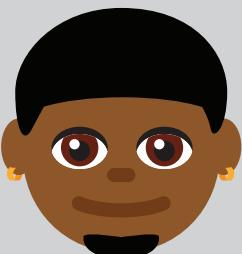


Evan Boehm



Russell Hansbrough



TIGER KICKOFF

Published by the Columbia Missourian
THURSDAY, NOVEMBER 5, 2015
MISSISSIPPI STATE AT MISSOURI
8 P.M. THURSDAY
TV: ESPN RADIO: TIGER NETWORK

Gary Pinkel



Drew Lock



LET'S GET SOCIAL.

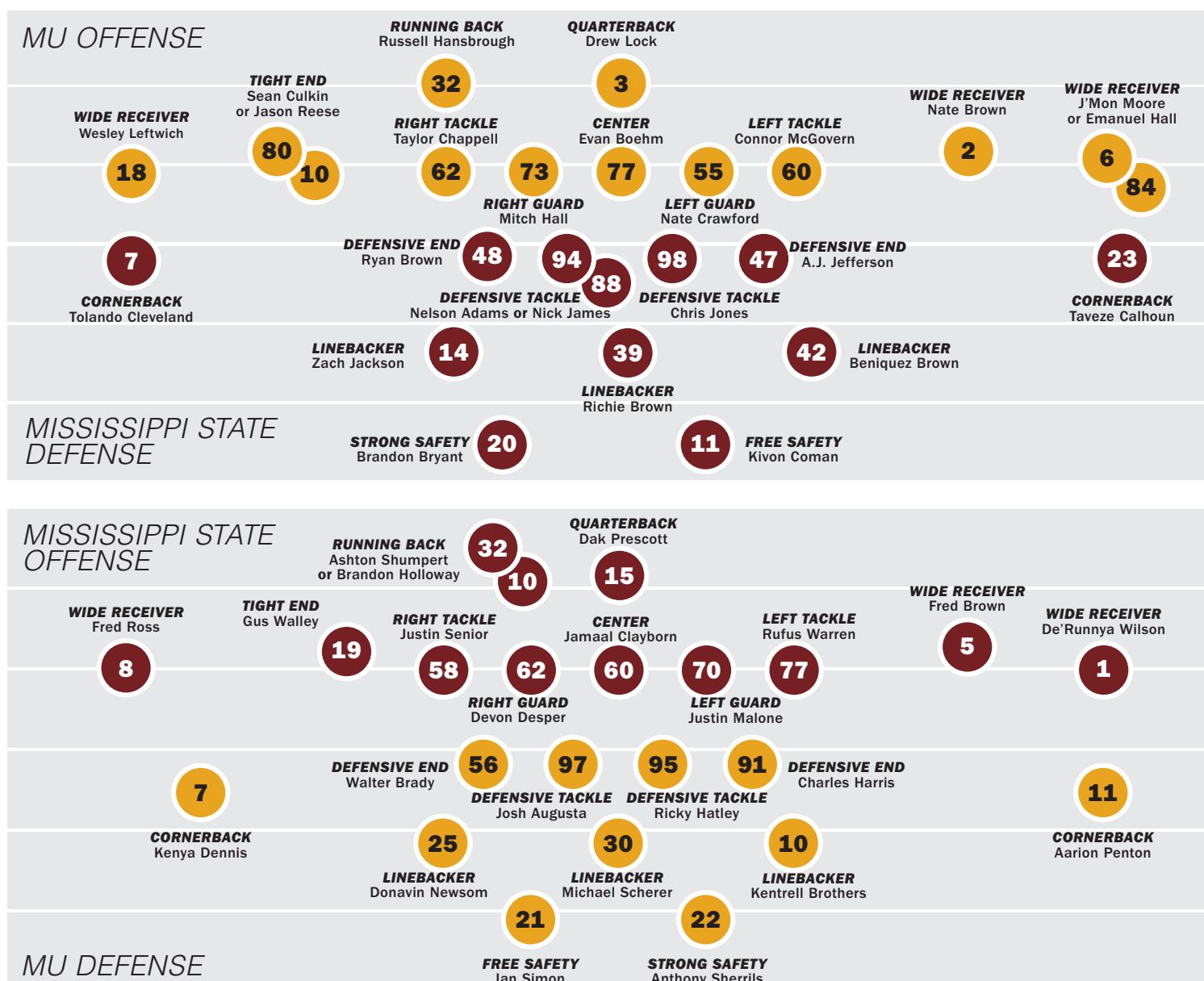


A look inside how Missouri football players use social media — the good and bad — and the restrictions they're given. **PAGE 8**

Kentrell Brothers



STARTING LINEUPS

MISSOURI
MISSISSIPPI STATE


DEPTH CHART » MISSOURI

OFFENSE

	1ST STRING	2ND STRING
QB	Drew Lock	Eddie Printz
RB	Russell Hansbrough	Ish Witter
WR1	J'Mon Moore	Emanuel Hall
WR2	Nate Brown	Cam Hilton
WR3	Wesley Leftwich	Keyon Dilosa
TE	Sean Culkin	Jason Reese
LT	Connor McGovern	Malik Cuellar
LG	Nate Crawford	Brad McNulty
C	Evan Boehm	Sam Bailey
RG	Mitch Hall	Kevin Pendleton
RT	Taylor Chappell	Paul Adams

DEFENSE

	1ST STRING	2ND STRING
DE	Walter Brady	Marcell Frazier
DT	Josh Augusta	Terry Beckner, Jr.
DT	Ricky Hatley	A.J. Logan
DE	Charles Harris	Nate Howard
SLB	Donavin Newsom	Clarence Green
MLB	Michael Scherer	Brandon Lee
WLB	Kentrell Brothers	Joey Burkett
CB1	Kenya Dennis	John Gibson
CB2	Aarion Penton	Logan Cheadle
SS	Anthony Sherrills	Thomas Wilson
FS	Ian Simon	Cortland Browning

SPECIAL TEAMS » MISSOURI

PUNTER (26) Corey Fatony
PLACEKICKER (99) Andrew Baggett
HOLDER (9) Eddie Printz
LONG SNAPPER (86) Jake Hurrell
KICK RETURNER (5) John Gibson
PUNT RETURNER (33) Cam Hilton

SPECIAL TEAMS » MISSISSIPPI STATE

PUNTER (43) Logan Cooke
PLACEKICKER (25) Westin Graves
KICKOFF (40) Devon Bell
SNAPPER (53) Hunter Bradley
KICK RETURNER (10) Brandon Holloway
PUNT RETURNER (8) Fred Ross
HOLDER (43) Logan Cooke

TIGER KICKOFF

SPORTS EDITOR

Greg Bowers

ASSISTANT SPORTS EDITORS

Mark Selig
Sean Morrison

DIRECTOR OF PHOTOGRAPHY

Brian Kratzer

ASSISTANT DIRECTOR OF PHOTOGRAPHY

Abby Connolly
Jenny Justus

CREATIVE DIRECTOR

Brendan Wray

COVER ILLUSTRATION

Brendan Wray

Tiger Kickoff is published every Friday before a home Missouri football game. Look for the special edition before home games and an expanded sports section before away games.

Online: [columbia](http://columbiamissourian.com/sports)
missourian.com/sports

Follow us on Twitter:
@CoMoSports

Email: sports@columbiamissourian.com

COLUMBIA MISSOURIAN

Our offices are located at 221 S. Eighth St., Columbia, MO 65201

Circulation: 882-5700

Newsroom: 882-5720

Sports: 882-5726

On the Web:

columbiamissourian.com

ON AIR

TV: ESPN

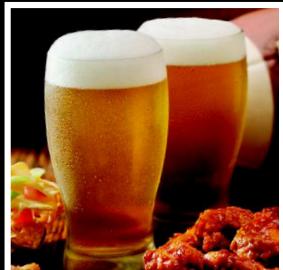
Radio: KTGR/1580 AM
KTGR/100.5 FM
KCMQ/96.7 FM

Tiger Food!

**Whether you're at the game or tailgating at home,
team up with Schnucks for a winning lineup!**

- Pick up our delicious golden fried chicken or party sandwiches from our Deli Department.
- Check out our walk-in Beer Cooler for your favorite beverages.
- Don't forget our fresh storemade brats, kabobs or loaded burgers for grilling.

Go Tigers!

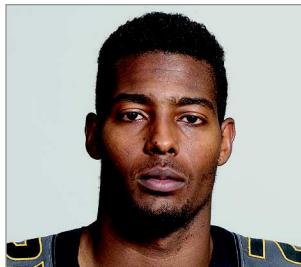


schnucks®

1400 Forum Blvd. • (573) 446-2800 • schnucks.com



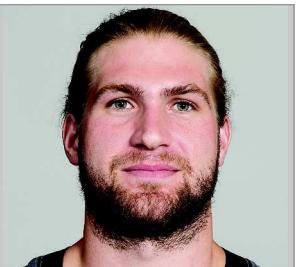
FAST FIVE



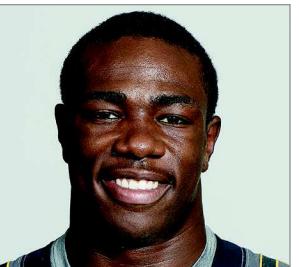
IAN SIMON
SENIOR SAFETY



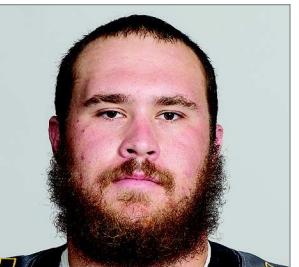
MICHAEL SCHERER
SENIOR LINEBACKER



SEAN CULKIN
JUNIOR TIGHT END



KENYA DENNIS
SENIOR CORNERBACK



EVAN BOEHM
SENIOR CENTER

WHAT IS YOUR
FAVORITE CLASS
ON THURSDAYS?

"Sociology of gender."

"It has to be BA 3500 (Professional Development in Business) because that's the only class I have on Thursdays."

"Warren Buffett investment class. It's really cool."

"Sports venue management."

"Ag sales with Linda Sowers. It's an 8 a.m. class, and she's always full of energy, and she loves to have fun in that class and wakes you up for a Thursday."

WHAT IS THE
BEST PART
ABOUT NIGHT
GAMES?

"The atmosphere. I feel like it's more electric. It's kinda like what you dream about as a kid, playing underneath the lights on the big-time stage. I feel like that's college football at its finest."

"You get to eat more good food during the day at the hotel."

"Just the atmosphere. The crowd is more amped up."

"Well, for one, the Tiger Walk is packed. More people, more fans at the Tiger Walk. I feel like there's more people at night games, and I just feel more comfortable playing under the lights, makes you feel like (you're in) a high school game."

"The atmosphere. The atmosphere for sure."

HAVE YOU
EVER USED A
COWBELL?

"I actually have. Growing up in Texas, I'm a pretty country kid. Actually our high school gave out cowbells at a game, so my mom actually has a cowbell from that game at home. The whole stadium was ringing."

"I guess it was cool back in the day when we played little league football to have cowbells for the parents. I have one with our logo on it, and I would annoy my parents by playing it around the house all the time."

"No."

"Yeah, I have. At a Mississippi State football game. ... If you're human, you'll get annoyed with it."

"I've never used a cowbell, no, and I don't plan on it, either."

WHAT IS YOUR
FAVORITE BREED
OF DOG?

"Boxer."

"Yellow lab."

"Golden retriever."

"Pit bull."

"Golden retriever or black lab."

DO YOU HAVE
ANY PETS?
WHAT ARE THEIR
NAMES?

"Dallas."

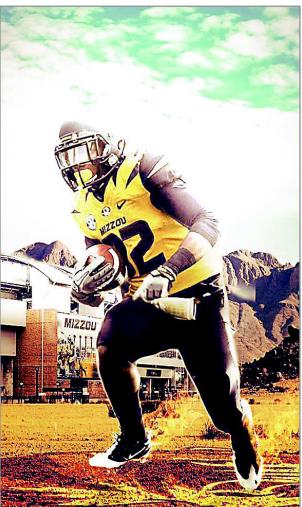
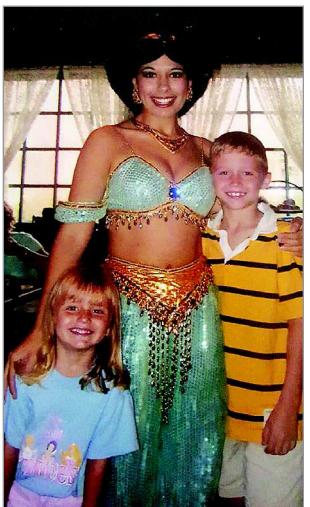
"I never had any pets. I have three brothers. We were never home."

"I have two goldens back home. One is Brittany and one is Cali."

"One's name is Siete, like seven in Spanish, because that's my jersey number. My other dog's name is Beau. They're pit bulls. Siete is 1 (year old). Beau is like seven months."

"I have two. I have a golden retriever named Chance and a black lab named Wrigley."

WHAT'S INSIDE



IMPOSSIBLE?

Another game, another mind-bending quiz to conquer. Test your knowledge of all things Mississippi State, from sororities to obnoxious cowbells.

06
13
14

TODDLERS TO TIGERS

Before joining the team, this Missouri football player's favorite Disney character was Princess Jasmine from "Aladdin."

FAN ART

Delve into the world of Missouri fans who use their skills to create digital photo "edits" of players and use social media to display them.

SCHEDULE

09/05	VS. SOUTHEAST MISSOURI	W 34-3
09/12	@ ARKANSAS STATE	W 27-20
	FAMILY WEEKEND/TIGER STRIPE	
09/19	VS. CONNECTICUT	W 9-6
09/26	@ KENTUCKY	L 21-13
	GOLD RUSH/MILITARY APPRECIATION	
10/03	VS. SOUTH CAROLINA	W 24-10
	HOMECOMING	
10/10	VS. FLORIDA	L 21-3
10/17	@ GEORGIA	L 9-6
10/24	@ VANDERBILT	L 10-3
11/05	VS. MISSISSIPPI STATE	8 P.M.
11/14	VS. BYU (ARROWHEAD STADIUM)	6:30 P.M.
	BLACKOUT	
11/21	VS. TENNESSEE	TBA
11/27	@ ARKANSAS	1:30 P.M.



5000 Clark Lane

(573) 474-4399

Resident Golf Privileges • Full-Size Washer & Dryer
 Full-Size Kitchen Appliances • Fitness Center
 Swimming Pool • Whirlpool & Sauna • Tanning Bed
 Business Center • On-Site Management & Maintenance

www.LindseyManagement.com

Professionally Managed by Lindsey Management Co., Inc.

**Affordable Apartments
on Golf Course**

**FREE SHUTTLE TO
UNIVERSITY OF
MISSOURI!**

THE IMPOSSIBLE QUIZ

MISSISSIPPI STATE EDITION

Today's game marks the first time since 2009 that the Missouri football team plays a Thursday night game at Memorial Stadium. The Tigers' opponent? The No. 24 Mississippi State Bulldogs. Before you head to the stadium and listen to the sound of Mississippi State fans' famed cowbells, see how much you know about the school and the city of Starkville, Mississippi. By MICHAEL MANDELL

- 1** Which of these baseball players did NOT attend Mississippi State?
- A** Jonathan Papelbon
 - B** Rafael Palmeiro
 - C** Stephen Drew
 - D** Will Clark

- 2** Mississippi State students are out of luck if they want to eat lunch at which of the following restaurants?
- A** Chick-fil-A
 - B** Chipotle
 - C** Popeyes
 - D** Quiznos

- 3** To help ease the stresses of finals week in May, Mississippi State's Mitchell Memorial Library hosts which of the following?
- A** A chili cook-off
 - B** A live concert
 - C** A mini-golf tournament
 - D** A rave party

- 4** Although Mississippi State fans are known for ringing large cowbells at home football games, the bells were technically banned at the Bulldogs' Davis-Wade Stadium from 1977 until when?
- A** 1996
 - B** 2008
 - C** 2010
 - D** 2011

- 5** Medical student Richard E. Holmes became the first black student at Mississippi State in which year?
- A** 1962
 - B** 1964
 - C** 1965
 - D** 1968



- 6** Mississippi State has satellite campuses in all of the following cities but one. Which is it?
- A** Biloxi
 - B** Magnolia
 - C** Meridian
 - D** Vicksburg

- 7** The Mississippi State football won its only SEC title in 1941. Who was the Bulldogs' coach at the time?
- A** Allyn McKeen
 - B** Bump Shelly
 - C** John Johnson
 - D** Webb Faircloth

- 8** Starkville claims to be the home of which of the following sports?
- A** Dodgeball
 - B** Kickball
 - C** Softball
 - D** Tee-ball



- 9** Which Mississippi State player was the most recent to win a Super Bowl?
- A** Fletcher Cox
 - B** K.J. Wright
 - C** Pernell McPhee
 - D** Preston Smith

- 10** Which was the first sorority at Mississippi State?
- A** Alpha Phi
 - B** Chi Omega
 - C** Delta Gamma
 - D** Zeta Tau Alpha

Answers

1. C. Mississippi State fans can only use the bells before games, during timeouts or half-time and when the team scores.
2. B. As sad as it is, there are no people attended last years edition.
3. D. The rave usually lasts about 20 minutes. It's estimated that 2,000 farther from a Chipotle than Starkville, Mississippi and Louisiana-Monroe are football teams, only Hawaii, Southern Chipotle restaurants in the entire state of Mississippi. Of the 128 college 3,000 people.
4. C. Mississippi State fans can only use the bells before games, during timeouts or half-time and when the team scores.
5. C. July 19 was the 50th anniversary of Mississippi's admission to the Union.
6. B. Although Mississippi calls itself "The Magnolia State," the city of Magnolia has a population of less than 1,500 people.
7. A. McKeen, who coached the Bulldogs from 1939 to 1948, is the only real football coach on this list.
8. D. Alibon, Michigan, also considers itself to be the home of tee-ball.
9. B. Wright was a member of the Starkville claims to have done it in 1961.
10. B. Chi Omega's Beta Chapter received that distinction on March 14, 1936. The school was then known as Mississippi State. In 1991, the school rebranded itself.

Photos by or courtesy of JIM LYTHE/The Associated Press, KEATS HAUPT/Mississippi State, JIM LYTHE/The Associated Press



WELCOME TO COLUMBIA

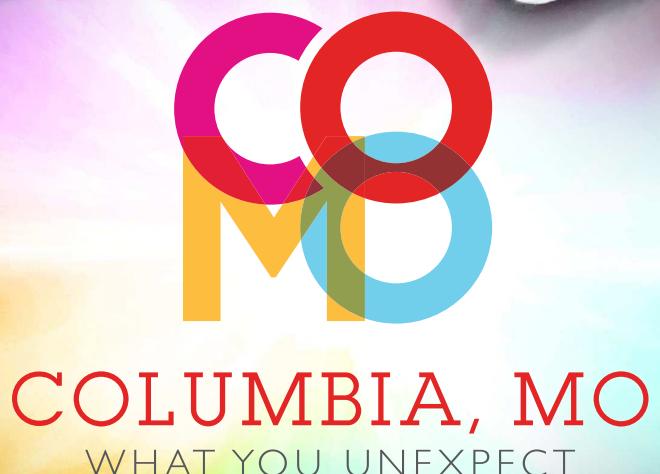
BLACK AND GOLD IS JUST THE BEGINNING

When the tailgating is over and the game clock expires, don't let the fun stop! Time and time again, visitors are delightfully surprised by what Columbia has to offer. From picturesque parks and clever cuisine to amazing art and superb shopping, visitors find that Columbia is 'surprisingly sophisticated.'

We like to think of Columbia as a cool neighborhood in a big city, with a young vibe, an active buzz and an engaged community. We're also a friendly and welcoming community, with a thriving downtown and an abundance of cultural opportunities.

We're Columbia... What You Unexpect!

VisitColumbiaMO.com



@ColumbiaMOCVB

@VisitColumbiaMO

Traversing the social media world

By Michael Mandell

Gary Pinkel and Missouri football team officials didn't want to speak up, but Russell Hansbrough did. Hansbrough, the team's starting running back, was only hours removed from leaving Missouri's Sept. 5 game against Southeast Missouri State with a right ankle injury. If Missouri's coaches and players knew the specifics of the injury or a timetable for Hansbrough's return, they weren't letting anyone know.

Shortly after the game, Hansbrough sent a message via Twitter that let Missouri fans breathe a little easier. He implied he'd be back sooner rather than later, saying the other players had simply gotten a "head start" on the 2015 season.

"I was just letting them know I was good," said Hansbrough, who played in the Tigers' next game against Arkansas State. "They got a chance to make it big early on, and I didn't."

Like many other Missouri athletes, Hansbrough has quite the presence on Twitter. The senior running back from Arlington, Texas, has more than 6,100 followers and has sent more than 13,500 tweets. In recent months, Hansbrough has offered followers haircuts, talked about his mishaps with fireworks and retweeted too many "WorldStarHipHop" videos — with its tons of parody music videos and short, snappy pop culture references — to count.

"I like keeping people entertained," Hansbrough said. "Everyone calls me the quiet one on the team, but I get to be funny on there."

College football and the social media landscape

If anything, Hansbrough's Twitter account shows an odd amount of



Missouri running back Russell Hansbrough waits his turn to perform a passing drill on Aug. 15 before a scrimmage at Faurot Field. After being injured during the Sept. 5 game against Southeast Missouri State, Hansbrough tweeted to let his followers know his condition.

ADAM VOGLER / Missourian



leeway among college football players on social media. There's nothing obscene or distasteful on his feed, but there are certainly some things that might cause a coach or team official to raise an eyebrow.

Other universities have put the clamps down in recent years. Prior to this season, Clemson coach Dabo Swinney announced his players wouldn't be allowed to use social media as long as the team was playing. It wasn't a full ban — players can still "lurk" on apps such as Twitter, Facebook, Instagram and Snapchat — but they were prohibited from posting. Since 2011, Florida State players have voted to do the same.

Schools such as Clemson and Florida State aren't risking anything. Since these schools have no players posting anything to social media during the fall, they know they won't have to worry about players making controversial statements or creating public drama with teammates.

After a few recent developments in college football, those concerns are probably warranted. During the Texas Longhorns' 50-7 road defeat against TCU on Oct. 3, one Texas player was caught retweeting a tweet suggesting that he transfer to rival Texas A&M. The Aggies themselves have had their share of Twitter issues in recent years, especially when Johnny Manziel tweeted that he couldn't wait to leave the school's College Station, Texas, campus. ➤

GRAB BROKEN FLASHLIGHT

GRAB EXPIRED FOOD

GRAB DEAD BATTERIES

GRAB THE CAT

WINGING IT IS NOT AN EMERGENCY PLAN

Make sure your family knows what to do during an emergency. Who to call. Where to meet. What to pack. Visit ready.gov/kids for tips and information.

To put it simply, college football coaches don't simply suspect that their players might do something questionable on social media: They know they probably will.

That's not a knock on the players at all. It's simply something that's bound to happen with teams that consist of 100-plus college student athletes.

"There are people out there just trying to mess with you, so I don't do the back-and-forths anymore," Clemson defensive tackle D.J. Reader told the USA Today in August. "Most people reply with their emotions and don't think before they type."

What Missouri expects from its football players

Missouri has rules — albeit rather lenient ones — in place for its athletes. Like other schools, the Tigers have a handbook that dictates rules and suggested guidelines for what athletes can and can't do on social media.

The core tenet of Missouri's social media policy, which is outlined on pages 18 and 19 of Missouri's handbook, requires players to "reflect the high standards of the University and the Athletics Department at all times."

As far as specific words or items go, the handbook suggests never posting telephone numbers, addresses, class schedules, locations they frequent or photos containing personal information. It's worth pointing out, however, that these guide-

We just have to be careful about everything. We like using the social media and being able to go on there, but we can't just go out and do anything.

NATE BROWN, sophomore wide receiver

lines fall under the handbook's "RECOMMENDATIONS" section. Some Missouri football players do put such information online.

Team spokesman Chad Moller said each of Missouri's varsity teams chooses how it monitors players on an individual basis. Some choose to give those responsibilities to the coaching staffs, but others use online subscription services that screen for certain word choices.

The football team, Moller said, uses a program called Varsity Monitor to keep track of its athletes. Missouri has 124 players — teams normally carry 125, but redshirt freshman wide receiver Thomas Richard left the program Friday — so Varsity Monitor's use of automated technology that sends alerts if Missouri players have used questionable language can be a big help.

Yet Varsity Monitor's assistance, company founder Sam Carnahan said, goes much further than that.

"It's easy to know that it's wrong to have a player who's posting swear words on Facebook or Twit-

ter all the time, and that's not really what a lot of college programs are looking for these days," Carnahan said. "If a player keeps tweeting about his academics or how he's doing in classes, you want to help them because that's something can have an impact on a team's brand."

There are still restrictions, and Missouri football players know they are being watched at all times. That's life in an era where everyone has access to everything about a person on the Web.

"We just have to be careful about everything," sophomore wide receiver Nate Brown said. "We like using the social media and being able to go on there, but we can't just go out and do anything."

Missouri athletes in a social media environment

Although Hansbrough's escapades provide Missouri fans with plenty of amusement, he's far from the only one who's had an active voice on social media. Former players Lucas Vincent and T.J. Moe often did the same in their playing days, and Missouri's offensive line became Internet-famous when it began its "Christmas Thursdays" tradition on Vine two seasons ago.

Being a star athlete, however, does have its downsides. Social media gives anybody with a working computer or smartphone the chance to say anything to a player who misses a block, drops a pass or muffs a punt. ➤



HOURS

North -

M - W 11am - 10pm
Th - Sa 11am - 10:30pm
Sunday 11am - 8pm

Downtown -

M - W 11am - Midnight
Th - Sa 11am - 2am
Sunday 11am - 8pm

South -

M - W 11am - 10pm
Th - Sa 11am - 10:30pm
Sunday 11am - 8pm



NORTH
3890 Rangeline St. 115
573-228-9844

DOWNTOWN
33 North 9th Street.
573-449-8788

SOUTH
2513 Old 63 South
573-397-6486

www.lasiestamex.com

Perhaps the most notable example of that occurred two seasons ago, when placekicker Andrew Baggett missed a kick that would've sent then-No. 5 Missouri to a third overtime with fellow Southeastern Conference Eastern Division title contender South Carolina. Baggett received nasty messages and even death threats over social media. (Google them, if you must, but know that they don't exactly cast a shining light on Missouri's student body.)

With Missouri's offense performing poorly this season, angry fans have once again made their presence known. After Missouri's 9-6 loss to Georgia on Oct. 17, one fan critical of Connor McGovern offered to meet him in a movie theater parking lot to show the senior offensive lineman how to improve his pass-blocking moves. The meeting never happened.

Even Missouri's coaching staff isn't free from the criticism that comes from public forums such as Twitter and Instagram. After the Georgia loss, offensive coordinator Josh Henson received tweets asking him to "explain why (he) should collect a paycheck" and if he had "considered never coaching again."

"Honestly, they're kind of comical," Henson said. He added that some of them felt like the "Mean Tweets" segment from "Jimmy Kimmel Live," in which various celebrities read some of the cruel things tweeted about them in front of the show's studio audience.

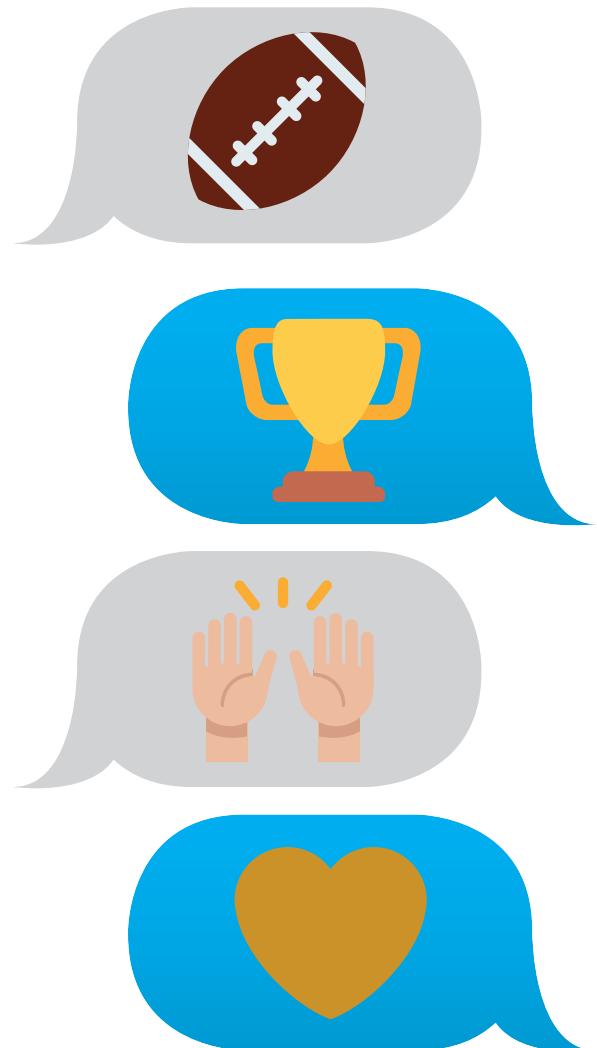
After Missouri's 9-6 loss to Georgia on Oct. 17, one fan critical of Connor McGovern offered to meet him in a movie theater parking lot to show the senior offensive lineman how to improve his pass-blocking moves. The meeting never happened.

The ways athletes have handled themselves on social media have varied, and some have handled their relative freedom better than others. Back in October, then-suspended quarterback Maty Mauk tagged several tweets critical of true freshman Drew Lock as favorites. He has since removed the favorite tag.

Before Missouri's Oct. 3 game against South Carolina, Lock decided to go the Clemson and Florida State route by deleting the Twitter app from his phone completely. At a time when Mauk's return to the team was uncertain, Lock took it week-by-week to determine whether blocking the outside noise was worth it.

"Hopefully I have to keep deleting it after every week," Lock said. He hasn't tweeted since the Tigers' 24-10 win over the Gamecocks and doesn't plan on it as long as he's Missouri's starting quarterback.

Supervising editor is Sean Morrison: sports@columbiamissourian.com, 882-5730. 



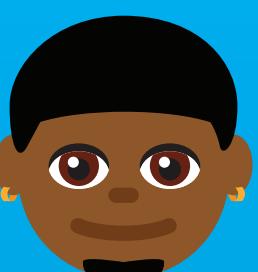
MIZZOU EMOJIS



GARY PINKEL
Head coach



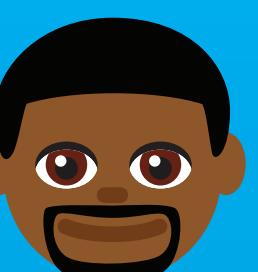
DREW LOCK
Quarterback



RUSSELL HANSBROUGH
Running back



EVAN BOEHM
Center



KENTRELL BROTHERS
Defensive linebacker



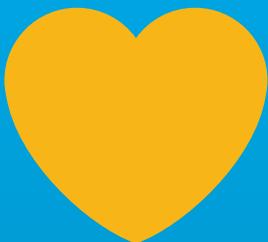
**TRUMAN
THE TIGER**



THE COLUMNS



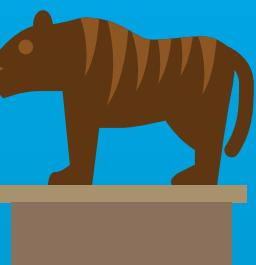
**MIZZOU
FLAG**



**MIZZOU GOLD
HEART**



TIGER PRINTS



**TIGER
PLAZA**



**MIZZOU
JERSEY**

With Missouri players being so active on social media, it only makes sense for the team to translate their image into everyone's favorite substitutes for actual words: emojis. **By BRENDAN WRAY**

TODDLERS TO TIGERS

Drew Lock was a good-natured child who enjoyed the simple things, and still does, his mom said. **By JACOB BOGAGE**

As a child, Drew Lock hated LEGO bricks — anything that required fine motor skills, really. When he used scissors or crayons for art projects in elementary school, Lock was the first to throw them down in frustration, his mother, Laura Lock, said.

To de-stress, he'd come home from school or quit playing with his LEGO pieces and run to his basement to turn up the Backstreet Boys really loud. He'd also play Nerf basketball on two miniature hoops propped up in the Lock household's basement.

"The only way to describe Drew, other than active, was that he always had a ball in his hand," Laura Lock said.

Her son, now 18 and Missouri's starting quarterback, was a good-natured child who enjoyed simple pleasures, she said.

"He ate, slept, played and prayed,"

she said. "He was the reason we had another because he was such a good kid."

He was (and still is) addicted to Disney movies. When he was 6 years old on a family vacation to Walt Disney World, he was picked out of a crowd of kids to pull the sword Excalibur from an anvil.

All hail King Drew.

Still, his favorite Disney character was Princess Jasmine from "Aladdin." Laura Lock has a photo of him, in a black and gold polo shirt, beaming next to the princess at the amusement park.

He'd rather spend a Saturday night on the couch watching a movie than go to a party, she said. He'd rather fish and golf to relax than watch sports on television or read.

Both his maternal and paternal grandparents lived near ponds in the

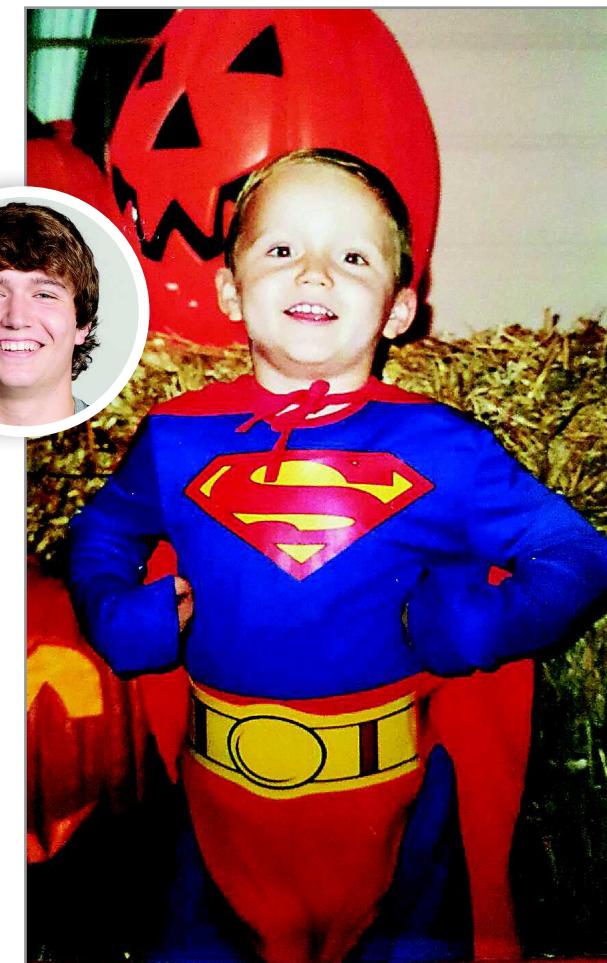
countryside while he was growing up, his mother said. Whenever he visited them, he fished for bass, catfish and perch, sitting for two hours patiently with a rod in his hand and without a care.

As a toddler, he held a Snoopy fishing pole and sat with his legs dangling off a lawn chair. As he aged, he baited his lines and started competing against friends and family to see who could reel in the most catches or the largest ones.

Fishing was his second love, Laura Lock said. Football, of course, was his first.

"He's a simple kid," she said. "A good, simple kid."

Supervising editor is Sean Morrison: sports@columbiamissourian.com, 882-5730.



Courtesy of LAURA LOCK

Celebrating 25 YEARS in Business!



GO TIGERS!

Call John Pervinich for:

- Core Drilling
- Slab Sawing
- Wall Sawing
- Brokk® Demo
- Wire Sawing
- Curb Cutting

CORING & CUTTING

sawconcrete.com • 573-657-1301 • Ashland, MO

If it's concrete, we can cut it ... on the mark, on the money, on time.

Free To Be

Aardvarx

17 N. 10th St.
Downtown Columbia
874-8600

Mon-Sat: 10am - 8pm
Sun: Noon - 5pm

Since 1968

Stop in at Aardvarx where you are free to be.. fun, loud, crazy, or hip..whatever defines YOU. We have everything you need to express yourself.

T-SHIRTS, CLOTHING, CANDLES, INCENSE, POSTERS, TAPESTRIES, TOBACCO, SMOKING ACCESSORIES, JEWELRY, BODY JEWELRY, TAROT CARDS & MUCH, MUCH MORE!

A (really) modern art lesson from Missouri football

By AARON REISS

Russell Hansbrough is descended from the heavens, running through a desert with flames at his feet as he stomps through the sand, where a Missouri Tiger logo rests below him.

Memorial Stadium is in the background, as is a mountain range. The Missouri running back is in full uniform, though the sun's shine clears away to the top of his helmet, turning it white. He looks angelic, almost — except for, you know, the fire by his ankles.

Even without Hansbrough's pedestrian stat line this year — 202 rushing yards on 52 carries in seven games — you likely know this is not reality. It's an edited photo of the athlete. An "edit," as it's become known in sports culture today.

Here's how it works: Take a normal photo of Hansbrough, like one of him running with the ball in a gold Missouri jersey with black pants and a black helmet. Then distort it. Put him in a desert. Or maybe make the background entirely of his team's colors with some cool pattern thrown in. Perhaps toss his name on the top in some fancy font.

MoPride Designs, also known as a sophomore at Blue Springs South High School named Colton Robertson, created this specific edit of Hansbrough running into the eternal daylight of the dry Sahara (or something like that). It's just one in a practically countless number of similar such designs that now proliferate sports — be its high school recruits who fans attempt to woo with fancy photos, established college athletes or even pros with millions of dollars who still like to see themselves in such fantastical pieces.

"Some people have a lot of talent out there," Missouri running back Morgan Steward said, "and obviously some free time."

Indeed. And those people choose to spend their time making photos of athletes they often never meet. Really, it's a form of flattery. Think about it. The logic must go something like this: Russell Hansbrough is a good enough running back that I'm going to pick him for my fancy desert escape idea. How thoughtful.

"I think I've got some work to do until a lot of people are going to want to make me pictures," said Steward, who missed all of last season with an injury and ran the ball just 10 times in three games before the Tigers shut him down for this season.

The flattery goes both ways, though. Robertson's edits account has more than 1,400 followers on Instagram. One of the multiple Missouri football-themed edits he posted received "likes" from Hansbrough, center Evan Boehm, quarterback Maty Mauk and linebacker Kentrell Brothers.

It's not uncommon for athletes to correspond with designers about a design they have in mind, Robertson said. When Columbia's star high schooler, blue chip basketballer Michael Porter Jr., cut his list of colleges he's considering to 10 in early August, he did so by tweeting an edited photo of him and the schools' respective logos.

"Some people come at you and ask, 'Hey, can I make an edit? Can I have a cool picture of you, like an action photo?'" freshman wide receiver Cam Hilton said, before adding a caveat: "Like the really high-end ones, you've got to go find them."



Robertson said Missouri football players, current and former, have direct messaged him on Instagram at some point about making an edit for them. Boehm, defensive tackle Josh Augusta and safeties Ian Simon and Duron Singleton are among them.

"A lot of them — actually all of them — surprised me," Robertson said.

He also said former Tiger hooper DeMarre Carroll used MoPride Designs edits for profile pictures on Twitter and Instagram before, though it appears Carroll is currently using edits from different artists for profile pictures on both social media accounts.

Robertson said making edits doesn't take him long. He used to use a computer program called Topaz, and a single edit would take him about 40 minutes. Now he does all of the work on his phone with a program called Leonardo. An edit with Leonardo takes about 20 minutes.

The Missouri athletics department has its own graphic designers. If you follow any Missouri team on social media, you've likely seen those artists' work. Occasionally, the ➤

Colton Robertson, the high school sophomore behind MoPrideDesigns, created an "edit" of Russell Hansbrough, which was posted on his Instagram account in August.

Photo courtesy of Colton Robertson

football program tweets out mock movie posters under the tag line "#MizzouMade Productions." The department has a digital media specialist, Ali Fisher, who chose not to participate in this story.

Steward said a graphic designer constructed the team's scholarship offer letters. Some players are more into edits than others, though. Steward planned to nag a friend to make an edit for him. But receiver J'Mon Moore? He'll only accept top-notch art.

"If I see a nice enough one," Moore said when asked if he'd use an edit for any of his profile pictures on social media. (He doesn't currently use an edit as the profile picture on his Instagram or Twitter accounts.)

What's nice though? Isn't art subjective, up to interpretation?

Here's Moore's interpretation: "You got to see the tats."

Other important elements for the wide receiver from Missouri City, Texas, just outside of Houston: a Houston skyline and a 713 area code emblazoned somewhere. Oh, and since we're talking about the Space City, home of NASA, let's toss in "a rocket — rocket shooting through the air."

It all sounds rather chaotic and ridiculous, really. But at least his ankles wouldn't be ablaze.

Supervising editor is Sean Morrison: sports@columbiamissourian.com, 882-5730. 



Colton Robertson, the high school sophomore behind MoPride-Designs, created an "edit" of Evan Boehm, which was posted on his Instagram account in August. In the post, Colton said that Boehm is "an inspiration to me."

Photo courtesy of Colton Robertson

Athletic Supplies • Trophies • Screen Printing • Embroidery



"Red" Weir ATHLETIC SUPPLIES

Crossroads Shopping Center • 2101 W. Broadway • Columbia, MO 65203
(573) 445-4931 • FAX (573) 445-5628 • info@redweir.com

Athletic Supplies • Trophies • Screen Printing • Embroidery



GO TIGERS!



Mobile Service Available



We are your #1 Source for RV Repair & Maintenance

COMMERCIAL TRUCK Body & Paint

7400 I-70 Drive SE | Columbia
573-474-0621

www.commercialtruckbody.com

G&D
Pizzaria
Delicious Pizza • Choice Steak
573.445.8336
Crossroads West Center • 2101 West Broadway
Columbia, MO 65203
www.GDpizzasteak.com



U.S. News and World Report 2015 Hospital Rankings

#1 Hospital in Central Missouri

#3 Hospital in Missouri

High Performer in Treatment for

**COPD
Heart Failure
Hip Replacement
Knee Replacement**

Boone Hospital Center would like to thank our entire team of caregivers and medical staff members for their dedication to our patients. Congratulations to Boone Pulmonary Medicine, Columbia Orthopaedic Group and Missouri Heart Center for the recognition of services you provide to our patients as high performing. **It's another reason to choose Boone.**

