

THE GAMECOCK

University of South Carolina
www.dailygamecock.com

WEDNESDAY, FEBRUARY 25, 2004

Vol. 97, No. 69
Since 1908

Scott wins presidency

Miller, McLawhorn set to compete in run off vice presidential election

BY NATALIE GROUT
THE GAMECOCK

USC elected a new Student Government president and treasurer Tuesday night, but the vice presidential race is just heating up.

Zachery Scott won 57 percent of the vote, enough to avoid a third consecutive run off for president. He defeated Justin Williams, who pulled 30 percent of the vote, and Adam Schaffer, who took 13 percent.

Cameron Burnette won treasurer in the closest race of the election, defeating Kenya Fraizer by 123 votes.

Yvonne Miller and Mark McLawhorn will face each other in a run off election for vice president Thursday and Friday at

www.vip.sc.edu.

Miller, with 1,237 votes, failed to gain a majority. McLawhorn received 843 votes to force a run off.

"I feel good.

I'm not really

surprised at

the outcome. I

thought that it

might turn out

this way,"

Miller said.

"I'm ready to

do whatever it

takes for the next

two days. I'll

stand out on

Greene Street until

April if I have to."

McLawhorn said he was opti-

mistic going into the run off com-

petition.

Vice presidential candidate



SURF YOURSELF

For complete election results, go to
www.dailygamecock.com

Brian Wayne came in third, ending his SG executive bid.

"It sucks, but

whatever happens,

happens. I don't

really know how the

votes turned

out," he said.

Supporters

erupted in

cheers when SG

Elections Commissioner Rachel

Keisler announced Scott's victory

on the third floor of the Russell

House. With 1,611 votes, Scott sur-

passed Justin Williams' 844 votes

and Adam Schaffer's 353 votes.

Scott shared his success with his

supporters.

"I feel great. I'm totally amazed

with my campaign staff. They've

worked so hard and have been so

dedicated," Scott said. "It's not my

win — it's a team win."

SG President Katie Dreiling

said she was pleased with Scott's

triumph.

"I have confidence in him," she

said, and joked, "I also know

where he lives."

Williams said he will shift his

focus from campaigning to the

classroom.

"It is what it is," he said. "We

campaign, we tried to spread a

♦ ELECTION, SEE PAGE 9

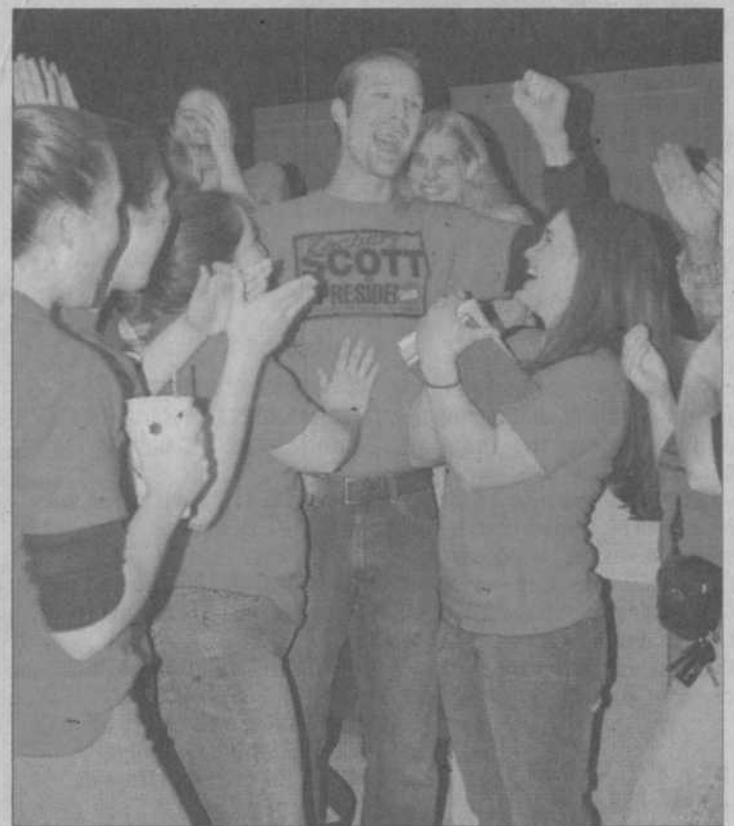


PHOTO BY KATIE KIRKLAND/THE GAMECOCK

Zachery Scott celebrates his campaign success in the SG presidential election Tuesday with supporters.

Bush against any gay unions

BY DEB RIECHMANN
THE ASSOCIATED PRESS

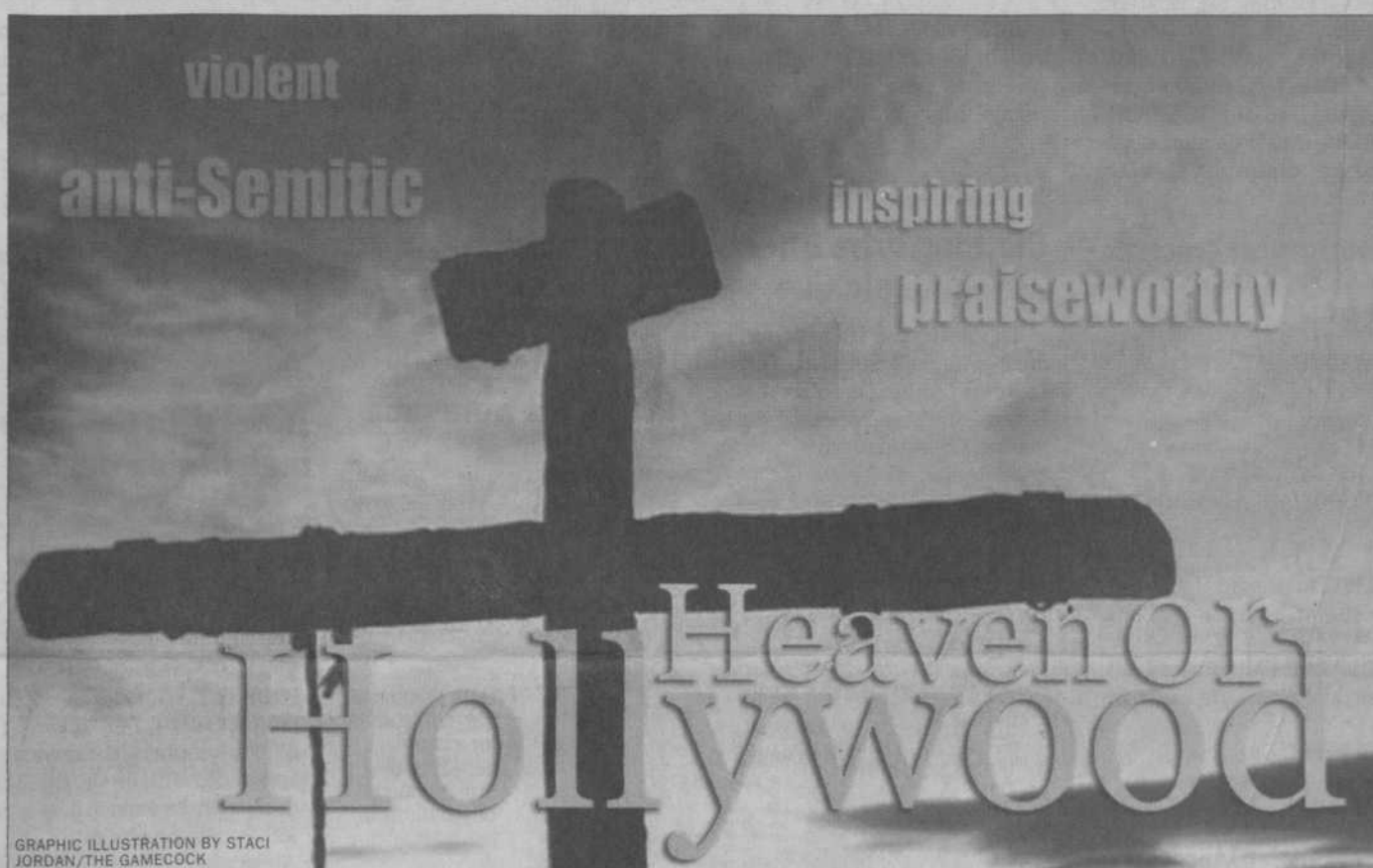
WASHINGTON — Jumping into a volatile election-year debate on same-sex weddings, President Bush on Tuesday backed a constitutional amendment banning gay marriage — a move he said was needed to stop judges from changing the definition of the "most enduring human institution."

"After more than two centuries of American jurisprudence and millennia of human experience, a few judges and local authorities are presuming to change the most fundamental institution of civilization," the president said in urging Congress to approve such an amendment. "Their action has created confusion on an issue that requires clarity."

Marriage cannot be severed from its "cultural, religious and natural" roots, Bush said.

Bush, who has cast himself as a "compassionate conservative," left the door open for civil unions as an alternative to same-sex marriages.

♦ AMENDMENT, SEE PAGE 6



'The Passion of the Christ' draws fans, furor before national release

BY JESSICA FOSTER
THE GAMECOCK

Walk into any Catholic church and, in most cases, you will see a cross with a man nailed to it — a serene yet sorrowful reminder of ultimate sacrifice and love.

Today, a different image of this man will be introduced, but it won't be found in a church. This bloodied, brutally realistic depiction will be found on the

screens of movie theaters nationwide.

"The Passion of the Christ," an R-rated film interpretation of the final 12 hours of Jesus' life on Earth, makes its debut in the United States today in the middle of fervent praise and adamant opposition.

Assembled from the four Biblical gospels of Matthew, Mark, Luke and John, the movie has been called anti-Semitic by some Jewish leaders, who say that producer and director Mel

Gibson included scenes that place blame on the Jews rather than the Romans for the crucifixion.

Others hail Gibson's work as a great evangelical tool that could spur a great religious movement. Rabbi Daniel Lapin, president of the religious organization Toward Tradition, opposes Jewish organizations that have squandered both time and money futilely protesting "Passion" and wrote in a column his prediction that "the faith of millions of Christians

will become more fervent as 'Passion' uplifts and inspires them. 'Passion' will propel vast numbers of unreligious Americans to embrace Christianity. The movie will one day be seen as a harbinger of America's third great religious reawakening."

USC film professor Susan Courtney said she thinks movies can have a "tremendous cultural impact," but she said a religious

♦ PASSION, SEE PAGE 5

Kerry in lead after 2 primary victories

BY DAVID ESPO
THE ASSOCIATED PRESS

Democratic front-runner John Kerry took the lead in early results from the Utah primary and Idaho caucuses Tuesday and looked for more good fortune in the Hawaii contest, the last before a climactic 10-state round next week.

Kerry outpaced North Carolina Sen. John Edwards 2-to-1 in the first returns from strongly Republican Utah and built an even stronger margin as the first polls reported from Idaho.

The night's three races were little more than blips on the political calendar. The candidates are putting their energies on the coming Super Tuesday prizes and Kerry is already looking beyond the nomination fight and tangling with President Bush.

The fourth-term Massachusetts senator fired back at Bush earlier in the day, depicting him as a "walking contradiction" who has presided over job losses, a deficit increase and frayed international alliances despite promises to the contrary.

Bush had opened up on him a day before in his most partisan

♦ PRIMARY, SEE PAGE 6

Billboards show signs of modern change

BY JUSTIN CHAPPELL
THE GAMECOCK

The film "Minority Report" portrays a futuristic advertising culture where electronic signs use eye scans to identify a person and tailor an individual product recommendation based on previous purchases the customer has made.

The Hollywood flick is not far from reality. In December 2002, Alaris Media Network Inc. began

developing a billboard technology

in Sacramento that allowed advertisers to intercept car radio frequencies and categorize highway drivers by radio station, changing billboard messages to meet the predominant radio demographic.



This technological innovation in the billboard industry is a superficial development in an ongoing billboard battle.

David Ogilvy, author of "Ogilvy on Advertising" and regarded by many as the figurative author of

advertising, wrote, "If you give up billboards, you can still use newspapers and magazines and radio and television. That ought to be enough." Ogilvy's justification was that billboards on highways obstruct what cannot be owned — scenery.

Ogilvy wrote those words in 1983, but even today, similar sentiments exist.

"It is the only form of media that you really cannot turn off,"

said Vance Kornegay, an associate professor of advertising at USC and chairman of the advertising and public relations sequence.

Kornegay is part of Citizens for Scenic South Carolina (ScenicSC.org), a nonprofit group that promotes "conservation and beautification" of the state. The group, which Kornegay said has about 10 core members, successfully lobbied Richland County to cap the number of new billboards.

There are currently 471 in the county.

But those fighting in favor of billboards are just as passionate.

"The majority of the outdoor advertising industry is branding and campaigning — a mass message," Hal Stevenson, CEO of Grace Outdoor Management in Columbia, said. "Some call billboards the last mass medium."

♦ BILLBOARDS, SEE PAGE 5

WHAT'S INSIDE

- ♦ TURNED UP TURNOUT More students turn out to vote in this year's SG elections. FOR MORE SEE PAGE 9
- ♦ SOUTH FOR THE WINTER The Thomas Cooper Library features a collection of a prominent Boston writer's work. FOR MORE SEE PAGE 3
- ♦ LEADING VISION Gov. Sanford explains what is needed for S.C. to progress in

- higher ed. FOR MORE SEE PAGE 11
- ♦ SUGGESTIVE PICTURES Why Harvard must be careful publishing an erotic student magazine. FOR MORE SEE PAGE 11
- ♦ NEW KID IN TOWN Up-and-coming singer-songwriter Adam Hood brings honest tunes to Columbia. FOR MORE SEE PAGE 12

- ♦ AN "INTOLERABLE BURDEN" Film details the struggles of a Mississippi family during desegregation. FOR MORE SEE PAGE 12
- ♦ REVENGE Men's basketball attempts to beat Florida after losing earlier this season. FOR MORE SEE PAGE 15
- ♦ IN THE AIR The Gamecock unveils its Spring Sports Special.

Index

- Comics and Crossword 14
- Classifieds 18
- Horoscopes 14
- Letters to the Editor 11
- Online Poll 11
- Police Report 2
- Entertainment News 2
- USC Calendar 2

Weather

TODAY

THURSDAY

High 48
Low 31
Windy, showers at night

High 44
Low 32
Wintery mix to rain

Visit us

online at:
www.dailygamecock.com

The Gamecock is printed on recycled paper.