

Red all over Local businessman under fire after attending Capital protests **Don't be square** Businesses should avoid Square because of manipulative tendencies

NEWS 4

OPINION 8



BRINGING ALL VOICES TO THE TABLE

A virtual discussion with Virginia state leaders

Dr. Janice Underwood, Virginia's Chief Diversity, Equity, & Inclusion Officer, Atif Qarni, Secretary of Education, and Alfonso López, Member of the Virginia House of **Delegates.**

> Thursday February 4, 2021 |7 PM Join event @ https://zoom.us/my/jmucal

> > klinegkx@jmu.edu.

For more information, contact Karina Kline-Gabel, CAL Faculty Diversity Liaison Sponsored by CAL, African, African American, and Diaspora (AAAD) Studies & The Office of The Provost





BRITNEY BRITNEY SPEARS' SOCIAL MEDIA HAS MADE FANS WORRIED ABOUT HER



0) @breezejmu

TheBreeze

M

-

The Breeze

▼

BreezeVideo

EDITOR-IN-CHIEF Katelyn Waltemyer breezeeditor@gmail.com

VEWS

NEWS EDITORS CONNOR MURPHY & CARLEY WELCH breezenews@gmail.com

CULTURE EDITORS Kailey Cheng & Ryann Sheehy thebreezeculture@gmail.com

VIDEO EDITORS GENEVIEVE EDELSON & GANNON LA CROIX @amail.com

EXECUTIVE EDITOR IVAN JACKSON breezepress@gmail.com

EDITORIAL STAFF

SPORTS EDITORS NOAH ZIEGLER & SAVANNAH REGER breezesports@amail.com

OPINION EDITOR JILLIAN CAREY breezeopinion@gmail.com

ART DIRECTOR JULIA RUBIN breezeartdirector@amail.com

MANAGING EDITOR Alexa Fitzpatrick thebreezeweb@gmail.com

OPINION

COPY EDITORS JAMIE MCEACHIN & KIRA BALDAU breezecopy@gmail.com

PHOTO EDITORS Christine Brady & Matt Young breezephotography@gmail.com

> COVER DESIGNED BY: JULIA RUBIN / THE BREEZE



ADVERTISING STAFF

CREATIVE DIRECTOR **ΒΙΤΔ ΥΟΗΔΜ**

> AD DESIGNER CECILIA MONDRAGON

on Deck JMU BASEBALL HAS SIGHTS ON 2021 SEASON AFTER FALL BALL

The Breeze JMU'S AWARD-WINNING NEWSPAPER SINCE 1922

1598 S. Main St. Harrisonburg, VA 22801 **PHONE:** 540-568-6127 FAX: 540-568-7889

MISSION

The Breeze, the student-run newspaper of James Madison University, serves student, faculty and staff readership by reporting news involving the campus and local community. The Breeze strives to be impartial and fair in its reporting and firmly believes in First Amendment rights.

Published on Thursday mornings, *The Breeze* is distributed throughout James Madison University and the local Harrisonburg community. Single copies of *The Breeze* are distributed free of charge. Additional copies are available for 50 cents by contacting our business office. Comments and complaints should be addressed to Katelyn Waltemyer, editor.

CONNECT WITH US & YOU COULD WIN breezejmu.org PRIZES VALUED UP TO \$100! TEXT JMU TO 31996 FOR YOUR CHANCE TO WIN* **PRIZES ARE AWARDED MONTHLY** FOLLOW US AT JMUCommonWealthOne



CommonWealth One Federal Credit Union

our Lifetime Financial Partner

The Union Branch (Next to the Post Office) | cofcu.org | (800) 424-3334 *Our mobile text messages are delivered via USA short code 31996. Up to 6 messages per month. Reply STOP to cancel, HELP for help. Message & data rates may apply. No purchase or membership is necessary to enter. For complete details visit cofcu.org/JMUtextclub.

11.05.20

NCUA



EDITORS Connor Murphy & Carley Welch EMAIL breezenews@gmail.com

HILL TO DYE ON Local businessman faces backlash for attending protest at US Capitol Building

By ASHLYN CAMPBELL The Breeze

@thebreezenews

0

Snapchat video pans over crowds of people from the branches of a tree with the Capitol building looming in the distance. The camera flips to reveal Dan Lambert, JMU alumnus ('19) and owner of a local clothing brand Dye Happy, clad in a red tie-dye hoodie and sporting an openmouthed smile.

Harrisonburg business owners are facing backlash on social media after attending or being associated with those who traveled to Washington, D.C., on Jan. 6 in support of former President Donald Trump.

When I turned my phone on and saw people calling me a fascist and a white supremacist and how I should go kill myself ... and it was just so many people, it was honestly insane," Lambert said. "I've been nothing but a positive influence and force in the

Harrisonburg community, I always work hard to encourage ... people to follow their dreams."

Lambert said he decided to protest in D.C. because he'd been an "ardent" supporter of Trump and it was his last opportunity to attend a rally and address election integrity questions he felt went unanswered. Lambert emphasized that he didn't enter the Capitol building. However, according to ABC News, the Department of Justice identified 400 suspects in connection with the eventual riot, with 135 being charged, and according to NBC News, approximately 30,000 people individuals were expected to have attended the protest.

There was this false rumor going on that I was one of the persons that broke into the Capitol and was doing destruction," Lambert said. "I mean I was there, but I was nowhere near actually getting inside the Capitol."

Lambert said he spent his time during the demonstrations with his family and friends in the Ellipse in D.C. where Trump spoke. Lambert also said he stayed listening to speakers and talking to those around him from roughly 8 a.m. to 1 p.m.

'[After that] I joined the march the Capitol, to and it was massive, I've never seen so many people in my entire life, Lambert

said.

think the closest I got to the actual Capitol building was 200 yards away, and I climbed into a tree to get a video of how many people [were there].

Lambert said those around him were "casually walking" toward the Capitol, and at one point he stopped to sit down after standing for several hours. Lambert said he didn't see any violence but mentioned he was only on one side of the building.

"I was told by a couple of people the side that the craziness went down on was the side opposite the one that I was on," Lambert said. "When I was getting all these words of horrible things happening I was literally there in a tree ... and I didn't see anything that looked like violence."

Lambert said after that video was taken, he received an emergency message that D.C. would be going under curfew and decided to head back to the hotel to avoid getting caught up in any potential violence.

Jessani Collier, a sophomore political science major, said she first found out about Lambert being in D.C. on Reddit before seeing it on Instagram and Twitter.

"I was taken aback by it because you associate tie-dye with being a hippie and being free-spirited ... so it was a little shocking," Collier said. "[He was] only 200 meters away from the Capitol undeniably supporting domestic terrorism, yet [he wants] JMU students to buy [his] products."

Belen Sevilla, a Harrisonburg local, said her friend sent her a screenshot of Lambert's Snapchat story, which had videos of him marching to the Capitol. After seeing the screenshots, Sevilla contacted a local vintage store, Water Street Bohemian, which she was a frequent patron of and which sold Lambert's clothing.

"More than anything I was just disappointed that somebody from our community was out there representing such a thing," Sevilla said.

originally

Water

owner,

same

'Wow

there,""

that

but was inspired by

Instagram because

that I initially got

of the situation.

wasn't

Street

Mike

morning,

Sevilla

not

wish

was

near what I was

Sevilla said she going to reach out a friend to message Bohemian on she wanted the Harlow, to be aware "The response

back was the and it was, could've been said. "Of course anywhere expecting to hear back from the owner of that store so it kind of just spiraled from there.'

Sevilla posted the messages with Harlow on her Instagram story, imploring the business to "do better." In the Instagram messages between Harlow and Sevilla, Harlow wrote that the picture of Lambert she sent didn't have evidence that Lambert took part in the violence at the Capitol building.

"Yes some idiots did some stupid things Are we going to label all people bad based on a few. I think not," Harlow wrote to Sevilla. "Social media is a very big problem right now. We are not getting complete stories ... It's tearing us apart."

Harlow didn't agree to an over the phone interview and said in an Instagram message to The Breeze, "I said everything I need to say on the subject in my responses to her."

Lambert said he had to take his phone number off his website because people kept contacting him saying "horrible" things. He emphasized Americans should be trying to unify and have an open discussion but said the "active deplatforming of conservative people" curbs free speech.

"The beauty in America is that people have the power, but over the past hundred something years that's been slowly eroding away," Lambert said. "I just really want to see people stop attacking one another because that's really what breaks my heart."

Lambert said he brushed off the "attacks" because those who were targetting him didn't know him. He said people were looking for a "target" to attack, and he made himself one.

Collier said that if she were to speak to Lambert, she'd try to have a respectful conversation to understand why he went to the Capitol.

"That's all I want to know," Collier said. Sevilla said she wants the Harrisonburg community to be aware of the facts surrounding the situation and to not take it lightly. She said even if Lambert didn't enter the Capitol, the "intents and purposes" of the day were wrong.

"I just really hope this is not something that is swept under the rug," Sevilla said. "He still took part in something that was meant to be hateful."

Lambert said he wants people to stop trying to "destroy" his business and for people to keep an open mind.

"I will continue to do my best to spread positivity and love and encouragement throughout the Harrisonburg community," Lambert said. "I'm still the exact same person that I was before I left for January 6."

CONTACT Ashlyn Campbell at campbeab@ dukes.jmu.edu. For more coverage of JMU and Harrisonburg news, follow the news desk on Twitter @BreezeNewsJMU.

Despite attending the protest, Lambert maintains that he didn't enter the Capitol Building, Courtesy of Tribune News Service



Allen (above) started the nonprofit following her time as an academic advisor at Old Dominion University. Courtesy of Latia Green Allen

"Most scholarships will send a check toward yourtuition, but this one was kind of hands-on. I thought that was pretty cool, and I wanted to take a chance on it."

Da'Shawn Wilson

Recepient of Dorm Fairies scholarship



Combs (right) received over \$600 in dorm room essentials prior to her freshman year at VCU. Courtesy of Latia Green Allen

AI DOCUMENTATION NONPROFILE

JMU alumna runs nonprofit to assist with dorm room essentials

By KAMRYN KOCH The Breeze

JMU alumna Latia Green Allen ('94) was moving her youngest daughter into her dorm room at American University in 2016 when she was struck with a thought. She noticed that other students weren't bringing in as many items for their dorm rooms as she and her daughter were.

"When I saw that there were some students who didn't have as much in their dorm room, I thought it would be nice if there was a scholarship or program out there that just focused on dorm room essentials," Allen said. "I said, 'We have to do something.""

This realization, combined with her time spent as an academic advisor at Old Dominion University and her own experience transitioning into college, led Allen to start the nonprofit Dorm Fairies. Its mission is to help students have a successful transition to college by assisting them with dorm room essentials to lessen their financial burden, according to the Dorm Fairies website,.

After slowly raising money on her own, Allen said the nonprofit awarded Cheyenne Combs, its first scholarship recipient, in 2019. Combs, who said she had heard about the scholarship from her aunt who worked with Allen, received over \$600 in dorm room essentials for her upcoming freshman year at Virginia Commonwealth University.

"Honestly, I was quite excited," Combs said. "But it wasn't until the day that I received my items that I really was like, overjoyed."

Applicants like Combs are required to submit a high school transcript with their fall grades, a letter of recommendation, a financial need statement and a 250-word response to an essay prompt for their application. Those who apply must be rising college freshmen, and applications are open from the end of January to the end of April.

Allen said the committee that meets to review applications has five members — Allen, her husband, her daughter Kyndall Green, a social worker and a college student. As the nonprofit expanded in 2020, Allen said they were able to award six students each about \$500 in dorm room items.

Allen said that although Dorm Fairies has grown significantly, it's experienced less donor interest because of COVID-19. She said the nonprofit's funds come from public fundraising online and through events, grants and their own private contributions. Green, who designed the Dorm Fairies website and manages its social media accounts, said COVID-19 has made fundraising more difficult.

"With COVID-19, I just think people have so many other things that they're thinking about and focused on that giving to small nonprofits isn't at the top of the list," Allen said.

COVID-19 hasn't affected the dorm item distribution process, Allen said, which has been pandemic-friendly since Dorm Fairies began. Allen said after the awardees are notified of their acceptances, they're asked to register their desired items on company websites like Walmart and Amazon. Once they're finished, they share the link with Allen, and the items are paid for and sent directly to the scholarship recipients. She said the most popular dorm essentials requested are shower caddies, mattress toppers and comforter sets.

Allen said Dorm Fairies is promoted to guidance counselors in school districts across the state. One of last year's recipients, Da'Shawn Wilson, discovered the opportunity to apply on his guidance counselor's scholarship board.

"The description of the scholarship was unique," Wilson said. "Most scholarships will send a check toward your tuition, but this one was kind of hands-on. I thought that was pretty cool, and I wanted to take a chance on it."

When he found out he was accepted, Wilson said he was "ecstatic" and that it was a "blessing." Combs and Wilson both said that they recommended the scholarship to their friends who were rising freshmen the year after they were awarded.

After receiving their dorm room items, Allen said the awardees are sent a survey for them to evaluate their experience with Dorm Fairies. She said she's gotten much positive feedback from previous scholarship recipients. While the nonprofit has influenced student lives, Green said it's also had an impact on their family.

"I definitely think it's brought us closer," Green said. "We were all really proud of my mom's mission, and we want her to be able to follow her dreams and meet her goals."

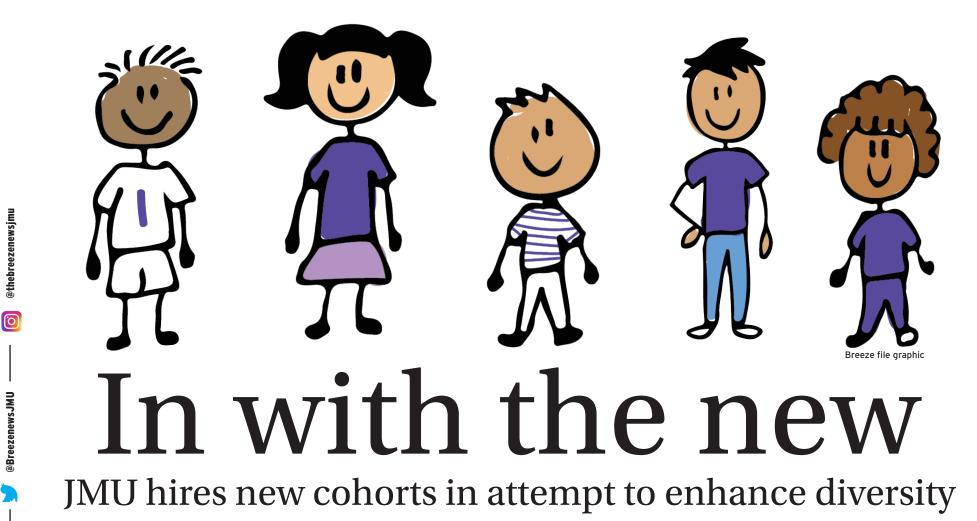
This year, Allen said Dorm Fairies is awarding 10 students with scholarships. She said she hopes to expand the application committee to seven members this year, and if COVID-19 numbers go down, she'd like to give each awardee a "college survival kit" with snacks and a note of encouragement. For the future, she said she'd like to promote Dorm Fairies to every county in the state, and she's determined to provide awards to 100 students in one year.

"It's a phenomenal organization," Combs said. "I can't wait to see how it grows and improves throughout the years."

Januar/

28

CONTACT Kamryn Koch at kochkr@dukes. jmu.edu. For more coverage of JMU and Harrisonburg news, follow the news desk on Twitter @BreezeNewsJMU.





AVAILABLE TO ANY JMU STUDENT. NO QUESTIONS ASKED.



Spring 2021 Hours

MONDAY 12-6PM WEDNESDAY 12-5PM

Located in Taylor Down Under (TDU)

THE UNION-ROOM 112



PLACE AN ORDER ONLINE AND PICK UP NEAR TDU

For more info go to: www.jmu.edu/ocl Questions? Email pantry@jmu.edu

By ASHLYN CAMPBELL The Breeze

Six new faces will be joining the College of Arts and Letters in the fall as a part of a new hiring process to find and employ a group of diverse faculty members to work in racial justice and minority cultures.

Robert Aguirre, the dean of the college, said it's implementing the new process to complement the interdisciplinary nature of education and emphasize the concept of coordination within the college. Aguirre said that "radical changes" over this year influenced the decision to choose racial and social justice as the theme.

"Our knowledge world is becoming increasingly interdependent and we need a new model of hiring that reflects that interdependence," Aguirre said. "We're interested in advancing the ability for JMU to respond to the major crises in racial and social justice that have erupted in our country over the last several months, but have deep roots."

Aguirre said the traditional hiring process consists of a department sending a request to hire to the dean, who then seeks authorization from the provost, who must sign off on the proposals. He said this model produces a program of hiring that's "disconnected."

'That's not the way that knowledge is working anymore," Aguirre said. "So it makes sense to reconceive hiring as something that might allow for a concentration of expertise in a particular area."

Aguirre said he discussed the possibility of the cohort hire in 2019 after seeing Penn State University conduct a similar process, but JMU lacked the funding to do so. The administration approved the cohort hire in 2020 despite the impact of COVID-19 on JMU's budget. Aguirre said they argued the hiring reflected the innovative nature of JMU and the interdependent nature of education.

"Hiring is restricted, and so we needed

to make a compelling argument to the upper admin for the necessity of these hires now," Aguirre said. "I'm delighted that they believed that our arguments were compelling."

Owusu-Ansah said that this new hiring method gives the new faculty members more of a community rather than entering the university as individuals. He said this process may draw in underrepresented groups because they'll have others to work with, rather than being one faculty member in a less diverse department.

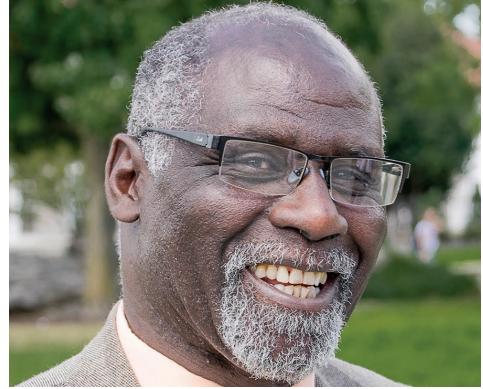
"We know diversity is great, but it's difficult to attract diverse candidates when they are the only persons in their department," Owusu-Ansah said.

The six new faculty members will apply for separate jobs in sociology and anthropology, history, political science, justice studies, philosophy and religion, and writing, rhetoric and technical communication. Aguirre said that ads for the job have been placed and they hope to have shortlists of possible members in January and potentially have offers out in February. The faculty members would start in August.

Maura Hametz, head of the history department, said they're looking for someone specializing in Latinx history and the dynamics of race. She said she's hoping for someone who also specializes in gender and sexuality. She said the faculty member is being hired in American history, and would teach gen-eds, higher-level history courses and courses in the department's MA program.

"This will have an impact on any student who's taking ... Intro to American History if it's being taught by a scholar whose real emphasis and interest is in Latinx and these kinds of racial [and ethnic] dynamics," Hametz said.

@BreezenewsJMU



Owusu-Ansah said he's hopeful new hires will bring a sense of community. Photo courtesy of JMU history

opportunity for

us to fulfill a long

Hametz said this position was the priority on the list to be filled because the course felt critical to the department's needs. She said she was delighted that JMU is moving forward with initiatives like the cohort hire despite the challenges facing the college like COVID-19 and online classes.

"I think it's an incredibly strong statement," Hametz said. "[I'm] pleased for both the perspective it gives on the institution and for what it allows our department to do going forward."

Glenn Hastedt, head of the justice studies department, said the faculty member who'll be hired to the justice

studies department would be filling a "This is an a new course that focused strictly on race and justice and would contribute to gen-eds.

"Faculty. when they come to JMU standing objective or any school, bring of the religion with them not only an academic program to focus but а personal life experience background," on the religions of Hastedt said. "The more we can diversify Africa." faculty background and experiences as well as the areas thev teach, the Alan Kirk more we're able to enhance the learning Head of the religion opportunities and settings our for student body."

and philosophy department Hastedt said that with this new hiring process, there are more opportunities for faculty to build bridges with other departments because JMU is creating an environment in which they have incoming colleagues that they can reach out

to. Alan Kirk, head of the religion and philosophy department, said that there was a vacancy in the department for a position with a specialization in Islam, but the department shifted the focus to this new hire. Kirk said that they decided to focus on Islam in Africa and the African Diaspora because one goal of the department is to have a "global perspective."

"This is an opportunity for us to fulfill a long standing objective of the religion program to focus on the religions of Africa," Kirk said.

Kirk said he believed the cohort hire was important to JMU's objective to promote a wide variety of cultural perspectives. He said that this gave JMU a chance to actually complete its goals.

'This is kind of innovative, we're bringing a focus on Africa through the prism of Islam," Kirk said. "I think it's gonna really enhance JMU's

desire to develop a wide range of different cultural perspectives."

Owusu-Ansah said that the office of the provost is committed to diversity and its goal is to diversify the applicant pool so the search committee has the opportunity to pick the best candidate. He said that diverse faculty members benefit the students because they broaden the perspectives and course content that they haven't been exposed to before.

Similarly, Hametz said that new perspectives will help students recognize the

lenses that everyone carries with them and will give them a better understanding of how 'we got to where we are."

"Only in seeing that change over time and being part of making history can we move forward," Hametz said. "In that certain sense, we are making history with this cohort hire, to usher us into decades forward."

CONTACT Ashlyn Campbell at campbeab@ dukes.jmu.edu. For more coverage of JMU and Harrisonburg news, follow the news desk on Twitter @BreezeNewsJMU.





GRILLED CHEESES et tea & rt 11 potato chips 3.25

Suzie Pepper volone, sauteed peppers, onions, mato slices grilled on a roll (V) 7.20 Port Ruby sauerkraut & onions auteed mushr auteed mushrooms, sauerkraut & onions, iss cheese, and 1000 island dressing grilled on multigrain bread (VL) 10.15 Casey Snowcap roast beef and fresh mozzarella cheese

grilled on a garlic butter baguette (L) 9.60 crisp bacon, cheddar cheese, lettuce, tomato, and mayo grilled on sourdough bread (L) 8.39

THE MANIAC Our DOUBLE DECKER grilled cheese is more than a mouthful, it is built with layers of flavors and goodness that includes: provolone & cheddar, bacon, pepperoni, omato, fried egg, sweet pickles, peppers & onions, honey bbq chips, & macaroni & cheese all piled up high and prilled with butter on 3 slices of hearty white bread 16.80

Triple Lindy a creamy blend of cheddar, monterey jack, spinach, bacon, and butter grilled on sourdough bread 5.99 (hacon and/or spinach can not be removed from the blend) Philipo's Pepperoni Strips pepperoni and provolone grilled on flatbre served with a shot of our tomato soup 7. **Jersey Boy** n pork roll, fried egg, and ese, grilled on a roll (L) 7.20

taylor ham pork rol american cheese, grille Mama Mania fresh mozzarella cheese, basil pesto, tomato, and a drizzle of sriracha hot chili sauce grilled on a roll (VG) 7.20

Classic Johnny ple & delicious, just like my mom's grilled cheese american cheese grilled on hearty white bread (sub cheddar upon request) (VG) 4.80 Idar upon request The Vegan Chao

chao cheese grilled with smart balance buttery spread on dave's killer bread (V) 5.99

HOMEMADE DIPPING SAUCES

2 oz .55 each Basil Pesto Sauce Tomato Soup Shot Horseradish Sauce Srirancha Sauce HOMEMADE DRINKS 16 oz 1.65 24 oz 2.49 gallon 7.65 Cindy's Sweet or Unsweet Tea Lulu's Old-Fashioned Limeade **Αυα Mix** a mix of sweet tea & limeade

Coca Cola in glass bottle 2.50 Bottled Water 1.50

CERTIFICATE of EXCELLENCE $\bigcirc \bigcirc$ tripadvisor

Harrisonburg, VA (540) 746-7515 grilledcheesemania.com Monday–Saturday 11am – 7pm Only 1/2 mile South of JMU

on Main St. 1476 South Main Street.

Harrisonburg, VA 22801

HOMEMADE SIDES cup 2.75 pint 5.25 quart 8.75 Cole's Veggie Chili Becca's Tomato Soup Mikey's Mac & Cheese Rosie's Chili Mac veggie chili topped with mac & chees Miss Tess Tomato Mac tomato soup topped with mac & cheese

Venti Slaw a family coleslaw recipe Uncle Doug's Cornbread Casserole cornbread mix, sour cream, butter, & corn baked until golden brown perslice 3.50 add on cheddar cheese & veggie chili perslice 6.50 Route 11 Potato Chips lightly salted 1 oz bag 1.25

SWEETS

Sweet Mucci glazed donut grilled with cheddar cheese, bacon crumbles and a fried egg 5.99 Chocolate Chip Cookies freshly baked 1.65 Sweet Eliza hor nemade crispy rice treats 1.65 Old-Fashioned Bread Pudding

DAILY SPECIALS

MONDAY **Slater-Douglas** pepperoni, provolone, sauteed peppers & onions, & tomato slices grilled on a roll and served with a shot of tomato soup 7.69 r **&-Willy** american cheese, taylor ham, & hone ips, grilled with butter on hearty white bread 6.59 WEDNESDAY Aungry Lucas Melt smoked ham, pepperoni, and provolone grilled in a baguette and served with a shot of tomato soup 7.99

THURSDAY **Smokey Chico** smoked ham, smoked gouda, lettuce, tomato & honey mustard grilled with butter on multigrain bread 5.99

Trotta-Cado cheddar, avocado, tomat rilled mac & cheese tucked into a roll 7.69

SATURDAY Southern Sandra Jane pimento cheddar jalapeno spread & lettuce grilled with butter on multigrain bread 5.05

Online Ordering: grilledcheesemania.com Delivery: GrubHub, UberEats, GiddyUP! Courier, and DoorDash





0

athebreezenews

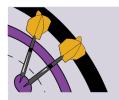


DARTS

PATS

EDITOR Jillian Carey

EMAIL breezeopinion@gmail.com



o abreezejmu

TheBreezeOp

The Breeze

4-

BreezeVideo

Want to praise someone or get something off your chest? Darts & Pats is the place to do it. Submit your own at breezejmu.org.

A **"No thank you"** dart to my boyfriend who always wants to eat chicken together.

From a girl who could really use a different source of protein.

An **"eat the rich"** pat to r/WallStreetBets for taking down capitalism.

From someone who is too invested in video game stock.

An **"I'm in love"** pat to my new Android phone.

From an avid iPhone hater.

A **"You're the best"** pat to my friend who made me a loaf of bread.

From a girl who loves her bread and her friend.

A **"Why????"** dart to my body for being so bloated this week.

From a girl who's trying to start a new fitness routine but can't.



Square is a popular digital payment software that pressures customers to tip. Courtesy of Tribune News Service

Square is intentionally manipulating its customers with its tipping features

EVAN HOLDEN | careful consideration It's a rare It



occurrence w h e n accusing some individual or group of manipulation they'll that not only agree but fully and openly support the idea with their

own empirical data. Square, one of the most popular and widely used companies to create digital payment software, does exactly that.

Like Marlboro printing on their cigarette boxes, "smoking can cause a slow and painful death," Square openly advertises the notion that their product manipulates consumers into leaving tips. It may disagree on how this manipulation is being done, but Square fully agrees that it happens and uses it as a selling point.

Square reported that the year after implementing the tipping software, tips increased 133% and that almost half of all sales on its systems resulted in gratuities, according to Fast Company. On why businesses should use its product, Square said, "Interestingly, according to a survey by the restaurant tech reviews firm Software Advice, people are more likely to tip if they're required to press a 'no tip' button to opt out of tipping." It's obvious to anyone who's been in front of one of these machines why they're so manipulative and how they guilt the customer into leaving a tip. When using one of the Square systems, the customer first provides payment and then is presented with a screen mostly taken up by three huge colorful buttons that say 15%, 20% and 25% with the words 'Add a tip' above them.

These percentages correspond to the amount of whatever the final sale price is and are added on for the tip, and the cashier usually says something like, "please select an option." In order to get past this screen and complete a translation without leaving a tip, the customer would have to select a comparatively small no tip button at the bottom of the screen.

The pressure one feels from the cashier presenting them with these options and from the other customers watching from the line presents more of an ultimatum than a choice: Leave a tip or look and feel like a selfish greedy person in public.

It's important to note that one of the reasons this is such an issue is that the systems are almost entirely implemented in locations where one wouldn't traditionally tip like a coffee shop or deli. In the U.S., obligatory tipping of a large percentage of what one pays is usually only done in situations where the customer is provided with some kind of service, such as from a waiting staff.

This issue is complicated, so it's important to be careful and precise in where the fault is placed. It's not with the companies that make this manipulative software because there will always be those that create unethical products, nor is it placed with the employees that operate this manipulative software because they have no other choice but to use it.

The fault should be placed firmly in the business owners who make the decision to purchase this unethical product and implement it into their respective workplace. One might argue that for some businesses, this software is the only one available to them to use. The problem with this argument is that the manipulative tipping feature can almost always be disabled. Square, and businesses that make similar software, usually have settings to disable this tipping feature on their machines.

Local businesses are good for communities, but they often rely on the generosity and care of the community they operate in. If consumers start to care about this issue as much as they should, it could be a serious blow to small business owners across the country and weaken them even further. Chain businesses with many locations across the country can better afford to take this hit, but if small business owners don't start paying their customers the respect they deserve and cease these manipulative and guilt-tripping tactics, they might just bring themselves closer to financial ruin.

Evan Holden is a sophomore political science major. Contact Evan at holdened@dukes.jmu.edu.

The Breeze welcomes and encourages readers to voice their opinions through letters and guest columns. Letters must be no longer than 250 words. Guest columns must be no more than 650 words.

The Breeze reserves the right to edit submissions for length, grammar and if material is libelous, factually inaccurate or unclear. The Breeze assumes the rights to any published work. Opinions expressed in this page, with the exception of editorials, are not necessarily those of The Breeze or its staff.

Letters and guest columns should be submitted in print or via e-mail and must include name, phone number, major/year if author is a current student (or year of graduation), professional title (if applicable) and place of residence if author is not a JMU student.

Time to **move** on

Offensive climbing route names should be changed now

President of JMU's climbing club Liana Jackley climbs Ten Sleep in Wyoming. Courtesy of Liana Jackley

G i v e n

the topic of

offensive

route names,

contains some

unsettling

language.

Examples are a

necessary tool

to illustrate the

severity of this

egregious issue.

article

this

ALEX DAVIS | The Breeze



Life's A Bitch And Then You Marry One, One Less White N*****, Rape and Carnage, Slant Eyes, Violently Silence Me, Slave Girl and Sluts Have No Honour were all real names given to climbing routes across the world.

Recently, there's been a movement in the climbing community to change offensive route names.

The issue was raised after the Black Lives Matter movement and other efforts put the media's focus on progressiveness and inclusivity, with many long overdue changes happening as a result.

For many JMU students, there's been an adjustment period to get used to new hall names for halls initially named after Confederate soldiers. It probably took upperclassmen a few minutes to realize that "Dormitory #2" was the temporary name for what they knew as Ashby Hall. This minor inconvenience was happily accepted by Dukes who were eager and proud to see their university progress in the right direction.

It's my impression that, by and large, climbers have the same attitude about route names — if a change means that more people will feel welcome in the sport, then they're happy to adjust.

Of course, universities weren't the only institutions put on blast for offensive names. Famously, Washington's football team finally ditched the name "Redskins" and became the "Washington Football Team" in July after pressure from major name brands FedEx, Nike and PepsiCo Inc.

Name or mascot changes for major companies or sports teams are often difficult and met with an abundance of pushback. These kinds of changes can be expensive, complicated and confusing to customers or supporters.

Changing a climbing route name doesn't come with all these barriers. Sure, some guidebooks will become dated and inaccurate. But online route searching has gained popularity with the creation of sites like "Mountain Project" and "theCrag." And if someone is set on having a physical guidebook, they can pay another \$30 for a new guidebook that supports the movement toward cultural sensitivity and inclusiveness. If major sports teams and universities can

jump through all the hoops necessary to change offensive names, there's no excuse for not changing climbing route names.

For context, climbing routes are named by the first ascensionist, the first person to follow a particular route up a cliff. As professional U.S. climber Kyra Condie pointed out in response to questions from The Breeze, the system is outdated and flawed.

"The idea that the first ascensionist is the only person who can change the name of a climb is antiquated and a way of gatekeeping the outdoors," Condie said. "Often these cliffs were named by the indigenous people who lived there long before the land was stolen from them, so the idea that the person who gets the 'FA [First Ascent]' is the only one who can name the climb is absurd."

The fact that climbing route names are often an erasure of the original names given by indigenous people makes the argument of historical importance and precedence obsolete.

It's true that we shouldn't erase our nation's history. We should teach honest lessons in schools about the horrors of slavery, the genocide of Native Americans and every other shameful thing our nation has done. But we don't need constant reminders that these things happened. It's traumatic and counterproductive — it can actually numb us to the issues. This concept is understood as compassion fatigue, the emotional and physical exhaustion in response to frequent stories of suffering that diminishes one's ability to empathize with others.

There's no real historical importance to a route entitled "Slave Driver," which is the actual name of a route by Lake Tahoe. We don't need a casual reminder of that dark part of our nation's past.

As Condie explained, "people [typically] get outside to relax, destress and enjoy nature — this is severely disrupted if they're constantly facing overt displays of racism at the cliff."

It's especially important to consider how route names can make certain groups feel unwelcome.

Condie recalled a time that she came across several offensive route names while climbing with a group in the South.

"As a group of white people, we did not fear for our safety," Condie said.

However, she noted that the route names made her and her friends incredibly uncomfortable.

"We referred to all the offensive climbs with names of our own to avoid saying anything we were against, but this is a great display of the privilege our group had in this circumstance," Condie added. "Reflecting back on this trip makes me understand even more why changing these names is so important to grow the climbing community and make our outdoor spaces accessible to everyone."

Offensive route names aren't limited to the South. A climb in Hunter's Rocks, Pennsylvania, called "Inverted Cripples" singles out people with disabilities in a damaging way. The word "cripple" is offensive and dated. This brings to light another layer of the issue.

Over time, certain words or phrases can become offensive and adopt negative connotations after they're used in politically incorrect ways. Therefore, it's necessary that we adapt to the changes in our language by renaming route names that start out harmless but eventually come to be seen as offensive.

Fortunately, some progress has already been made to change offensive climbing route names. A recent change to Mountain Project allows anyone who encounters an offensive route name on the website to flag the name, indicating that it should be changed.

This "flag inappropriate content" button was a recent addition to the Mountain Project website brought about by Melissa "We referred to all the offensive climbs with names of our own to avoid saying anything we were against, but this is a great display of the privilege our group had in this circumstance."

Kyra Condie Professional U.S. climber

Utomo, a self-described woman of color, web developer and climber. She took it upon herself to use her experience as a web designer to build a prototype of a solution and share this prototype with Mountain Project.

There's still more work to be done in order to welcome everyone into the sport of rock climbing.

Mountain Project can serve as a positive example for other route-finding sites like "theCrag," "8a.nu" and "27 Crags."

Additionally, paper guidebooks are becoming outdated as route names are changed. There's a great opportunity now for dedicated climbers familiar with different crags — climbing locations — to create new guidebooks without offensive route names. Climbers that aren't interested in taking this project on can still support the cause by buying the revised guidebooks.

There's no place for racist, sexist, xenophobic, transphobic, homophobic and ableist names in the sport of rock climbing. Changing offensive route names is a no-brainer, and we should all work to support this movement.

Alex Davis is a freshman business management and media arts & design double major. Contact Alex at davis8aj@ dukes.jmu.edu. 28



Please present coup

1880 Port Republic Rd.

Harrisonburg, VA 22801

Are u ok?





britneyspears.tr YOU ARE NOT ALONE WE ARE WITH YOU V

Spears has posted many bizarre images on Instagram. Screen grabs from Spears' Instagram

Is she OK?'

#FreeBritney is serious — more people should know why Britney's in trouble

JOSIE HANEKLAU | open outlook



Britney Spears is an m e r i c a n icon. Coming with the fame of being a star was an intense scrutiny of her personal life – many may remember Spears shaving her head over a

decade ago or her personal relationships being blasted in the spotlight. But fans have recently become concerned over Spears' bizarre behavior, which led to the uncovering of a slew of disturbing information that suggests Britney is in trouble - and perhaps even in danger.

In the summer of 2020, Spears posted multiple videos that seemed quite strange to the public. Notably, as shown in creator Antonio Papa's Youtube Video, Spears posted a bizarre video of her awkwardly strutting back and forth in front of the camera, sporting a painfully forced smile and almost appearing to be drugged.

Some fans began to speculate that Spears was trying, in some way, to convey

Offer good through 1/31/21 at participating locations only

any other offer or coupo

a hidden message, mainly "a cry for help" that something was wrong. Public concern grew so large that #FreeBritney became a trending hashtag, with millions of Americans discussing how they could help.

This public concern was certainly not unfounded. Behind the disturbing content posted by Spears is a long history of abuse endured by Spears, which began resurfacing amid the outcry. After Spears' infamous breakdown in 2007, during which she shaved her head, her father and lawyer became her "conservators," essentially meaning they controlled every aspect of Britney's life, according to USA Today.

Her finances, living situation and even whereabouts were determined by these two men. According to Vulture, this kind of conservatorship is perfectly legal as long as the individual has a significant physical or mental incapability, which Spears did at the time following her breakdown, according to Vulture.

Yet the concern is that, over a dozen years later, Britney's father is still acting as her conservator (with her lawyer having resigned), according to USA Today. Infamously, nearly every young star in the public spotlight has at least one publicized breakdown in their career, and Spears was no different.

But today, as a healthy, functioning and famous 37-year-old performer, singer and mother, her conservatorship is still permanent. She isn't in control of her finances or her estate, with The New York Times citing that even her smallest purchases are being monitored and tracked.

A YouTube video by Clevver News says that in recordings between Britney and others, she states that she "just wants her life back" and that she can't even legally live at home by herself. It's hard to imagine that a woman who can still perform and act as a significant other and mother would be incapable of taking care of herself. The New York Times even cites an old boyfriend saying, "If anyone could see her interactions with her kids, they would know there is no need for a conservatorship..."

Evidently, fans have every right to be concerned for Britney. It isn't hard to believe that she may be acting so strangely to her fans because it's her only way to express that she needs help. Even if her videos weren't intended for this purpose, there's no logical reason why Britney should be a fully functioning adult with no real control over her life.

With someone else having complete jurisdiction over her lifelong financial accomplishments, it may be easy for her father to steal from her, as Change.org implies. The #FreeBritney petition can be signed here for anyone interested.

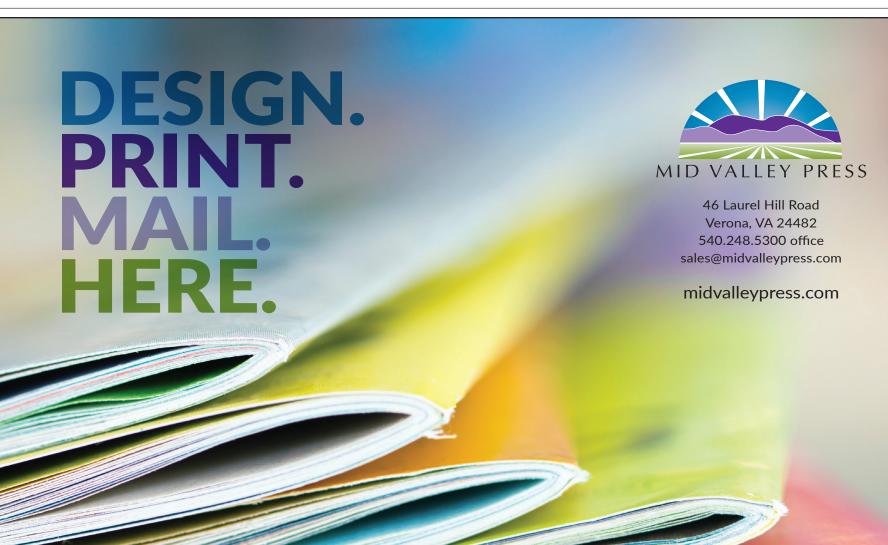
Josie Haneklau is a junior political science and psychology major. Contact Josie at hanekljr@dukes. jmu.edu.



blairhmn I think they're going to rightarrow kill her or sacrifice her



Spears is 37 years old, has children and is married, yet she's still under conservatorship.



0

@breezejmu

TheBreezeOp

F The Breeze

BreezeVideo

breezejmu.org

Thursday, January 28, 202

<u>CULTURE</u>

EMAIL thebreezeculture@gmail.com **EDITORS** Kailey Cheng & Ryann Sheehy

Cult

Br

Breeze

The

202

28,

January

Thursday,

By AMY NEEDHAM The Breeze

Any surfer who's been called a "kook" understands its negative connotation. According to SurferToday, the word's used to describe a beginner with a certain cluelessness about surfing etiquette.

But senior English major Todd Liebig wants to change the word's intimidating undertone through an unexpected medium - wood.

Liebig is the owner of Kook Wood Co., a woodworking company catering to the surf community.

'I thought if we kind of rebranded the word kook ... it would create this kind of community that was more willing to step into the water and try surfing," Liebig said.

Liebig was first introduced to woodworking as a high schooler shaping surfboards for 40 Toes Foamworks in Virginia Beach. Wanting to continue honing his skills in college, he realized his creations would have to change to meet the demands of customers further inland.

'When I came to JMU, it was not really an option to build surfboards here, and that's what I was passionate about," Liebig said. "And so building furniture was, like, the closest second to that.

His first piece of furniture was a coffee table for his now-fiancee, Mariah Guill.

"He used to make surfboards, and so I knew that he could do things like that, but I never expected him to make a table," Guill said. "It was really beautiful."

Shortly after, Kook Wood Co. was born. After its launch one year ago, Liebig began offering furniture items like dining tables, desks and skateboards to customers.

'I'm pretty new to woodworking still, and so I was stretching myself pretty thin trying to build all these different things," Liebig said.

Realizing he needed to make a change, Liebig recently rebranded Kook Wood Co. to streamline one item — the Del Mar coffee table he first made for Guill.

Liebig's original design is based on a trip he took with Guill to Japan two years ago. There, he took inspiration from lower Japanese furniture.

'I designed the table initially to be what's called a chabudai ... like a floor dining table based on that Japanese culture," Liebig said. "And then it kind of just naturally turned into a coffee table design.'

Once a table is ordered from his website, wood is hand-picked from a local lumberyard and "dressed up" into a clean wood that's ready for cuts. Then, it's glued into a table top and leg bases. Liebig said the process is based on traditional Japanese woodworking.

"I like to use a lot of joinery rather than hardware," Liebig said. "I don't like to use screws or nails as much but more cutting wood in a way that it fits together itself."

The table is sanded until it's "buttery smooth" and finished with a natural oil that Liebig said is sustainable and better for the planet.

As his business grew, Todd enlisted the

help of his brother, junior religion major Tyler Liebig. Tyler works as a builder to help speed up the production process.

JMU senior brings surf culture to the 'Burg through woodwork

"Todd taught me everything I know," Tyler said. "I'm, like, the least handyman person ever, so I never would have imagined doing anything like this.

Todd said the two have a close-knit relationship, allowing them to work well together. He said Tyler keeps him disciplined but also makes work entertaining.

'We're always dancing around — when the saws are off," Todd said. "Working with him is the best. It's the biggest blessing I could ever ask for.'

The two work out of their college basement and can now ship the Del Mar anywhere in the continental U.S. They pride themselves on giving their customers an enjoyable shopping experience with a quick turnaround.

"We try to, kind of, pair the speed of Amazon with, like, the quality of your local woodworker," Todd said. "We try to, as soon as we get the order, have the table shipped out within a week."

Kook Wood Co. gives customers the choice between three types of wood for their table -Baltic birch plywood, cherry wood or walnut - with prices ranging from \$450 to \$600 with free shipping, depending on which wood is chosen. The Liebigs feel it's important to be transparent with their pricing.

'We're trying to really, like, forge a new way of furniture, being an affordable option for people that really want one nice piece of furniture in their house," Todd said.

Guill said Todd's customer service is what sets him apart from competitors building similar products.

"He's really intentional and thoughtful," Guill said. "When he is making that table, he thinks about how they will be able to have people over and just, like, grow in a community with that table.

Tyler said Todd's attention to detail is another point of strength for the business.

"Todd would, like, spend five to 10 hours on some piece of the process that nobody will ever know about, like, other than him," Tyler said. "I think that really shows in the furniture that we build."

As Todd prepares to graduate from JMU and open a storefront in Virginia Beach, he has plans to move his operation to San Diego in the future. He said he eventually wants to offer all different types of furniture and forge a community through his products.

'We just want to start building things that really help change the atmosphere of people's homes and just better serve people," Todd said. "It's just been completely fulfilling in every aspect."

CONTACT Amy Needham at needhaal@ dukes.imu.edu. For more on the culture, arts and lifestyle of the JMU and Harrisonburg communities, follow the culture desk on Twitter and Instagram @Breeze_Culture.

The Del Mar coffee table is Kook Wood Co.'s specialty furniture piece. Photos courtesy of Todd Liebia



Todd and Tyler Liebig are on a mission to make quality furniture accessible and affordable.





@Breeze_Culture

Breeze TV alumni land jobs at local news station despite tough job market

to work through a

people are struggling."

By MORGAN VUKNIC The Breeze

For many class of 2020 graduates, looking for a job in the middle of a pandemic wasn't how they planned to start their careers. Journalism can be a selective and competitive industry, but while some have struggled with the job search, JMU alumni Stephanie Penn ('20), Caitlin Piemme ('20) and John Kelly ('20) secured jobs with local news station WHSV.

"I feel really blessed because I felt a lot of my friends in the class of 2020, not even just in journalism but in other fields, were really struggling, as it was hard to get a job in a time where we are all suffering as a country," Penn said. "It's been a crazy learning experience, and I feel so blessed to work through a time when a lot of people are struggling."

While at JMU, Penn and Piemme were roommates freshman year. They both became interested in journalism through the SMAD program and later joined Breeze TV. Penn said she was involved in theater in high school and was used to being on stage and the camera aspect of being a reporter, but it wasn't until she came to JMU and took journalism classes that she was sure it was the career for her.

"I think the main reason I got into journalism is because I'm someone who has a lot of interests," Penn said. "I liked that journalism is different every day and that you get to learn about different things from your interview subjects and from world events."

For Piemme, journalism is about telling people's stories. She said she loves putting stories together and hearing what others have to say.

the Harrisonburg puppy mill protest, Piemme said she from a participant "It's been a crazy saying how grateful she was that WHSV was able to cover learning experience

After covering

their story. "I think giving people a voice and I feel so blessed and sharing what they have to say is really important," Piemme said. "Especially now time when a lot of with everything going on, I think reporters are more important

than ever because they're covering Stephanie Penn ('20) the real stuff." While Penn and WHSV reporter

Piemme report for WHSV, Kelly works

behind the scenes as a technical media producer. He's in charge of coding the show and directing, starting at 5 p.m. and ending at 6:30 p.m. every day. Kelly was also part of Breeze TV and served

as the news director, which helped his love for journalism grow.

"I love telling stories and sharing experiences with people in every form, and journalism is a great medium for that," Kelly said.

Although the three JMU alumni are doing what they love, they walked into the job market in the middle of COVID-19. Penn said reporting is the same, but there's a smaller number of staff allowed in the building and everyone is distanced. Although work isn't completely normal, she said she's happy to have had the opportunity to walk straight into a job when many 2020 graduates have

struggled to find one.

Kelly said working in the middle of a pandemic is exhausting, but working with people he knows makes it better. Kelly said he's gone from working with Penn on Breeze TV to watching her now report the weather to thousands of people every weekend.

Piemme said she and Penn often help each other with contacts and story ideas. She said she enjoys working with friends because it makes the work seem less stressful and she has someone to share ideas with.

"It's definitely nice just having someone else who's struggling with you," Piemme said. "We're basically supporting each other, and it's been really fun having someone. I think it takes a lot of the pressure off, just having a friend work with you, because you can always just joke around."

While some students may be discouraged while looking for employment because of the pandemic, especially in the already competitive field of journalism, Piemme said one needs to be patient. She also encourages those looking for work to not be scared to reach out to people because it shows interest.

"Take every opportunity that comes to just learn something new and do something new because one way or another, it's going to make you a better journalist somehow," Penn said. "Take whatever you get handed and definitely go out of your way to try to find opportunities to do something in the journalism field."

CONTACT Morgan Vuknic at vuknicma@ dukes.jmu.edu. For more on the culture, arts, and lifestyle of the JMU and Harrisonburg communities, follow the culture desk on Instagram and Twitter @Breeze_Culture.

rsday,

202

0

@breeze_culture

Fit to inspire

"If I'm waking up and

I feel horrible about

people, like, I try and

normalize that it's OK

to have off days."

Senior social work major

Keeley Yokley

Duke strives to change beauty norms through fitness Instagram

By CHARLOTTE MATHERLY The Breeze

reeze_culture

When senior social work major Keeley Yokley started an Instagram account last January to keep track of her progress in a 66-day fitness challenge, she had no idea that one year later over 13,000 people would be following her journey.

Yokley attributes her follower count, which had reached 3,000 users by August, to timing. She said she began recording her workouts in March right when quarantine started and gained popularity with people who were looking for home workouts.

"I just happened to, kind of, just be getting into it right around then," Yokley said. "I always kind of joked that, you know, quarantining was a blessing in disguise ... I kind of started to realize, like, hey, this might be something I want to do, like, long term."

Yokley said she's had an on-and-off relationship with exercise. She said that since her senior year of high school, her dad had been pushing her to work out more, but she'd never felt passionate about it because it wasn't something she'd chosen for herself.

That changed in her freshman year at JMU when she discovered she had high cholesterol and was at risk for diabetes. She began going to messages from the Women's Best account on the gym, but she said she had the wrong idea of what health really

"I thought I needed to be

was

super thin," Yokley said. "I thought that I couldn't eat sugar and carbs. I thought I had to cut everything out, and myself, I try and tell it wasn't sustainable, so I'd always fall off

track." After starting to exercise frequently through a fitness challenge and gaining a modest following on

Instagram, Yokley started working as a brand ambassador

press **PLAY**.

youtube.com/breezevideo

Instagram, she thought it was a hacker. After talking with the

representative, they sent her a care package

with activewear and supplements to kickstart her branded content. "I wasn't sure if I was gonna love it, and I never want to promote something I'm not passionate about or that I don't believe in," Yokley said. "I love their stuff, and so it's really cool to, you know, have a partnership

with a brand that's well known." However, a sponsorship and a following

aren't the only things that've grown out of

Yokley's endeavor. Mikey Knowles, a senior psychology major and Yokley's boyfriend, said that throughout the past year, he's seen Yokley grow her account into an online space that inspires people, including himself.

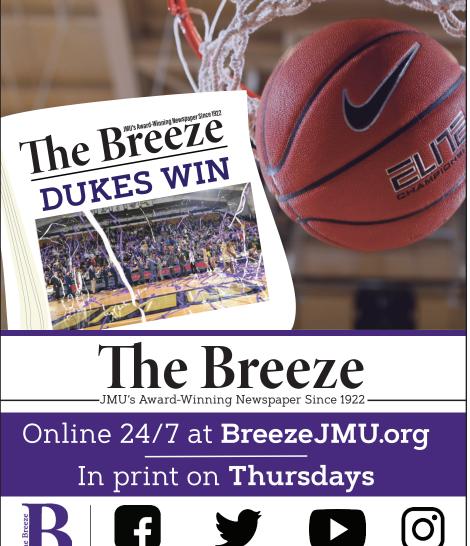
"She's always just giving tips and stuff, so it's really helpful, [and] she's also really interactive with people," Knowles said. "I'll see, like, her videos and see how hard she's going ... [It] kind of just helps, like, remind me why I'm doing what I'm doing."

Yokley said that although she enjoys running the account, it hasn't always been easy. She said she used to feel obligated to post to grow the account and would compare herself to other fitness pages.

After hitting the 10,000 follower threshold on Instagram, which allows her to use the swipe up feature, Yokley said she feels like a weight has been lifted off her shoulders and feels more inspired to make content on her own terms.

"I'm not gonna lie, like, there was a point in time where I didn't totally love it, and I wasn't passionate about it," Yokley said. "I kind of just post when I want now ... I don't feel like I have to take pictures of everything that I'm doing anymore, which is definitely a huge relief."

for two athletic apparel companies, Women's Best and Syrgent. Yokley said when she first saw the direct **The Breeze** video



TheBreezeJMU @TheBreezeJMU BreezeVideo breezejmu

Breeze

The



Yokley's inspired other young adults to work out since quarantine. Becca Gvozden / The Breeze

Now that Yokley's gotten her Instagram account to a place where it can thrive and inspire her followers, she said her next goal is to become a personal trainer. She hopes to complete her certification in February and then launch her business. Due to COVID-19 precautions, she said she plans to start the business online by preparing workouts for clients and offering help and guidance on a regular basis.

Even in her efforts to become a personal trainer, though, Yokley's goal remains the same. She said she wants to show people that no one's perfect when it comes to health and fitness, nor is there one perfect model of health.

'If I'm waking up and I feel horrible about myself, I try and tell people, like, I try and normalize that it's OK to have off days," Yokley said. "I want people to realize that, yes, I am working for this fit physique where I'm strong and I'm lean, but I bloat, just like everyone else."

Camille Wolfe, a senior health sciences major and one of Yokley's best friends, said Yokley's account has impacted her a great deal. She said Yokley's workout videos encouraged her and helped her become more consistent in her own fitness journey.

"I started getting more motivated because she just made it seem super doable," Wolfe said. "Once I did start going [to the gym] more consistently last semester, it was just really helpful being able to have her as a person that I could ask questions to ... I'm really grateful that we do have that as such a big aspect of our friendship."

Yokley said one of her biggest concerns is making sure the information she shares is correct. She said she researches and checks her form to make sure it's right - not only for her own benefit, but to ensure that she doesn't post anything that could potentially hurt someone. Despite her worries, Yokley said running the account is extremely rewarding.

"Any time anyone messages me saying they, you know, they used a workout or they found a tip helpful or ... they looked at my account and started their own fitness account, all of that is, like, so rewarding," Yokley said. "I really do thrive off of, you know, other people just letting me know that I've been helpful in some way or another."

Yokley said that most of all, she enjoys posting workouts, answering people's questions and making fitness more accessible.

She hasn't always had a positive experience. She said that on Instagram, the fitness community had often made her feel like she had to look a certain way and do everything right otherwise, she felt she'd be judged.

So Yokley has made it her mission to inspire others, promote body positivity and make her account an inclusive space for all types and levels of fitness. In the process, she said she's gotten the best reward she could've imagined. She's fallen in love with her body, and she

hopes she can inspire others to do the same. 'Even on my bloated days, I appreciate [my

body] and my stretch marks," Yokley said. "[I'm] using my page to promote, like, mental health and body positivity and providing workouts so that people feel like they can take their own fitness and health into their own hands."

CONTACT Charlotte Matherly at mathercg@ dukes.imu.edu. For more on the culture, arts and lifestyle of the JMU and Harrisonburg communities, follow the culture desk on Twitter and Instagram @Breeze_Culture.

BROTHERS PIZZA PIZZA, PASTA & SUBS 1059 South High Street Harrisonburg, VA 22801

2 Baked Dishes with Salad & Garlic Bread \$16.95

+tax

20%

DISCOUNT

STUDENT ID

1 Large Cheese Pizza, 1 order of

Bread Sticks, & a 2 Liter Soda \$16.95 +tax

1 Large 1 Topping Pizza, 1 order of Buffalo Wings, & a 2 Liter Soda \$20.95 +tax

MONDAY - WEDNESDAY Large 1 Topping Pizza \$9.95 +tax

DELIVER

VAILY SPECIALS!

Combo: Sub, Fries, & Soft Drink \$8.99 +tax



0

@breeze_culture

@Breeze_Culture

-

The Breeze

▼

BreezeVideo



EDITORS Noah Ziegler & Savannah Reger

EMAIL breezesports@gmail.com

THE COUNTDOWN BEGINS



JMU's offensive line graduated two seniors from its 2019-20 team: Jahee Jackson and Mac Patrick, Breeze File Photo

JMU football and the CAA are set to begin unusual spring season

The Dukes began preseason practice on Jan. 22. Courtesy of Mike Lago and JMU Athletics

By NOAH ZIEGLER The Breeze

FCS schools competing this spring are going to hit roadblocks. Some will be minor, but there'll certainly be major stoppages that could alter the landscape of the season.

Seeing how the FBS' season went, there's one thing the 97 teams currently scheduled to play games this spring need to be: fluid. That's how the CAA plans to navigate a peculiar season and will continue to be, as it also has to be conscious of the 2021 fall season that forces a short turnaround after the conclusion of the spring campaign.

But before teams hope for a relatively normal fall, they must adjust to the issues that'll arise, including more teams likely opting out before and during the season. For JMU, it's excited to be back on the field and going through preseason preparations, cultivating the feeling it usually has every August.

The CAA split the conference into north and south divisions. Albany, Delaware, Maine, New Hampshire, Rhode Island, Stony Brook and Villanova make the north, and Elon, JMU, Richmond and William & Mary make the south. Towson is the only school to opt out so far as the Tigers are one of 30 FCS programs to not play in the coming months.

The benefit of the FCS delaying its season to the spring is it got to study how FBS schools handled playing football amid the COVID-19 pandemic. Teams can analyze what did and didn't work and apply that to the spring season.

"Any time you have a chance to showcase

a product that is as good as CAA football is, there's an advantage to that of being in many markets 'the only show in town," CAA commissioner Joe D'Antonio said. "We are excited in understanding that we could have a few more eyeballs certainly on the product."

Currently, the CAA has a set guideline to determine if a team is able to play in the event players test positive for COVID-19 and the resulting contact tracing, but it can be flexible. It'll be a situation-by-situation basis, D'Antonio said, adding that it'll be up to the conference office in conjunction with the individual institution.

The Dukes have contingency plans for players and coaches, but as seen in college football and the NFL's fall seasons, there'll be scenarios where there aren't predetermined protocols.

"Our administration has really committed to our medical staff to put us in position to test and, you know, be able to do the things to get through this time period successfully," Cignetti said. "We're full go. I think our players need it for their mental health. I think our fans need it. I think the coaches need it."

Like everyone, the coaches and players have to adjust their daily processes in order for the season to be a success. The current onfield and meeting room guidelines make it to where if a player tests positive for COVID-19, contact tracing won't force every player in a position group to quarantine. However, Cignetti noted it can't prevent situations like players living together.

Since arriving at JMU in January 2019, Cignetti has emphasized success comes from controlling what teams can actually control rather than worrying about uncertainties. This season, it's about being available and avoiding the virus while also knowing the day-to-day abilities to improve.

The current schedule sees the Dukes practice four times a week, giving much-needed time to prepare for an important season. In these practices is the ongoing quarterback battle between redshirt senior Cole Johnson and redshirt junior Gage Moloney. Cignetti noted he doesn't have a specific message for the two and that they both know what the coaching staff wants to see.

These upcoming months require more resilience than in years past. JMU is focused on following procedures to the best of its ability, but with unpreventable setbacks ready to bring any team to a screeching halt, Cignetti's coined phrase is ever-pertinent: control the controllables.

"There's not a manual for this kind of thing, but everybody's got good notes from the things that happened in the fall," Cignetti said. "I think the biggest two things are availability — staying away from the virus so that we can have our guys available when we play on Saturday and keeping them injury-free."

On the field, one of the most contentious FCS conferences will produce another set of classic games. With teams being confined to a divisional format, the South Division will see rivals face off twice.

With three teams from the Commonwealth, the natural in-state rivalry will add heated storylines once conference play kicks off. Elon — which Cignetti departed to take the head coach job at JMU — has seen its program rise in recent years, meaning the Phoenix will have to continue that trend in a difficult year.

"The one thing you look at is obviously William & Mary's been a huge rival of ours for a long, long time, and James Madison [has] become a pretty bitter rivalry also," Richmond head coach Russ Huesman said on the CAA coaches teleconference. "You got those two right off the bat, and then Elon and what they've done with their program and how good they are right now makes it a tough road."

It's hard to beat the same team twice in one year, but teams in the South Division will be tasked to do so. For a team like JMU, it also has to deal with teams wanting to take down the top dog of the CAA.

With less than a month left until the Dukes' opening game against Morehead State, there's a nervousness among fans who've paid attention to other JMU sports. Men's and women's basketball have had multiple games altered, and football won't be immune to it.

But there's a football season scheduled, and as long as the NCAA is permitting, the Dukes will be rolling through it.

"I'm 100% confident that we're going to play and finish," Cignetti said. "I expect more optouts. I think there's 127 FCS teams, as long as 50% or more are playing there'll be a playoff system and a national championship, and I think the NCAA wants to see it happen, and I think there's enough teams that'll see it through."

CONTACT Noah Ziegler at breezesports® gmail.com. For more sports coverage, follow the sports desk at Twitter ® TheBreezeSports.

The

sejmu

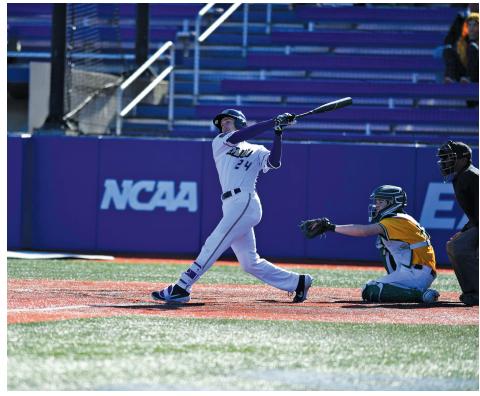
bree

2021

28,

January

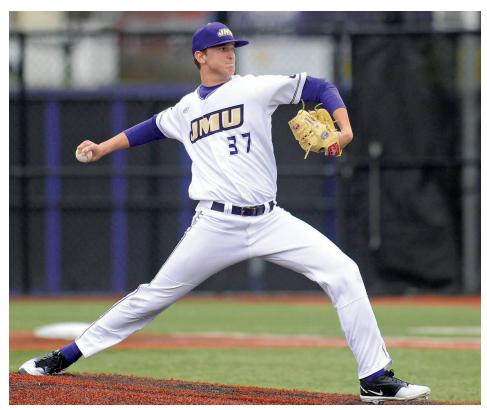
Thursday,



Redshirt senior third baseman Fox Semones swings at the ball while up to bat. Photos Courtesv of JMU Athletics



Redshirt senior first baseman Brady Harju gets ready to swing against Albany.



Senior pitcher Nick Stewart throws the ball while on the mound.

THE DIAMOND DUKES: Fall Edition

JMU baseball wraps up fall play ahead of the spring 2021 season

By MADISON HRICIK The Breeze

Although the fall semester left JMU baseball without its typical fall training, the Diamond Dukes have introduced new members and continued preparing for an eventual February season. From competing in an intersquad tournament to integrating the incoming players into the lineup, JMU has kept itself busy before the new season.

Prior to the shutdown in March, JMU was on pace for its first winning record since 2011. The team was en route to Harrisonburg after a 4-2 win over Maryland when the cancelation was announced, and had yet to play a conference game. Shortly before the fall season began, the NCAA announced that spring athletes could have an additional year of eligibility — this gave way for the entire starting lineup to return for the Diamond Dukes.

"All of our starters will be back this season, and that's going to be huge for us," head coach Marlin Ikenberry said. "We have depth in many positions, and we won't have to totally rely on a young roster."

JMU baseball is known for its extreme dedication to building relationships. One way that's become popular on social media is the creation and use of "The BroPound," where members take part in TikToks and Twitter as a way to keep connected. The platform was beginning to take its typical hold during the 2020 season and will likely make its return this spring.

With NCAA COVID-19 restrictions, the team struggles to keep traditions similar to "The BroPound" alive. The Dukes have focused on fostering relationships during practices rather than relying on post-practice dinners or more traditional routes when meeting new teammates.

"Trying to get together outside of baseball has been the hardest part, especially for the newer guys," senior catcher Michael Morgan said. "We haven't gotten to know them as well as previous classes quite yet, which makes it different in the locker room on top of the restrictions there too."

Redshirt senior third baseman Fox Semones and redshirt senior first baseman Brady Harju will return to the field. Both players were standouts during last season's run and are team leaders heading into their final seasons at JMU.

Semones finished the 2020 season starting all 16 games played with 12 runs on 52 at-bats. Harju ended his season with six RBIs and 11 hits on 40 at-bats. The first baseman held a near-perfect fielding percentage at .989 and one error. Harju is yet another solidifying threat for the Dukes this spring. "For me it was being able to continue reaching for my dream of playing professional baseball," Semones said. "The eligibility gave me another chance to go back to the dream again."

Even with the return of the 2020 starting lineup, the Diamond Dukes still have a chance to introduce the nine freshmen who joined the roster this season. This includes four pitchers, three infielders and two catchers on the roster who'll see collegiate play this season. Assistant and team pitching coach Jimmy Jackson works with the team closely, particularly with the newest members to prepare the season ahead.

"Jimmy's a phenomenal pitching coach for us," senior pitcher Nick Stewart said. "He works with each individual guy with whatever they need to improve and settle the new team into intrasquad situations."

One way the coaches keep competition on the Diamond Dukes' mind is through the annual Purple and Gold World Series. Each season the roster splits in half and plays in a multi-practice tournament over the course of a weekend. The players hold this event in high regard, and it allows the coaches to see where each individual player is and how the team looks overall.

"We always have a blast with it," Stewart said. "The players can pick the teams and it brings competition into everything, including a starter versus nonstarter fight, so the coaches and the team can see what everyone can do." The tournament this year demonstrated the depth this team has overall. With redshirt teammates alongside the new freshmen, the Diamond Dukes have multiple layers for utilization on the field.

"It's been awesome letting younger guys get in the lineups and letting them play with us," Morgan said. "So we now have pretty established lineups and it's a big advantage for us."

As seen with both JMU basketball teams, one of the biggest challenges with COVID-19 procedures is having the ability to make changes quickly. JMU has already begun anticipating schedule changes and has precautions in place to keep the entire roster safe. Despite this making it difficult to bond, the team has created a togetherness within themselves.

"I tell the guys to remember and appreciate the opportunity they have," Ikenberry said. "I saw the appreciation in the fall with their respect and it continued to the young kids; it was all done by the team."

CONTACT Madison Hricik at hricikmn@ dukes.jmu.edu. For more sports coverage, follow the sports desk at Twitter @ TheBreezeSports. The Breeze Sports

breezejmu

sday,

January

28

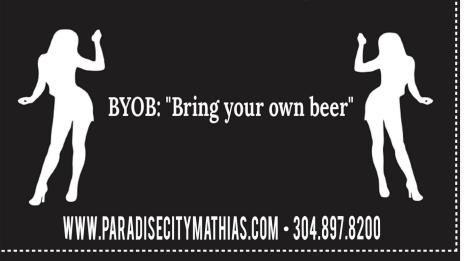


Alexander Ovechkin stares at the puck on the ice. Courtesy of Tribune News Serivce



The **only** strip club in the area just **35** minutes away...

18 for admission • 21+ to drink Open Thursday, Friday, & Saturday nights





Opinion | Ovechkin's career won't reach its full potential because of COVID-19

By COURTNEY RYDER The Breeze

Alex Ovechkin is one of the greatest hockey players the NHL has ever seen. Since being the first overall pick in the 2004 draft at 18 years old, Ovechkin's made a name for himself and climbed the ranks to join the likes of Wayne Gretzky and Gordie Howe as one of the greatest of all time.

"He might be one of the best draft picks in the history of the league," former Capitals general manager George McPhee said in a 2016 interview with NBC Sports. "For what he's accomplished and done for the league and done for Washington, I don't know of any other player who could have done something like that."

Ovechkin quickly proved himself worthy of being the No. 1 overall pick. Over the past 16 years, he's won the Maurice "Rocket" Richard trophy — which is awarded to the league's highest goal scorer of the season — nine times, more than any other player in history. The 2020 season proved to be another milestone season for Ovechkin. The 'Great Eight' became the eighth player in NHL history to score 700 goals on Feb. 22, 2020. He was on pace to have his ninth 50-goal season, which would've tied him with Wayne Gretzky for the most in one's NHL career.

Ovechkin was two goals shy of that achievement when the NHL season was suspended on March 12, 2020, due to the growing threat of the then-unnamed COVID-19 virus. NHL Commissioner Gary Bettman said in a statement released that day he was hopeful the season would resume quickly while still being cautious.

"We will continue to monitor all the appropriate medical advice, and we will encourage our players and other members of the NHL community to take all reasonable precautions — including by self-quarantine, where appropriate," Bettman said. "Our goal is to resume play as soon as it is appropriate and prudent, so that we will be able to complete the season and award the Stanley Cup."

As the pandemic intensified, the season remained suspended. Eventually, the regular season was declared over as of the games on March 11, and the league shifted its focus to creating a bubble and organizing a modified playoffs series.

Had there not been a global health crisis that essentially shut down the entire world, Ovechkin would've easily notched his ninth 50+ goal season. Despite a shortened season, he led the NHL in goals (48), even strength goals (35) and hat tricks (4).

For months, Ovechkin and his teammates couldn't practice or train together. Although players could work out individually in their homes, nothing replaces the lost time on the ice running puck drills, skating laps or scrimmaging.

As Ovechkin is claiming his place amongst the hockey greats, already one of the greatest goal scorers of all time, he's racing against his own clock. At 35 years old, Ovi is considered 'old' by NHL standards where most players retire between ages 28 and 30. As he gets older he becomes more prone to injury and will naturally lose some of his cardiovascular and muscular endurance, leaving him possibly with only a few more seasons before he'll have to hang up his trademark yellowlaced skates.

The pandemic could accelerate Ovechkin's retirement. He's hinted at being ready to retire more than once over the past year. He's also a father of two young children and may decide at this stage in his life he wants to spend more time with his family.

Had hockey never paused and followed the normal timeline for the 2019-20 and 2020-21 seasons, Ovechkin would've remained a constant presence on the ice and on track to continue breaking records. It would've been easier for him to reach Gretzky as the top goal-scorer of all time in his final years in the NHL.

Regardless of how the next few years play out, Ovechkin is one of the greatest hockey players of all time and his legacy will live in the record books, on trophy shelves, engraved on the Stanley Cup and most importantly, to Washington Capitals fans. COVID-19 may have limited his ability to cement his greatness in the record books, but if anyone can emerge from this and join Gretzky at the top, it's Ovechkin.

"I'm going to try to do it," Ovechkin told Tom Gulitti in an interview for NHL.com. "But you don't know what's going to happen in the future."

CONTACT Courtney Ryder at ryderce@ dukes.jmu.edu. For more coverage, follow the sports desk at Twitter @TheBreezeSports.

@thebreezesports

0

@TheBreezeSports

The Breeze

4-

BreezeVideo

breezejmu.org

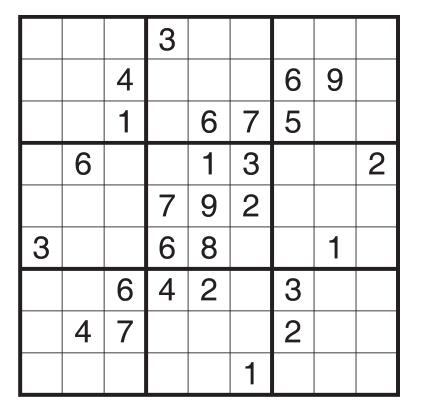
Thursday, January 28, 2021





dir.





MADISON ARKETPLACE

Madison Marketplace is open for business, and all text-only listings are FREE! Post job listings, announcements, rentals and more using our online placement tool. Ads run two weeks online and in two print editions.

911 Emergency Communicators Needed (Full-Time & Part-Time)

JOBS

Do you want to give back to your community and have a direct impact in the local community? Have you ever thought about becoming a 911 Emergency Communicator? Consider applying for a career with the Harrisonburg-Rockingham Emergency Communications Center (HRECC). To find out more and apply online, visit hrecc.org/employment. EOE.

Multiple Seasonal Job Opportunities - \$11.63 per hour

The City of Harrisonburg Parks & **Recreation Department is seeking** applicants to fill multiple seasonal positions, including Golf Course Maintenance Laborer, Athletic Field Maintenance Laborer, Park Grounds Maintenance, and Park Maintenance Laborer (Days and Nights/Weekends). To find out more information & apply online, visit: https://www. harrisonburgva.gov/employment. EOE.



Experienced Elder Care Needed

Experienced Elder Care. Meal planning & cooking. Cleaning. Hygiene care 90 year old female. Grocery shopping and transportation required. Must have own transportation. Driving record & background check required. Must be dependable. Weekends required. Day & evenings schedule varying. Text Contact info: 540-830-1938

Full-Time, Benefits-Eligible Fleet **Maintenance Administrative Specialist** / Service Writer

The City of Harrisonburg is seeking applicants for a full-time, benefits-eligible Fleet Maintenance Administrative Specialist / Service Writer in the Department of Public Transportation. To find out more and apply online, visit: https://www. harrisonburgva.gov/employment. EOE.employment. EOE.



FOR SALE

CUTE YORKIE PUPPIES

YORKIE Puppy. Very healthy, 1M/1F 9wks for more pics, email carolmaxr@ yahoo.com



EVENTS

The Society for Women and the Civil War to Host Annual Conference at JMU The Society for Women and the Civil War (www.SWCW.org) will host its 2021 conference at the Hotel Madison and Shenandoah Valley Conference Center, James Madison University, July 23-25. Student memberships are available. The keynote speaker will be Jonathan A. Noyalas, Director of the McCormick Civil War Institute, Shenandoah University.

Post your ad at BreezeJMU.org/classifieds

0

@breezejmu

TheBreezeJMU

The Breeze

BreezeVideo

breezejmu.org



RENOVATED CLUBHOUSES NEW HARDWOOD FLOORS UPDATED APARTMENTS APPLY FREE ONLINE







O THEHILLS JMU

540.432.0600 | LIVE-THEHILLS.COM