

Editorial

# Tattoo trend jeopardizes job opportunities

By Dalton Carver  
Staff reporter

Your favorite bands are covered with them and your favorite athletes point to them when they grab victory from their opponents.

They're black, they're white and they're colorful.

They're frightening and they're beautiful.

They make you grimace with pain, and they scare your grandmother half to death.

They're considered harmful to job searches and may earn you the disregarding looks of others.

**A common practice**

According to a survey done by the Pew Research Center in 2013, 14 percent of people in the

United States have at least one tattoo.

Although this may seem like a small percentage, that is more than 45 million people.

In addition, the U.S. manages to spend an average amount of \$1.65 billion on tattoos every year.

Despite this amount of revenue, 40 percent of America still believes that tattoos are a body modification that makes society worse.

Fortunately for the tattooed, a combined 47 percent of society were indifferent about tattooed individuals or thought it changed culture for the better.

According to a Forbes article, even corporate, educational, and medical industries are becoming more accepting of tattooed employees.

**Declining numbers of applicants**

Another element pushing the tattooed-and-employed numbers is the economy, according to an NBCnews.com story. More than 14.5 million citizens are jobless. Refusing a tattooed job candidate could reduce the pool of applicants.

The article continues by quoting Sue Murphy, the association manager for the National Human Resources administration. "Tattoo-friendliness often depends on the position, employer and industry the worker is in," she said.

However, how can an employer refuse an experienced and skilled tattooed candidate over an applicant that has fewer credentials, but no tattoos?

Despite this growing number of white-collar, tattooed employees,

31 percent of employers mentioned "having a visible tattoo" that could cost you earning a job, according to 2011 CareerBuilder study.

**Where the ink is drawn**

If the tattoos depict violence, nudity or vulgar language, they should at least be covered up during work. This isn't as much a matter of being tattooed as a matter of respect. Displaying these kinds of body art during a job interview probably won't land you the job.

The act of hiring someone should be based upon their skills, credentials and experience, not what the individual looks like. We live in a day and age of being too easily offended, but we should be more accepting of

how someone wants to express themselves, especially if their expertise is up-to-par in their respective industry.

Interviewers don't contemplate race or gender when it comes to interviewing job applicants. There isn't a checkbox for "Tattooed?" on applications or resumes.

Some limits exist and should be enforced, but in general, individuals who decide to express themselves through tattoos should get just as much opportunity as everyone else.

Dalton Carver is a junior majoring in communication and the online editor for Update SC. You can email him at dalton.carver@sckans.edu.

Sports Column

# Super Bowl equals super expensive

By Angel Vadillo  
Staff reporter

The greatest and most important football game of the year will arrive shortly. On Sunday the Seattle Seahawks will face the Denver Broncos in Super Bowl XLVIII. Broncos quarterback Peyton Manning will attempt to lead the Mile-High charge to its first Super Bowl win since the glory days of John Elway, current executive vice president of football operations.

On the other side, rising quarterback Russell Wilson is seeking his first championship in his young career.

The game isn't necessarily about the compelling story lines between the superstar athletes or even the historical prominence of the event.

From my point of view, consider this event a money cascade. I see this event as one of the biggest

opportunities of the year to advertise. The reason for this is simple; It is because millions and millions of people will watch the commercials.

This year, Fox will be broadcasting the game. The privilege of airing a 30-second commercial will cost companies around \$4 million.

A philosophy of "the more people watching it, the more customers I will have," is one

that companies adopt. Of course, there are more elements to getting customers to buy your product than just a commercial.

Not only are the advertisements pricy during the game, but the actual game is ridiculous. I promise you that you will not find a ticket cheaper than 1,500 dollars. All third party retail sellers advertise tickets, the cheapest being between 1,888-2,000 dollars. The most expensive one is enough to pay all

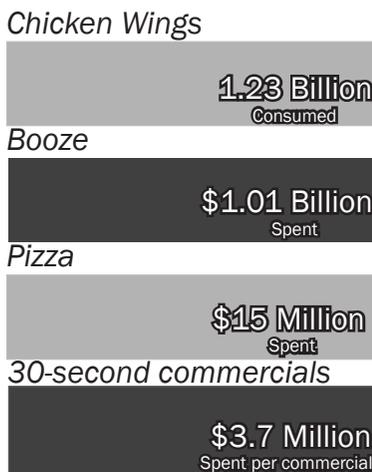
four years at the price of these tickets are the players themselves. That is crazy. The only people who can probably afford the price of these tickets are the players themselves. Southwestern and still get change. That is crazy. The only people who can probably afford the price of these tickets are the players themselves.

This year's Bowl Game will be hosted by the city of East Rutherford, New Jersey. The game will be played in MetLife Stadium, home to the New York Jets and Giants.

If you have the money and the privilege of attending, take a picture and tag me in it, or salute me on national television. Imagine all the things you could do with that money.

Angel Vadillo is a junior majoring in communication. You may email him at angel.vadillo@sckans.edu.

## Pizza, Wings, Booze OH MY!



Values represent average quantities consumed or spent on Super Bowl Sunday. Source: <http://goo.gl/RMVmu> Jan 2014 NBC article, Emily Feldman.

