFIEDS INFORMATION

To place your ad in The Daily Mississippian Classifieds section, visit: <http://www.thedmonline.com/classifieds>.

The DEADLINE to place, correct or cancel an ad is 12 p.m. one day in advance. The Daily Mississippian is published Monday through Friday when school is in session except during the summer session which is Tuesday through Thursday.

**Classified ads must be prepaid.** All major credit cards accepted. No refunds on classified ads once published.

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COLUMN

## Media to blame for National Signing Day mania

**BRIAN SCOTT RIPPEE**

bsrippee@go.olemiss.edu

It is a new day and age for recruiting. The enormous appetite for college football in this country has caused National Signing Day to become one of the most anticipated days in the sports world. It has now become almost a sporting event of its own.

Signing Day is now an all day affair. Starting at 6 a.m., the nation's top recruits hold press conferences to announce where they will be playing college football next fall. As each young prospect sits down at a table with his coaches and loved ones behind him, millions of fans across the country sit glued to their TV sets waiting for the young man to make his choice. Sometimes, I begin to wonder: What makes Signing Day so appealing?

Recruiting in college football is such an inexact science. Trying to predict what an 18-year-



Hugh Freeze discusses National Signing Day during a press conference Wednesday.

PHOTO BY: THOMAS GRANING

National Signing Day.

Another thing that makes National Signing Day so intriguing is how ironic the process can be at times.

Remember the LeBron James decision a couple of years ago?

The iconic basketball star took harsh criticism when he announced in a television special that he was "taking his talents" to Miami. If you look at signing day, the process really is not that much different. Young talent is lauded and praised for announcing on TV where they will be taking their talents. It has become acceptable and encouraged to announce a signing in this fashion.

Another ironic yet intriguing aspect of National Signing Day is the access that social media gives fans to prospects.

Though by rule it is an NCAA violation to contact a recruit by social media to persuade a prospect, it is hardly enforceable. Fans young and old constantly send tweets to recruits telling them where they should go or what colors they would look best in. In most all other scenarios, an adult tweeting at an 18-year-old kid to tell him what colors he would look best in would be viewed as highly inappropriate; yet in the recruiting process leading up to signing day, it commonly occurs. There really is nothing quite as intriguing and entertaining as National Signing Day.

National Signing Day is without a doubt an important day for college football programs. The national media has taken this day and turned it into a highly entertaining and eventful process to watch play out. It always promises to be one of the craziest days of the year for sports fans and will continue to entertain fans for years to come.

old kid with the weight of the world on his shoulders is going to do is extremely difficult. Fans eagerly wait with suspense to see what hat the prospect is going to put on, signifying where he will spend his next four years. It is this suspense that makes National Signing Day such an intriguing day for college football fans.

The moment of elation when a top recruit puts on the hat with your school's name on it is a feeling of success like no other. Likewise, the anger and disappointment of losing a prospect in what has become known as a "flip" brings out a great amount of emotion among all college football fans.

The national media has played a huge role in the popu-

larity of National Signing Day. ESPN and its family of networks flood into high schools across the country to televise the decisions of top prospects. Putting an 18-year-old kid on national television to announce where he will be playing college sports creates tremendous excitement but also tremendous pressure.

The spotlight is now on that young adult from the moment he signs his letter of intent to the moment he steps on the field the following fall. The access the fans have to recruits through television and social media constantly leaves something to talk about and analyze year round in regards to college football. College football is becoming a year round sporting event, with the peak of the offseason coming on

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