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The Parthenon, March 4, 2015

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WEDNESDAY, MARCH 4, 2015 | VOL. 118 NO. 101 | MARSHALL UNIVERSITY'S STUDENT NEWSPAPER | marshallparthenon.com



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
Wednesday

The National Weather Service in Charleston, WV has issued
WINTER STORM WARNING UNTIL 4 P.M. THURSDAY

The National Weather Service in Charleston, WV has issued
FLOOD WATCH UNTIL 5 P.M. THURSDAY


Daytime

Heavy Rains
 .75 to 1.5 Inches



Nighttime

Ice up to 1 inch
 Snow 6 - 8 inches



48↓

22

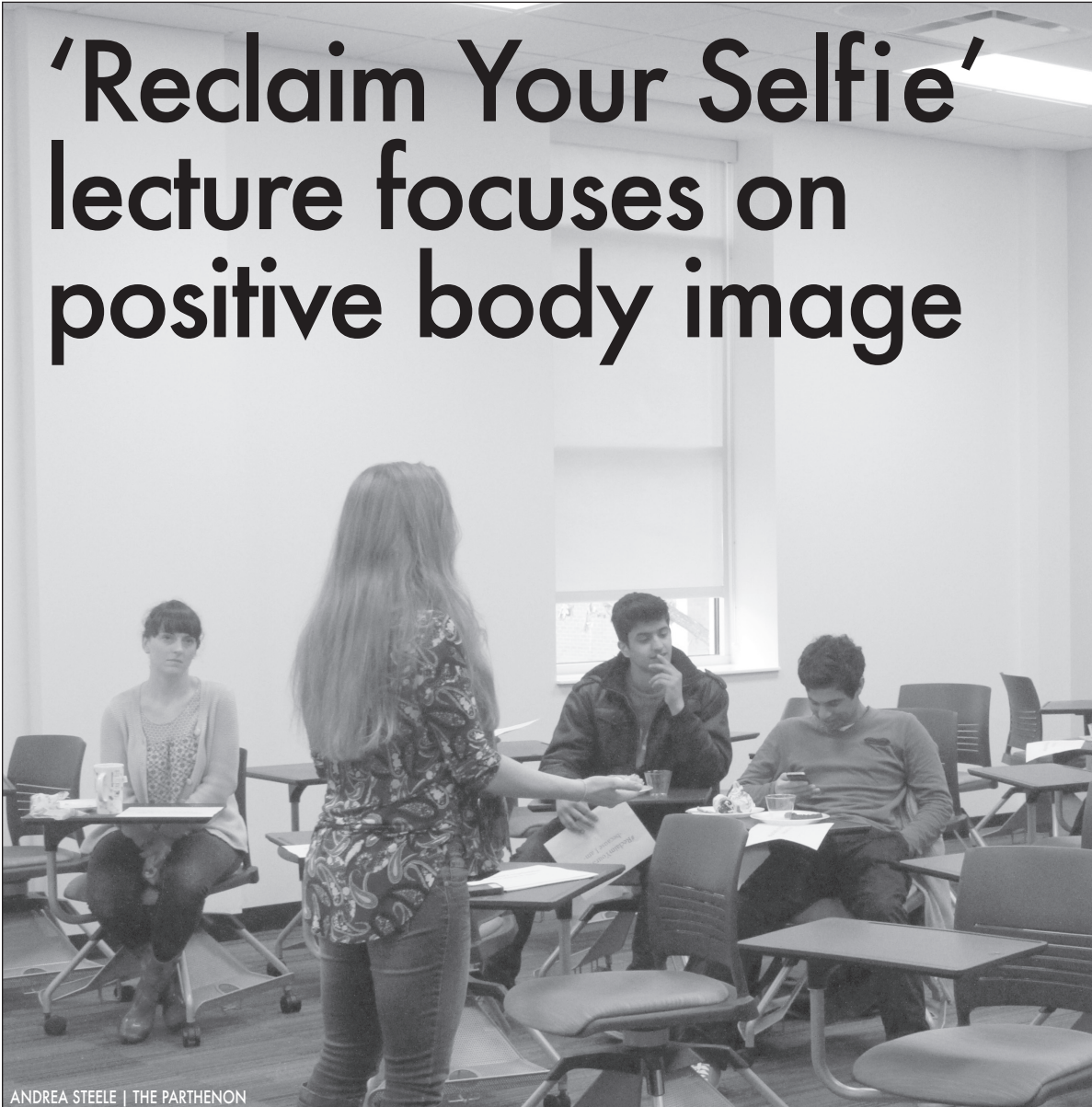
LEXI BROWNING | THE PARTHENON
Jim Lanier, AGB consultant, explains the presidential search process during the search forum Tuesday in the Shawkey Room.

Skyler Hunt can be contacted at hunt133@marshall.edu.

Kaitlyn Clay can be contacted at clay122@marshall.edu.

MARSHALL CAREER SERVICES PARTHENON FRONT PAGE

‘Reclaim Your Selfie’ lecture focuses on positive body image



ANDREA STEELE | THE PARTHENON

By **CAITLIN FOWLKES**
THE PARTHENON

The Marshall University INTO center presented a lecture about positive body image Tuesday.

Brianna McElfish, graduate assistant in the Women’s Center and doctorate of psychology student, presented the lecture titled “Reclaim your Selfie.”

The lecture focused on what selfies mean to the culture of young people, how they tend to make young people scrutinize their bodies in negative ways and how to feel positive about one’s body image.

McElfish said last week was national eating disorders awareness week but the events planned were postponed due to the weather.

McElfish said it is important for everyone to have a positive body image.

“Part of our modern culture is this emphasis on body scrutiny and in that context it is really important for us to learn to appreciate our bodies for what they’re for, not just as ornaments,” McElfish said.

The event was open to all students on campus. The attendees took selfies with #reclaimyourselfie after the open-lecture discussion.

McElfish said there are many cultural differences between generation

gaps and various international cultures. She tried to focus the discussion around the American image of selfies.

“Bodies are more than something to look at,” McElfish said. “Bodies are something more than a competition, bodies give us all sorts of beautiful experiences. These narrow cultural concepts are kind of tyrannical in a way and we don’t have to fit in to enjoy and appreciate our bodies.”

The INTO MU student’s answers to the open-discussion were positive. The question “Why do we take selfies?” was answered, “Because we are beautiful” from the crowd of students.

Salton Elotaibi, an INTO MU student from Saudi Arabia, said selfies are a fad in his country too.

“It is nice to take a selfie with your friends for memory,” Elotaibi said.

Other events planned for national eating disorders awareness week are body appreciation yoga 12 p.m. Thursday and a lecture by McElfish on “The Truth About Pro-Anorexia” 5 p.m. Thursday in the Women’s Center.

The jeans hanging up around campus are also for national eating disorders awareness week. McElfish said it is meant to express all shapes and sizes are beautiful.

Caitlin Fowlkes can be contacted at fowlkes2@marshall.edu.

ETIQUETTE DINNER HELPS STUDENTS DEVELOP PROFESSIONAL SKILLS

By **MATTHEW EPLION**
THE PARTHENON

Marshall University Career Services and Northwestern Mutual had an etiquette dinner Tuesday for students.

About 50 to 60 students were present at the start of the event. Attending students participated in a four-course meal while they were instructed on the basics of dining and business etiquette.

The meal consisted of tomato soup, salad, chicken with potatoes and chocolate cake.

Speaker and author Terri Thompson spoke at the event. Thompson talked about proper etiquette such as which utensils to use, how to hold a fork and the proper ways to eat certain foods. Thompson used humor and real life lessons to illustrate her points. According to her website, she holds a Bachelor of Science degree from Northwest State University and is a graduate of the Etiquette Institute. She is also the author of the book “Everyday Etiquette.”

Debby Stoler, assistant director at MU Career Services, said the goal of the event was to instruct students who will soon be out in the world on dining and business etiquette.

Stoler said students might someday have an interview that includes a meal or a business dinner with executives after being hired.

“Knowing proper business etiquette in these situations will make events like that much easier to handle,” Stoler said.

Stoler said the presentation benefits students in that it gives them confidence in handling themselves in a professional situation that may include a meal and company executives.

Stoler said this is just one of many services provided by MU Career Services to help students with professional skills development.

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“Everyday Etiquette” author Terri Thompson, left, instructs a student on proper dining etiquette Tuesday at the Memorial Student Center.

KATHERINE SPENCE | THE PARTHENON

POLICE BLOTTER

All information provided by the Marshall University Police Department.

By **TYLER FERRIS**
THE PARTHENON



ANDREA STEELE | THE PARTHENON

Controlled Substance

During a routine traffic stop Feb. 23 at the intersection of 16th Street and Fifth Avenue, an officer noticed a strong odor of marijuana coming from inside the vehicle. A passenger in a red GMC Jimmy handed the officer a bag containing a green, leafy substance. The officer conducted a search of the vehicle with the assistance of two units of the Huntington Police Department. The K9 unit was unable to find more evidence. The suspects were taken to the magistrate’s office where it was discovered the driver had misinformed the officer of his name. The suspects were transported to Western Regional Jail and charged with possession of a controlled substance.

Larceny

A sweatshirt and a set of car keys were taken from a locker at the Rec Center Feb. 24 between 5:20 and 6:45 p.m. The male victim said the locker was locked. MUPD has no suspects.

Destruction of Property

A woman discovered her driver side window was smashed Feb. 27 on Hal Greer Boulevard. Nothing was taken from the vehicle. MUPD has no suspects.

Tyler Ferris can be contacted at ferris26@marshall.edu.

Cabell County Sheriff’s department offers tips to prevent car break-ins

By **WILLIAM IZZO**
THE PARTHENON

Huntington is the second largest city in West Virginia as of 2010, with an estimated population of 50,000 people leaving car thieves a lot of opportunities for potential robberies.

Lt. Steve Minor with the Cabell County Sheriff’s Department said break-ins should be reported immediately.

“It’s possible that if one person calls to report a break-in, the suspected individual may still be in the general area breaking into other cars and it’s possible that we may even catch them in the act,” Minor said.

Minor offered three tips to help prevent break-ins.

The first tip is to lock the car. Minor said he thinks lack of attentiveness really attracts thieves.

The second tip is to remove valuables, including electronic devices from the car. Minor said he thinks students have the most electronic devices and encourages them to bring items they wouldn’t want to get stolen, inside their homes.

The third tip is to park the car in a well-lit area. Minor said this definitely contributes to break-ins.

Minor said to utilize streetlights while parking on the street, and attempt to park closely to lamps or lights in parking lots.

Minor said there is likelihood to retrieve items that have been stolen.

“If you as an owner record the serial numbers on items like electronics, that increases the chance of police returning said items to you,” Minor said. “Not recording those numbers significantly decreases your chances.”

Minor said students who live off campus should take extra precautions.

“Thieves know where off campus apartments are and they know where the parking lots are too,” Minor said. “It’s easy pickings to go through those lots and just see which cars are unlocked. Thieves in those situations might not stand out as much.”

Minor reiterates that reporting crimes help officials prevent crimes.

“If you are a victim of any crime, report it as soon as possible to the proper authorities and give us an opportunity to try and catch the perpetrator and bring them to justice for whatever it is they may have done,” Minor said.

William Izzo can be contacted at izzo@marshall.edu.

SPORTS

WEDNESDAY, MARCH 4, 2015 | THE PARTHENON | MARSHALLPARTHENON.COM

RICHARD CRANK | THE PARTHENON

Herd prepares to take on Monarchs

“We’re playing with a certain confidence in our game now.”

-Justin Edmonds

By **MALCOLM WALTON**
THE PARTHENON

Marshall University’s men’s basketball team won seven of its last 10 games and takes on Old Dominion University 8 p.m. Thursday at the Ted Constant Convocation Center in Norfolk, Virginia.

Earlier this season, the Herd (11-18, 7-9) lost to the Monarchs (22-6, 11-5) 72-51 at the Cam Henderson Center. However, since the teams’ last meeting, Marshall has turned things around.

Justin Edmonds, junior guard for the Herd, said Marshall is not the same team it was when it faced Old Dominion in January.

“We’re playing with a certain confidence in our game now,” Edmonds said. “That confidence just wasn’t there earlier in the year. We’re starting to pick up on the little things that coach D’Antoni

emphasizes, whether it’s running the court or having your foot set a certain way on defense. Things are really clicking for us.”

Austin Loop, sophomore guard for the Herd, said the team is finally getting comfortable with the style it needs to play in order to win.

“We’re just getting a feel for everything, the new offense, the defensive scheme,” Loop said. “We’ve also done a lot of maturing. A lot of guys haven’t played that many minutes on this level. So, with each game, we’re gaining more and more valuable experience.”

The Monarchs’ leading scorer, junior guard Trey Freeman (16.8 points per game), is fresh off of his second consecutive C-USA Player of the Week Award, but the Herd players are adamant the team is not preparing specifically for Freeman.

“We stick to what we do,” Loop said. “We don’t individually scout players that much. They have a lot of talented players on their team. So, if you key in on one player, you might let up on another who can hurt you as well.”

Edmonds said the team is more concerned with the Monarch’s conference-best scoring defense (57.0 PPG) rather than its leading scorer.

“They have a tough defense,” Edmonds said. “So, offensively, we need to be in attack mode all night. And defensively, we just want to focus on the whole team. We’ll hold that kid to whatever we need to hold him to in order to come out with the ‘W.’”

Malcolm Walton can be contacted at walton47@marshall.edu.

RICHARD CRANK | THE PARTHENON



Head coach Dan D’Antoni celebrates a win against Florida Atlantic University Saturday at the Cam Henderson Center.

RICHARD CRANK | THE PARTHENON



Aleksa Nikolic shoots the ball against UTSA Jan. 21 at the Cam Henderson Center.

FOLLOW THE SPORTS STAFF ON TWITTER

@MUPnonSports

THE PARTHENON

The Parthenon, Marshall University's student newspaper, is published by students Monday through Friday during the regular semester and Thursday during the summer. The editorial staff is responsible for news and editorial content.

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THE FIRST AMENDMENT | The Constitution of the United States of America

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people to peaceably assemble; and to petition the Government for a redress of grievances.

BE HERD: GUIDELINES FOR SENDING LETTERS TO THE EDITOR

Please keep letters to the editor at 300 words or fewer. They must be saved in Microsoft Word and sent as an attachment. Longer letters may be used as guest columns at the editor's discretion. Guest column status will not be given at the author's request. All letters must be signed and include an address or phone number for confirmation. Letters may be edited for grammar, libelous statements, available space or factual errors. Compelling

letters that are posted on The Parthenon website, www.marshallparthenon.com, can be printed at the discretion of the editors.

The opinions expressed in the columns and letters do not necessarily represent the views of The Parthenon staff.

Please send news releases to the editors at parthenon@marshall.edu. Please keep in mind, letters are printed based on timeliness, newsworthiness and space.

EDITORIAL

Cis or miss: Transgender film casting controversy really comes down to acting abilities

The first photo of Eddie Redmayne's portrayal of transgender pioneer Lile Elbe in "The Danish Girl" surfaced last week, reigniting a conversation about acclaimed performances by cisgender (non-trans) persons in transgender roles.

The film, based on David Ebershoff's novel and inspired by the true story of Danish artists Einar and Gerda Wegener, follows Elbe's journey as one of the world's first known gender-reassignment surgery recipients.

Plot aside, controversy, particularly in the trans community, has focused on the Hollywood trans political and its significance as so many roles are played by

cispersons. Not only are cisgendered people filling such roles, but their portrayals are also being celebrated as valuable to the integration of trans people into popular culture.

Last year Jared Leto won an Academy Award for his depiction of a trans person in "Dallas Buyers Club," and Jeffrey Tambor took home a Golden Globe for his role in "Transparent." In the music world, the music video for the intentionally named "We Exist" by Arcade Fire features Andrew Garfield transforming into what has widely been perceived as a transgender woman.

But to exclusively be enraged by cisgendered actors in transgender roles, critics

ignore the business of the casting decision as well as the actor's job.

Filmmakers cast movies based on talent, yes — as was likely the case with Tambor — but also on the potential for the actor to bring in viewers—Leto, who had not acted for years, and Garfield.

"Andrew Garfield the 'Spider-Man' guy in an Arcade Fire video is going to make headlines," actress and trans activist Laverne Cox told Bustle. "People are going to click on it and talk about it. If I were asked to do the Arcade Fire video, I don't know if it would have the same king of attention."

Now an Oscar winner, Redmayne will be a great face for the film, and will likely

bring in viewers who would not give the film a second thought otherwise.

Complaints about the lack of trans actors playing trans people are justified, but complaints about specific actors in trans roles are not. Redmayne's acting capabilities, as proven in "The Theory of Everything" if proof is necessary, are more than up to par for the part. To claim another actor should be in the role discredits his acting abilities.

"As an actor I would never suggest that another actor shouldn't play a role," Cox said. "I want to play a wide variety of different characters, and I think that cisgender actors, I'm assuming, want to do that as well — that's the nature of being an actor."



Eddie Redmayne, winner of the award for best actor in a leading role for "The Theory of Everything," attends the Governors Ball after the Oscars on Feb. 22 in Los Angeles.

PHOTO BY CHRIS PIZZELLO | INVISION | AP

COLUMN

What do you know about depression?

By BRI SHELTON
COLUMNIST

Unlike other illnesses, depression is one many avoid talking about. Most have no problem admitting they have asthma, diabetes, etc., but when it comes to depression, hardly anyone will confess they have ever suffered from it.

Along with a bad stigma and lack of knowledge, there are also many misconceptions about depression and what it really means to have it. Below is a list I constructed to debunk some of these myths, as I am a fellow sufferer who once believed these misconceptions myself.

1. You have to be suicidal to be depressed.

Having suicidal thoughts can be a symptom of depression, but it doesn't mean every depressed person has felt this way. Many never suffer from suicidal thoughts or actions at all. In fact, the more common symptoms include feelings of hopelessness, trouble sleeping,

loss of interest, etc. Having suicidal thoughts is more rare in depressive episodes because most are only mildly depressed rather than being immensely sad like the media makes them out to be.

2. If you have a good life, you can't be depressed.

Everyone has different reasons for becoming depressed. Some can become sad because of the weather getting colder, which has nothing to do with how "good" or "bad" someone's life is.

3. Only medication can help treat depression.

This is also false. In some cases, simply going to therapy for a while to work through problems helps people pull out of their depression. However, there are some people who take medication to overcome their sadness as well, but there are also other treatments out there.

4. Once someone is on medication, their depression is completely gone.

Depression is like an addiction, and it's very easy to get addicted to sadness. Taking medication doesn't necessarily "cure" a person completely. It's up to them to change their mindset and try to be happier as well.

5. Depression is a choice.

Of all these misconceptions, this is the one that irks me the most. Why would anyone choose to be sad all the time? Depression is an illness far beyond the sufferer's control, and they can't simply turn their sadness on and off. Depression is something that is triggered by events in one's life such as a loss of a job, loved one, etc., which is completely out of their hands.

All in all, depression is an illness misunderstood by society. Every story is different, and the media doesn't always depict it right when advertising medication or portraying characters.

Bri Shelton can be contacted at shelton76@marshall.edu.

MYTHS BUSTED

1. You have to be suicidal to the depressed.
2. You can't be depressed if you have a good life.
3. Only medication can help treat depression.
4. Once someone is on medication, their depression is completely gone.
5. Depression is a choice.

Have ideas?



Get your voice Herd!



Write a column!

For more information, contact managing editor Jocelyn Gibson at gibson243@marshall.edu.

Path to compromise unclear as lawmakers debate immigration

By ERICA WERNER
ASSOCIATED PRESS

To hear congressional Republicans tell it, Democrats are so eager to grant work permits to immigrants in the U.S. illegally that they'd risk funding for the Homeland Security Department to do it. Democrats counter that it's Republicans who are jeopardizing the Homeland Security budget in their zeal to deport immigrants brought here illegally as children.

Those two opposing sides are in a high-stakes drama underway on Capitol Hill as lawmakers wrangle over a \$39.7 billion House-passed bill that funds the department for the remainder of the budget year while overturning President Barack Obama's executive actions limiting deportations for millions here illegally and giving them the ability to work.

The back-and-forth comes at a time of global threats and terrorist slayings of prisoners. One way or another, most involved agree, Congress will find a way to approve funding for the Homeland Security Department, even if lawmakers have to pass a short-term extension ahead of the Feb. 27 deadline before coming up with a final deal.

But how and when lawmakers will get there is less clear as both parties jockey for advantage in a new era of divided government, with Republicans in full control of Congress for the first time in eight years and Obama ready and willing to wield his veto pen.

"It's so hard to divine how this will all come out," said Rep. Trent Franks, R-Ariz.

It was a comment echoed Tuesday by lawmakers at both ends of the Capitol as Senate Democrats united against a procedural vote that would have opened debate on a House-passed bill. A total of 51 Republicans voted to advance the bill — short of the 60 needed — while all 44

Democrats, two independents and two Republicans were opposed.

Republicans indicated there would be more votes on the measure in the days to come, and Democrats promised the result would not change unless Republicans removed the language on immigration. In the end, Democrats predicted, Republicans would do just that.

"The Republicans should stop the posturing for the right wing of their party and stand down and do what's right,"

essential to keep the Homeland Security Department funded.

"It's obviously not the end of the world" for the agency to lose funding, GOP Rep. Matt Salmon of Arizona said Tuesday, because most department personnel would be deemed essential and keep working.

House Republicans were casting about for another solution, such as splitting up the funding bill, Salmon said. He said a lawsuit over Obama's immigration actions, as House Speaker John Boehner has said is possible, wouldn't satisfy conservatives.

In the Senate, Republicans including moderate Susan Collins of Maine were also looking for a way out. Collins said she was working with Sen. Ted Cruz, R-Texas, and others on alternate legislation to fund the Homeland Security Department and roll back the new administration policies limiting deportations, but keeping in place protections for immigrants brought to the U.S. as children.

"I think it's a good solution and a way to resolve an impasse that has the potential to cause some real harm," Collins said in an interview.

But with Democratic leaders pledging to oppose any Homeland Security spending bill with immigration language attached, it was not clear whether Collins' proposal would shift the debate. That was especially true with Democrats seeing their stance as good politics in a presidential election cycle in which Latino voters are likely to play an important role.

Obama invited to the White House a group of younger immigrants who would be subject to eventual deportation under the House-passed bill. During the Oval Office meeting Wednesday with the "Dreamers," Obama was expected to defend his policies and criticize the GOP.

"The Republicans should stop the posturing for the right wing of their party and stand down and do what's right."
-Harry Reid, D-Nev

said Senate Minority Leader Harry Reid, D-Nev. "They'll wind up passing a clean bill, so why stop — why do we wait?"

Some Republicans acknowledged privately, and a few publicly, that outcome was likely. "Ultimately there may be a clean bill," said Rep. John Carter, R-Texas.

But before that could be entertained, House conservatives said they had to be convinced that Majority Leader Mitch McConnell, R-Ky, and his Senate Republicans had exhausted every tactic against what they described as an unconstitutional overreach by Obama. Complicating matters for GOP leaders, not every Republican agreed that it was absolutely

PRESIDENT

Continued from page 5

"I think to keep people here, the first thing that has to be dealt with is that faculty have to feel respected and valued," Hill said. "If you don't have the money to pay people...then you need to have intrinsic rewards."

Hill also requested diversity in the search and equal representation of women in the male-dominant administration.

Daniel Holbrook, chairman of the department of history, said investing time within local high schools would be vital for increasing Marshall's student population.

"We do have a declining high school population and we have an abysmally low college going rate in the state," Holbrook said. "One thing that Marshall should do more of is...partnering with the local school systems."

Lanier said AGB's review of Marshall included multiple strengths that would attract candidates, including the school of medicine, school of

pharmacy and developing engineering program.

Beth Wolfe, director of recruitment, said she had two priorities in terms of the new president search.

"One [priority] is someone who will surround themselves with experts on campus and understand that they cannot do everything themselves and then rely on the experts in their respective areas to do the heavy lifting and go to them for counsel with decisions," Wolfe said.

Wolfe said a necessity of uniqueness is in order.

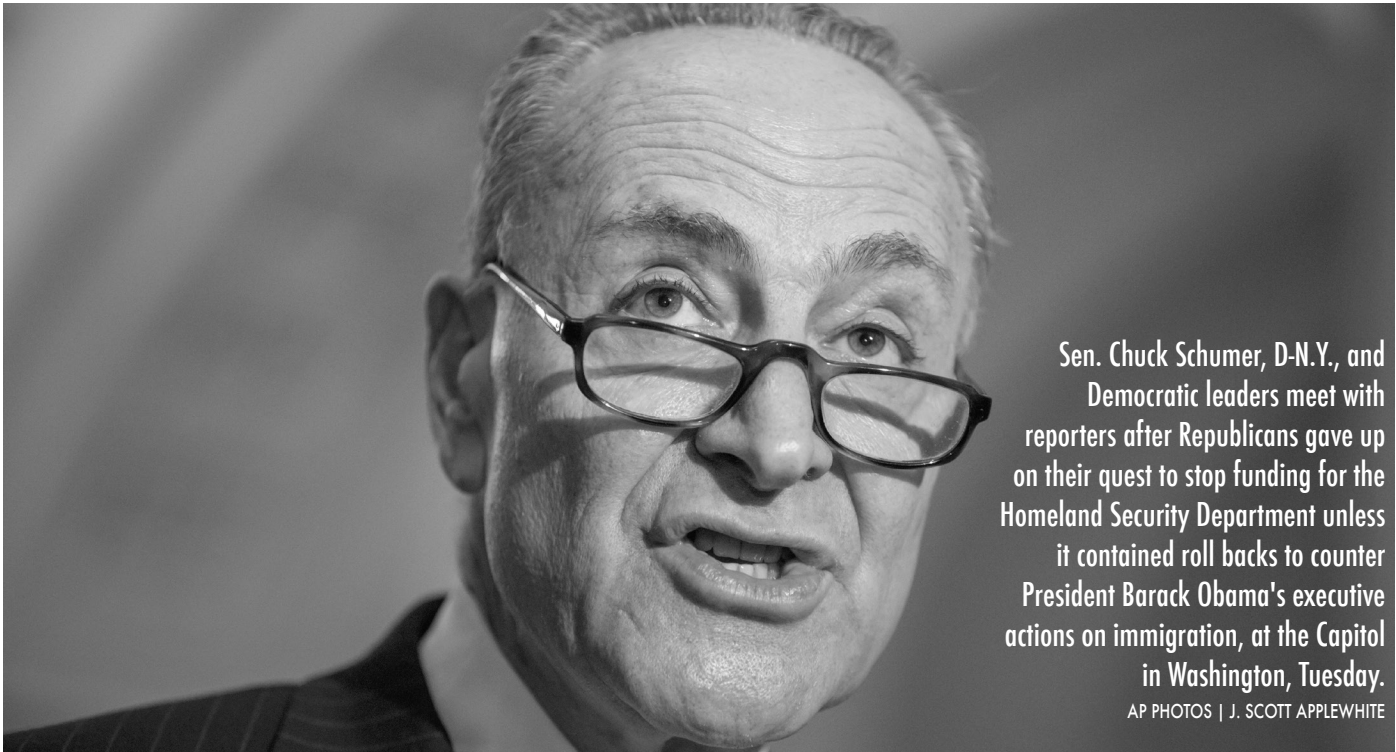
"[We need] someone who desires to make Marshall the best Marshall," Wolfe said. "Not a duplicate of another institution."

The selection process and eventual implementation is anticipated to be complete by mid-May and if delayed, by July.

Lanier said the agency placed emphasis on selecting a new president before the fall semester started.

Lexi Browning can be contacted at brown-ing168@marshall.edu.

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50 Shades of disappointment

“50 Shades of Grey” fails at box office

By **KARIMA NEGHMOUCHE**
THE PARTHENON

Released the day before Valentine’s Day, “50 Shades of Grey” plummeted in ticket sales the opening weekend, stirring up arousal and even more controversy.

Ian Pletka, a worker at Cinemark Huntington Mall, said the film was a huge disappointment to the theatre.

“It was pretty busy the opening weekend, but nothing too crazy,” Pletka said. “We only sold out on the Valentine’s Day showing. A few weeks before it was released we had so many phone calls and pre-bought tickets, so we expected a huge crowd. It didn’t even get half of the business that American Sniper did.”

The film adaptation of the book stars Dakota Johnson and Jamie Dornan, and IMDb describes the plot as a literature student whose life changed forever when she meets “handsome, yet tormented, billionaire Christian Grey.”

Many people have mixed feelings about whether or not the movie was appropriate for theaters.

Molly Dixon, a self-described movie critic and bookworm, was not impressed with the film, but agreed it was appropriate for those who knew what they were getting themselves into.

“It is a terribly written book, and the dialogue in the movie is just as bad,” Dixon said. “It’s just a lot of really bad and cheesy prose and awkward dialogue. “I think it’s appropriate if you’re old enough for an R rating and know what you’re getting yourself into, but it’s not appropriate if you’re younger, or if you have any kind of decent taste in movies.”

A lot of the controversy comes from misrepresentation of the BDSM culture.

“The worst part of this movie was by far when he punished her,” LaCandace Hamlin said. “BDSM is already something people are afraid of. So when it’s seen like this, it makes it even harder to talk

“BDSM is already something people are afraid of. So when it’s seen like this, it makes it even harder to talk about.”

LaCandace Hamilton

about. The fact that they considered physically hurting a submissive is where the line was overdrawn in this movie.”

Dixon said that although she knows nothing about BDSM aside from movies, the misrepresentation could possibly lead to bad abusive habits.

“People probably don’t know a lot about BDSM,” Dixon said. “I don’t know anything about it aside from movies I’ve seen and books I’ve read. It’s been taboo in mainstream culture up until this point, and I think it’s bad to introduce it in a way that could show it misrepresented. It’s bad for the media to ever misrepresent any group of people.”

Whitley Sizemore, a fan of the book, said she was also very disappointed in the movie.

“It was awkward, ill played, and a very poor example of the book,” Sizemore said.

Pletka said the audiences that came to see the movies included a bunch of couples in their late 20’s to early 30’s and a lot of women with their girlfriends in their 40’s.

“The movie was definitely directed towards middle-aged women,” Pletka said. “Men just complained about how they could have watched a better film by watching porn, and a lot of the elderly crowd who came to see the movie asked for refunds immediately.”

Dixon also agreed that it appealed to older women.

“This film is definitely directed towards older women who don’t know how to sign up for porn accounts and have husbands that aren’t as attractive as they used to be,” Dixon said.

Pletka said not only was he disappointed in the films content, but also in how it was put together.

“It was choppy and boring,” Pletka said. “I didn’t think it was a movie worth seeing.”

Karima Neghmouche can be contacted at neghmouche2@marshall.edu.

CODINUNDRUM

A column about random pop-culture stuff, mostly Beyonce

CHANGED THE GAME WITH THAT DIGITAL DROP

By **CODI MOHR**
EXECUTIVE EDITOR

There’s not much comparable to the overwhelming feeling of seeing a beloved artist release new tunes out of the blue and trying to consume them as quickly as possible. In the past five years, the surprise album drop has become a frequent and welcome twist on typical music industry marketing tactics.

Here are 10 of the best and most unexpected:

Beyoncé | *Beyoncé*

The Queen released her self-titled fifth album in December, complete with a music video for each track. The exclusive iTunes release sold 1.3 million copies in its first 17 days and became the fastest selling album in the history of the iTunes Store. She gave absolutely no warning of its release, causing a social media uproar. Beyoncé made her own rules, and changed the game with that digital drop.

Drake | *If You’re Reading This It’s Too Late*

If you’re reading this, you already know about Drake’s 17-song commercial mix tape. Fans can expect the tracks to supplement the rapper’s festival headline performances. It debuted at No. 1 on the Billboard 200 after only three days of sales, moving 535,000 units, all of which can be attributed partly to the overall shock of the drop.

D’Angelo & The Vanguard | *Black Messiah*

After 12 years of silence, D’Angelo finally released his follow-up album to the classic R&B “Voodoo” in response to the Ferguson and Eric Garner controversies in 2014. Never intended to have a traditional rollout, “Black Messiah” instantly became one of the best-reviewed albums of 2014.

Frank Ocean | *channel orange*

Frank Ocean’s Def Jam debut dropped a week before its intended release date to keep it from leaking online. The moved up date

with less than 24 hour’s notice still managed to debut at No. 2 on the Billboard 200 and was nominated for Album of the Year at the Grammys.

Jay Z | *Magna Carta… Holy Grail*

Just five months before the iconic “Beyoncé” drop, Jay Z preceded his wife’s album release with his own 12th studio album. Jay announced “Magna Carta… Holy Grail” during a commercial in the NBA Finals in June 2014, promoting a Samsung sponsorship with 1 million free downloads to the first customers. Less than three weeks later the album was released for sale, managing to avoid leaks entirely.

Skrillex and Diplo | *Skrillex and Diplo present Jack Ü*

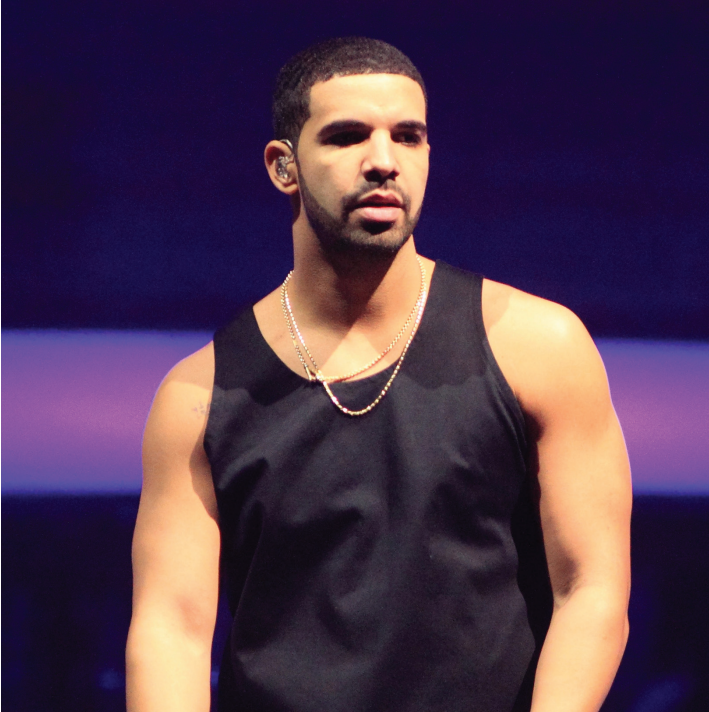
EDM duo Skrillex and Diplo premiered a much anticipated project, “Skrillex and Diplo Present Jack Ü,” last week during an 18-hour DJ set. The album features appearances by Kiesza, Missy Elliot, Justin Bieber, 2 Chainz, AlunaGeorge and more.

Compared to the huge, drawn out, strategic release—Taylor Swift’s “1989,” for example—the surprise drop seems like the more artistic option. Not to discount Swift’s art—the album was one of, if not the best album of 2014. But in not depending on the drawn out, massive publicity of a promotional tour, surprise albums provide instant worldwide recognition through social media.

Leaks become less likely, the music becomes the top topic of conversation and near hysterical (at least in my experience) necessity to consume the new product leads listeners to rave to their friends and followers and buy rather than stream.

On the current path, the surprise drop is more likely than not to become the standard for big name album releases. And even though it may cause a few heart attacks, the shock and the universal excitement make the surprise album my preference.

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OWEN SWEENEY | INVISION | AP

In this Dec. 18, 2013 file photo, rapper Drake performs in concert at the Wells Fargo Center in Philadelphia. The music streaming service Spotify said the rapper’s new album, “If You’re Reading This It’s Too Late,” set the record for most streams from an album in its debut week in the US. The album was streamed more than 17.3 million times in just three days.