Zimmerman still in spotlight after acquittal

The Associated Press

LAKE MARY, Fla. — Whether they think that he got away with murder—17-year-old Trayvon Martin or that he was just a big mouth with his own weather patterns? Seems like a little bit of it, the 9 mm semi-automatic pistol used in the February 2012 shooting was made.

And, this week, police dash-cam footage of Zimmerman knowing in the street to be cuffed after an alleged scuffle with his estranged wife and father-in-law. Like gangster Al Capone going to Alcatraz for tax evasion and O.J. Simpson serving time for taking some sports memorabilia dealers, some interpret this series of unfortunate events as part of some cosmic consequence for a wannabe cop.

But a kind of George Zippy-man, perpetually stalked by storm clouds, or more like one of those California wildfires, creating his own weather patterns? Seems like a little bit of both, according to crime management expert Mark McLennan. "How does he keep rising?"

"Instead of being a 24-second news cycle, it’s now a 24-hour news cycle, it’s now a 24-hour news cycle, it’s now a 24-hour news cycle. And, if there's anything you do that is newsworthy, it's going to spread virally," said McLennan, a senior area consultant, who's on the Public Relations Society of America’s board of directors. "I’d say it’s a two-way street."

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