







MEGAN WALKER / THE BREEZE

DEAR READERS,

While the school year is just beginning to wind down, a new editorial staff is publishing its first print edition of The Breeze this week.

This past year has seen a standoff on Devon Lane, the football team win a national championship and countless other stories that have dominated headlines across the board. The Breeze has been at the forefront of that coverage, providing students, faculty and alumni alike with up-to-date news reports as well as attention-grabbing features that put the spotlight on some of the most interesting figures on campus.

With a hat tip to the previous staff, we're now tasked with carrying on that strong tradition of professionalism while bringing new and innovative insights to the table. In an effort to keep the focus on you, the reader, The Breeze will aim to make content more accessible and user-friendly through social media, a redesigned website and the introduction of a commuter-style paper next semester.

Today's political climate has made journalism more important than ever. So much scrutiny has been placed on the integrity of the field, putting pressure on the emerging group of young reporters — myself included — to remain cautious yet determined.

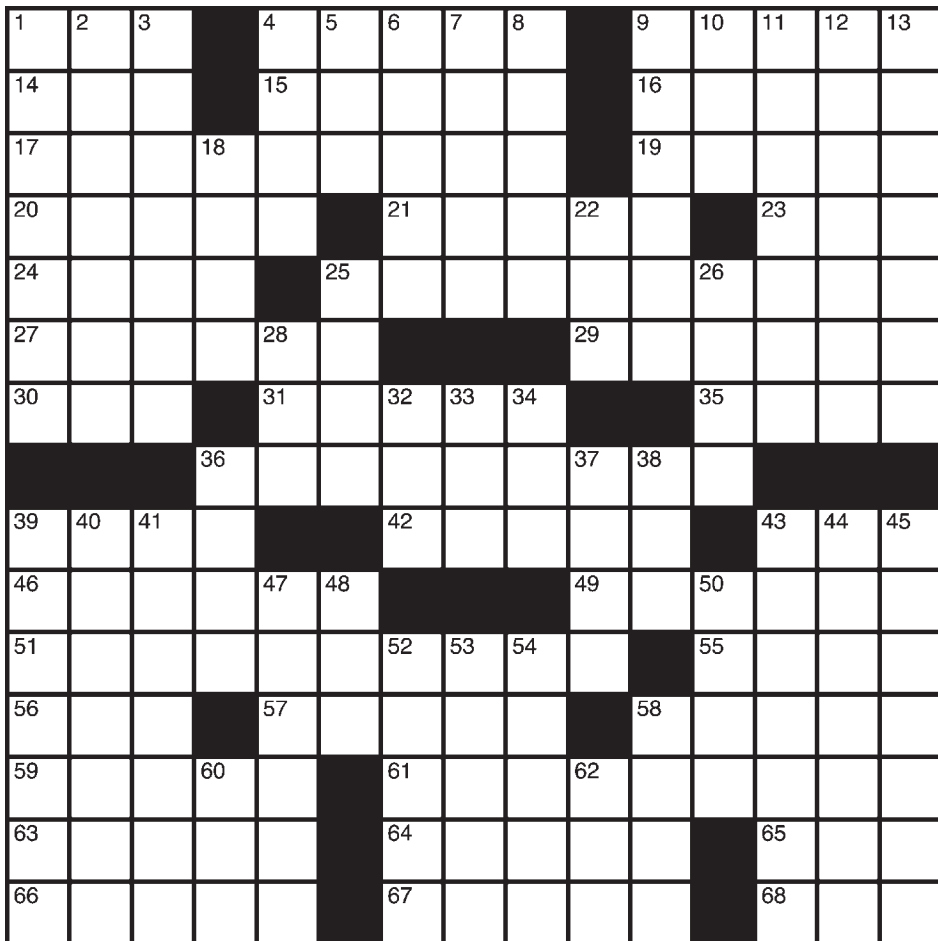
News happens every day, regardless of whether or not we manage to cover it. As my staff and I embark on a year of handling whatever JMU, Harrisonburg and the national landscape throw our way, we'll strive to provide the best and most relevant content in the timely manner that our digital society demands.

Don't lose faith in the journalism industry. We haven't had the chance to truly make our mark just yet.

SINCERELY YOURS,

Matt Weyrich  
Editor-in-Chief

Matt Weyrich is a media arts and design major. Contact Matt at breezeeditor@gmail.com.



By Tribune News Service

4/6/17

Los Angeles Times Daily Crossword Puzzle

Edited by Rich Norris and Joyce Lewis

Across  
1 Across  
1 Highlands hat  
4 Serenade, as the moon  
9 Pearl seeker  
14 Botanist Gray  
15 Naproxen brand  
16 " \_ Mio"  
17 \*Judy Blume genre  
19 Bags with handles  
20 Calendario start  
21 Sierra \_  
23 Former Radiohead label  
24 \_ Valley: Reagan Library site  
25 \*Got from the cloud?  
27 Not having the know-how  
29 Locomotive, e.g.  
30 Compose, in a way  
31 Single-celled creature  
35 Sinusitis docs  
36 \*Like much Chinese cooking  
39 Reebok rival  
42 Dapper  
43 Cal. pages  
46 Like  
49 Unite securely  
51 \*Three-year school, commonly  
55 Julie's "Doctor Zhivago" co-star  
56 Subj. with unknowns  
57 "Cool!"

58 Concert venue  
59 Softens  
61 Some football linemen ... and what the answers to starred clues have?  
63 1999-2004 Olds  
64 Vast, in verse  
65 How \_ : do-it-yourselfers' buys  
66 Printing flourish  
67 Freelancer's supply: Abbr.  
68 Fused

32 Coastal eagle  
33 Museum curator's deg.  
34 Oils, e.g.  
36 \_-Flush: household cleaner  
37 Bite symptom  
38 Network logo  
39 Overnight bag item, maybe  
40 Elvis played one in "Blue Hawaii"  
41 One working the crowd  
43 Souvenir  
44 With no end in sight  
45 Berlin boulevard  
47 Myriad  
48 Pay dirt  
50 "Encore!"  
52 Can't take  
53 Turner autobiography  
54 "We Got the Beat" band  
58 Casino fixtures  
60 Part of TNT  
62 Charlemagne's domain: Abbr.

Down  
1 Occupies oneself with, as a hobby  
2 Just plain silly  
3 Mob inductee  
4 Scott of "Arrested Development"  
5 Tavern favorite  
6 Mello \_  
7 " \_ From the Bridge": Miller  
8 Wyoming county  
9 Act grandmotherly toward  
10 Metric lead-in  
11 Elected  
12 Gold or silver  
13 Lives  
18 Trifle  
22 N.Y. Mets division  
25 \_-glace: rich sauce  
26 Got on in years  
28 Long. counterpart

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Upcoming Events

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- Soulful blues with the Hard Swimmin' Fish LIVE @ Jimmy Madison's, 9:00 p.m.-12:00 a.m.
- Ethics Slam @ Ruby's Lounge, 6:30-8:30 p.m.

Saturday

- Open House Saturday @ Cat's Cradle, 2:00-4:00 p.m.
- Dukes Pride: Hillside Chillside @ Hillside 2:00-6:00 p.m.

Sunday

- Sunday brunch with the musical stylings of Chloe Youtsey @ Jimmy Madison's, 12:00-2:30 p.m.
- Dukes Pride: Gay Street Clean-up @ Meet at Waterman Elementary School Park, 11:00 a.m.-2:00 p.m.

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**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 Matt Weyrich, editor.

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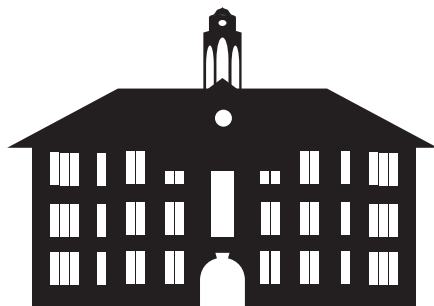
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# Speak out and speak up

JMU's Clothesline Project and Take Back the Night events give a voice to victims of sexual assault



GRAPHICS BY MEGAN WALKER / THE BREEZE

By **SUSIE HYLAND**  
contributing writer

A flood of emotion engulfed Room 256 of Madison Union as students inched around the exhibit, brimming with shock and awe. Hundreds of T-shirts of all sizes and colors filled the room, each with its own history. Every shirt was unique, just like every story is unique. But each shirt had a common theme: sexual assault and intimate violence.

The Clothesline Project took place April 3-5 with the intention of highlighting the prevalence and impact of sexual assault and intimate partner violence. JMU's version of the Clothesline Project began in 1994. Since then, over 1,400 tees have been designed by JMU students.

Some T-shirts were cries of pain — an emotional sliver of an impactful narrative. The shirts contained a variety of pictures, dialogue and anecdotes.

One particularly impassioned tee read, "You made my best friend, the strongest person I know, feel broken. She cried in my arms that she was damaged goods. I could do nothing but listen. I hate that you walk around unpunished."

Creating a tee, or simply walking through the event, was a therapeutic experience for students who knew someone who's been affected by sexual assault, or have been assaulted themselves.

"I really see this as a healing event," said Jenna Kosyla, a sophomore nursing major and coordinator of the Clothesline Project. "It's a place where people from JMU can come and feel like they're not alone. Just knowing that you're not the only one is super important. Seeing all these shirts and seeing similar scenarios will maybe allow them to not feel embarrassed anymore and feel like their emotions are validated."

Other tees described the accounts of survivors who have, through time, learned to overcome this type of trauma.

"Rape. The silent crime. And now, let's get loud," one shirt read. Another stated, "Don't be afraid to stand up."

This exhibit told tales of men and women alike. It didn't discriminate by age, race or religion. Some T-shirts were written in languages other than English. Shirts prayed to God for courage, while others asked how God could let this happen. Some tees expressed stories that happened mere months ago. Contrastingly, many T-shirts explained how they were assaulted at ages as young as six years

old. The Clothesline Project reminded students that rape shows no bias; sexual assault can affect anyone.

In addition to the T-shirts, signs that surrounded the room clarify the definitions and hard statistics regarding sexual assault and intimate partner violence. The signs forced participants to face the brutal truths associated with sexual assault.

"I knew it was happening, but it's interesting to see because I had never really heard real stories about it — I've just heard the stats," Ian Nguyen, a sophomore engineering major, said. "It put a perspective on what can happen."

The atmosphere surrounding the event had an almost eerie effect. A combination of gongs, whistles and bells indicate statistics about women affected by sexual assault.

"Hearing that as you're going through the exhibit is even more impactful — it deepens the effect," Abigail Park, a junior nursing major, said. "It was really heavy and it's an intense reality that we don't think about all the time."

The overall tone of the exhibit was somber and serious. Students came into the exhibit without knowing what to expect and left with melancholy and deeply impacted expressions on their faces.

However, the Clothesline Project brought awareness to an issue that's often ignored because it's uncomfortable. The exhibit opened a dialogue for communication, and in that way, it created a positive impact on the people who attended.

"It's difficult to process," Park said. "It showed me how real this is and it made me want to be there for people in all aspects, because you never know what someone's story is. It is really encouraging to see this and it encourages me to be more of a support system, not just to friends, but to everybody that I encounter."

A wall at the event was dedicated to allowing participants to reflect on the experience. Many participants thanked survivors for sharing their stories. Likewise, many survivors thanked the community for giving them a voice.

"You're not going to walk through and be automatically healed, that's just not going to happen," Kosyla said. "But the more you come, the more resources you get and the people you connect with through this, is what is going to change you from a victim into a survivor."

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By **MATTHEW SASSER**  
The Breeze

Take Back the Night, an event focused on raising awareness for sexual violence and intimate partner violence, is hosted on college campuses around the country, but JMU took a slightly different approach to this event.

JMU's Take Back the Night focused on survivors and served as a community experience where survivors could find solace in the fact that they're not alone. Some schools hold marches or rallies, but JMU's event was centered around solidarity.

"It is different than a lot of the other events on campus because a lot of those events are about awareness or prevention," said Alex Weathersby, a sexual violence prevention student coordinator and senior media arts and design major. "This is more of a direct speaking-to-the-survivor experience."

The event was sponsored by the Wellness Center, which focuses on health advocacy, as well as mental and spiritual health, and Campus Assault Response (CARE), a 24/7 student helpline for sexual assault and intimate partner violence.

"The goal is to acknowledge survivors' experiences that they did happen," Weathersby said. "That it is important that even if you don't fit the specific, perfect survivor format, that your story still matters and your voice still deserves to be heard."

Take Back the Night featured student performances, a keynote speaker and a survivor speak-out where the lights were dimmed and survivors were given the chance to share their experiences with those around them in a safe environment.

CARE volunteers were present at the event, all of whom were informed about the intersections of partner violence, allowing for everyone's feelings to be validated.

"CARE stands for being acceptive and inclusive to all survivors and making sure that they are believed and cared for," said Zoe Diamond-Tapper, a freshman psychology and Spanish double major and the social media coordinator for CARE.

The 24/7 helpline has helped facilitate a relationship between those who may need someone to talk to and the volunteers for CARE.

"I love being able to work on the helpline and make sure that I can be there for someone that needs me," Diamond-Tapper said. "Often

survivors don't have someone to even just say 'I believe you and it's not your fault.'"

For students unsure of their place at the event, Take Back the Night can serve as a listening experience for those who may not be knowledgeable about sexual violence.

Just by showing up, JMU students witness the fact that they can be there for students who've experienced sexual or intimate partner violence.

"I think that it is a great way to show solidarity for survivors and for survivors to know that they are not alone in what they are going through and that they have a community for support," Kim Johnson, the University Health Center survivor advocate, said.

As part of her job, Johnson meets one-on-one with people who've experienced sexual violence or intimate partner violence.

Sexual assault can be isolating, and survivors need to know that they're not alone.

"We bring a speaker to campus so that it does have an educational component," Johnson said. "While it is an event primarily to show support for survivors, it is also very much educational."

The keynote speech, "Feeling, Healing and other Radical Acts" by sex and emotional intelligence

educator Karen B.K. Chan, focused on how fighting for justice is 360 degrees and how to practice empathy toward others.

The idea that "you want me to be afraid, but I'm not afraid" was confronted in the speech, and that people are justified in how they react to situations they face.

"Sometimes, it is more powerful to say that 'I am afraid,'" Chan said.

The people who are changing the world, both as survivors and witnesses, aren't alone in their journeys, and that's one of the key concepts driving Take Back the Night.

"One of the things I want to take back at Take Back the Night is my ability to continue to be vulnerable, because that is not a bad word in my world," Chan said.

For any students who feel they need to talk to someone, the CARE helpline number is 540-568-6411.

"Survivors deserve to be heard," Weathersby said. "A great way to show support is just being there and listening."

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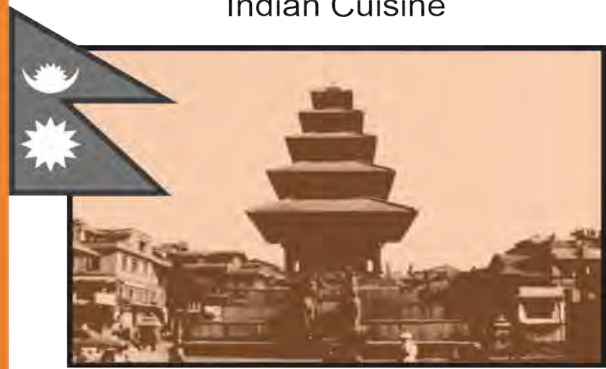
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The Clothesline Project is a nationwide silent event dedicated to projecting the voices of victims of sexual assault. The events, like this one held at the University of Central Florida are participated in nationally, and all have the same premise.

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# LOANS

## Minimizing student debt

from front

“The goal here is if you’re coming out and you’re working for a little bit of money or even free because you’re putting in sweat equity to try to start your business, we don’t want to stop you from doing that,” Warner said. “One way to not stop you from doing that is if you make less than \$10,000 a year, you wouldn’t have to pay any student debts that year. When you get rich, then you have to pay.”

While Warner wasn’t plagued by student loan debt upon his college graduation, he understands firsthand the importance of following entrepreneurial passions.

“When I had gotten out of college, gotten out of law school, I was not making much money,” Warner said. “I only had like \$5,000 and I invested it in this little start-up energy company that went broke like six weeks later. If I had been out there and had \$50,000 or \$60,000 worth of debt, which a lot of people have after graduate school and undergraduate, I could’ve never taken that chance.”

The Warner-Rubio bill will help borrowers avoid default during periods of low earnings, which Warner believes could provide students with the freedom and flexibility needed to pursue areas of interest during their first three years after graduation. For simplicity, the interest rate of about 4.5 percent on the current law will remain in the Dynamic Repayment Act.

While many current federal student loan programs already include protection for borrowers to avoid default, many students fail to use them because of the confusing rhetoric of the paperwork and burdensome enrollment process. Due to this lack of protection, the three-year national default rate is roughly 11 percent — an outcome expensive to taxpayers and borrowers alike.

“If you’re right out of college and you want to go be a Peace Corps volunteer or start a business or travel, it really is hard to do that because even though your income may be very low, they’re still charging you a large amount,” Warner said. “Income-based repayment basically is what it says, you know if you come out of college and you only make a little bit of money, you can’t pay more than 10 percent of your income in student debt.”

For example, a borrower making an annual salary of \$40,000 would pay 10 percent of \$30,000 — or \$3,000 a year. According to Warner, the bill also provides forgiveness in order to responsibly steward taxpayer dollars. If after 20 years, a balance still remains on a loan of \$57,500 or less, the remaining debt would be forgiven entirely. If the balance is over that amount, the loan will be forgiven after 30 years of repayment.

“If you’re living in a lower income area and that’s about the most salary you can probably make, at some point we don’t want you to be burdened on this your whole life,” Warner said.

The second bill, the Employer Participation in Repayment Act, would update an existing federal program to help employees facing student debt.

Currently, the Employer Education Assistance Program allows employers to contribute pre-tax earnings to help their employees finish their education, but doesn’t allow allow pre-tax contributions to employees who’ve already incurred student loan debt. The Warner-Thune bill would allow employers to annually contribute up to \$5,250 pre-tax to reduce their employee’s outstanding student loans.

“This bill is one that should be a no-brainer and it’s always kind of frustrated me that it’s taken this long to get through,” Warner said. “What we’re simply trying to do is say if the employer can have an employee continue their education, why not give the employer that same tax advantage if you want to pay down your student debt. It’s good for the young person because it means getting their debt paid down by their employer — good as well for the employer because it’s a great retention tool to keep people focused on staying at that particular firm.”

Matthew Mueller, the SGA student body president, believes that while these bills would be extremely beneficial to students nationwide, the current gridlock on Capitol Hill could prevent them from being enacted.

“I don’t think either of them are going to pass, especially with the budgetary climate right now,” Mueller said. “Since there are slashes to the Department of Education in the President’s budget, federal loan programs are taking hits. I don’t see this Congress being friendly to higher education this year, and especially with the other big political fights, these issues — while they are incredibly important — are kind of sidelined as not important by Congress.”

One possible obstacle Warner and Thune may face in getting the Employer Participation in Repayment Act passed is that it would reduce federal tax collections — which, given the complexity of the tax code, could make it harder to get enacted.

“On both of these you would have some tax consequences, because if you delayed the repayments based upon how much money you make, that would be a challenge,” Warner said. “There’s also if you give some tax advantages to the employer who pays down, in terms of the second way, the referee up here in Congress is something called the Congressional Budget Office. They will give us what’s called a score — how much this costs the Treasury. We’ve not gotten that score yet, so that will be important. We don’t think it will be a big number.”

Whether or not these bills are enacted, Olivari believes that seeing bipartisan legislation introduced in a time of such polarity between leaders of each party is progress in and of itself.

“Regardless of their political party and ideologies, senators are coming together and realizing that this is a real issue of importance,” Olivari said. “Both sides of the aisle are willing to create reforms and put forward bills that help get at the problem.”

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Bernd Kaussler and Glenn P. Hastedt, pictured, spoke about their recent book on the realist perspective in politics.

# Facing foreign policy

By KAITLYN SMITH  
contributing writer

Foreign policy isn’t a foreign subject to Bernd Kaussler, a JMU international affairs professor. He specializes in U.S. foreign policy and affairs in the Middle East.

Kaussler and colleague Glenn P. Hastedt recently published a new book on their studies, “U.S. Foreign Policy Towards the Middle East: The RealPolitik of Deceit.”

This past Tuesday, Kaussler and Hastedt discussed their book with JMU students and alumni in Washington, D.C. as a part of the JMU Washington Center Public Affairs Roundtable Series.

In the past, U.S. foreign policy has been examined through justice and human rights lenses. However, Kaussler and Hastedt offer a new take on contemporary U.S. foreign policy.

“We had a realist critique in the sense that it’s more exciting, but it also really probes at the very essence of U.S. foreign policy,” Kaussler said.

The essence of U.S. foreign policy in the Middle East for the authors is largely based on lies and deception. Critiques of policy based on falsehoods is a somewhat new area for those in the scholarly field.

“Lying doesn’t really receive that academic scientific treatment,” Kaussler said. “It’s something which is being done, why not write about it? ... Why not scrutinize it and look at it in an academic lens?”

The book focuses on four core pillars of contemporary U.S. policy toward the Middle East: U.S. relations with Saudi Arabia after Arab Spring, its diplomacy toward Iran, policy toward Israel and its nuclear program and the decision to invade Iraq in 2003.

“In domestic politics when politicians are caught with their pants down either figuratively or literally, it’s a huge

deal,” Kaussler said. “In foreign policy, lying, deception and deceit is a lot more acceptable.”

Kaussler and Hastedt argue that each of the central tenets of contemporary U.S. relations with the Middle East is founded on deception and falsehoods.

“It raises the question of the extent to which current U.S. policy to the Middle East really promotes the American national interest or whether it is harming us and whether we need to change,” Hastedt said.

The argument that Kaussler and Hastedt pushed for was a call for change. They claim that U.S. foreign policy toward the Middle East needs to return to the truth about actors in the Middle East in order to look out for our national interest.

“If you look at it with a truly realist perspective, that actually a lot of U.S. foreign policy towards the main actors in that region have really been working against U.S. national interest and regional security,” Kaussler said.

The roundtable discussion sparked a lot of questions from alumni and students on how the Trump administration might change or continue past deception.

Both Kaussler and Hastedt remarked that there’s still a lot up in air regarding how the Trump administration will handle ongoing relations with the Middle East, citing the vast amount of contradictory rhetoric and communication on the subject.

Much like past foreign policy toward the Middle East, future policy is still ambiguous. Each side of the political spectrum is aspiring to make plans to address foreign policy. Despite being divided now more than ever, there are still hopes of bridging the gap between political ideals.

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# The next generation of fake news

New technology distorts original facial expressions



MEGAN WALKER / THE BREEZE



“If the children are the future, the future might be very ill-informed,” Camila Domonoske, a reporter for NPR, stated in an article titled, “Students Have ‘Dismaying’ Inability to Tell Fake News from Real, Study Finds.”

Throughout the article, Domonoske highlighted a study conducted by Stanford University. In the survey, researchers gathered data conveying the “dismaying inability” of middle school to college students to differentiate ads from articles, neutral sources from biased ones and fake accounts from real ones. Many other researchers and I share a similar fear to Domonoske and strongly believe that social media has rapidly advanced at a rate that could be potentially dangerous to today’s generation.

With social media’s prodigious influx of information along with its easy ability to share, access and manipulate it, this generation’s incapability to distinguish fact from fiction is extremely concerning. The reason these online platforms for communication are causing such a fuss is because of the number of active users. Something that started off with a small portion of the population is now ingrained into U.S. culture, with nearly 65% of the U.S. population on one or more social networking sites. Some people view this increase of social media usage in a positive

light, due to the fact that users are able to be in constant communication with a worldwide audience. It’s argued that overall, social media creates a sense of awareness. If a global crisis occurred, social media users would have the advantage of being able to share pictures, photos and videos in mere seconds.

While this may be true, the technologies of social media have also developed at a rate that poses a threat to this generation. Manipulated information can be easily posted on sites such as Facebook and all it takes is a certain amount of shares, rather than credibility, before the false information reaches popularity.

Due to this generation’s quick and eager acceptance of anything they see online, social media makes the youth of this generation vulnerable to information that may or may not be true.

For example, there was a picture from a Trayvon Martin riot, but with a caption that made it look like the photo had been taken prior to the 2016 presidential election. The caption contained underlying racism toward African Americans, all while creating a fallacious claim in the process. This manipulated source of information engaged users and caused further protest as well as racial claims.

Furthermore if the issue of this generation’s inability to distinguish real news from fake isn’t addressed now, it will only get worse in the future, especially with the rate of technological advancements.

According to a separate research paper published by faculty at Stanford, there are already technology advancements in which

someone can record a video of someone talking and then change their facial expressions. In addition, on November 2016, Adobe Max showed off an innovation nicknamed “photoshop for audio.” This product permits users to “feed about 10 to 20 minutes of someone’s voice in the application and then allow them to type words that are expressed in that exact voice.”

Someone could easily take these two new innovations and create fake videos of publicly influential people saying whatever they desire them to say. If the video is unnerving enough, it won’t take long for it to spread across social media, and at this rate, users won’t be able to distinguish whether it was authentic.

Not only does this pose a threat to this generation in regards to their ability to process knowledge and information, but it also serves as a threat if such technologies were to get in the wrong hands.

As mentioned previously, if one picture with a manipulated caption is enough to cause anger and even racist comments, imagine how people would react to a video.

Ultimately, the U.S. needs to come together as a nation and renovate the current education system to better equip young adults with the proper tools and knowledge to be capable of conducting authentic research in a way that distinguishes fact from fiction.

Jazmine Otey is a freshman writing, rhetoric and technical communication major. Contact Jazmine at oteyjl@dukes.jmu.edu.

ARMIN HARACIC | armchair anecdotes

## Fearing confrontation in our communication



My roommates and I’ve engaged in battles of Tolkien-esque proportions over who has to do the dishes. Usually it’s me, but in the moment, I refuse to back down. TVs have been thrown out of windows, red paint smeared over walls and fully grown pythons deployed as weapons of mass destruction. And still I don’t do the dishes.

Needless to say, I don’t know how to communicate. And my inability to communicate has often led me to situations that are so tensely volatile they would make Angela Merkel and Vladimir Putin blush. Yet my inability to properly express myself or gauge the needs of my peers is emblematic of genuinely poor communication skills among my fellow millennials. According to Forbes, millennials are often inept when it comes to face-to-face communication, mainly due to our overreliance on more condensed forms of communication — notably texting and instant messaging.

RedAlertPolitics further elaborates on this notion by stating that millennials are engaging far too often in “passive communication,” ultimately leading to a lack of confrontation skills.

Considering how vital the ability to communicate is for the workforce, millennials need to overcome their communicative passivity by making an effort to infuse more directness and foresight into their everyday speech. The New York Times suggests that millennials’ new favorite phrase is “I feel like,” which is seen by some as a means to make “our ideas more palatable to the other person.”

However, neuroscientist Antonio Damasio calls the phrase “a sign of laziness in thinking,” because it’s “an imprecise hedge that conceals more than it reveals,” ultimately corroding the “complex roles that emotions do play in our reasoning.”

This insight correlates with millennials’ obsession with being liked by everybody. This leads us to stifle our intent through communication in the hopes that we don’t accidentally make someone hate us, ultimately so that we don’t feel the internal pain of being in a personal conflict.

We reduce ourselves to people pleasers, whereby we put being liked

by others over having substantive relationships with them.

This is yet another symptom of millennials’ fear of pain, because engaging in substantive relationships almost always carries the risk of disappointment. It’s important to note that substantive is not the same as “intimate,” since we can have “substantive” relationships with our professors or bosses, in that we are willing to exchange ideas and information with them for the sake of lifting ourselves up.

I have to give credit where credit is due as NBC News indicates that millennials’ assets in technology, networking and teamwork are definitely vital to the modern workforce. However, millennials need to engage themselves more fervently with soft skills such as work ethics, critical thinking and especially communication.

Business Insider indicates that millennial propensity for social media messaging has a double-sided effect. It allows them to become “good decision makers and nimble analysts,” though it will spur a reliance on instant gratification that leads to “poor deep thinking capabilities” and “shallow decision making.”

We can’t be afraid of being confrontational with people, particularly when we need something from them or they’re doing something that bothers us. We ought to develop our direct communication skills on an everyday basis, starting with getting rid of passive-aggressive communication among roommates.

If you want your roommate to take out the trash, do the dishes or pay rent on time, don’t text “hey man, can you like, maybe do the dishes once in awhile?” Confront them when they get home, assertively make your case and be prepared to engage with them in a respectful (but not passive) manner should you face resistance from them.

This practice in directness may allow us to better our aforementioned “soft skills” and thus surmount our fear of being hurt by people. Being superficially “liked” is not worth us avoiding emotional engagement during communication, and if we want to increase our social mobility post-graduation, we’re going to have to fight that habit.

Armin Haracic is a senior political science major. Contact Armin at haracix@dukes.jmu.edu.

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NAHLA ABOUTABL | respect the riot

# Just playing defense won't win the game

Being proud of your heritage as a marginalized woman goes beyond the hashtag



I recently saw an article on Muslim Girl, an online news magazine run by young, outspoken Muslim women that caught my attention. The article called on Bella Hadid to speak out against Islamophobia and xenophobia, since she's a Muslim daughter of a Palestinian refugee and a known, respected and admired supermodel.

Although I might've agreed with the article a year ago or even a couple of months ago, I've gained a new perspective that I wish to share.

Stop expecting marginalized people, passing or not, to revolve their lives around speaking in defense of their identities. Stop forcing people to speak on issues they want to compartmentalize or internalize. Why?

It's exhausting and mentally draining to repeat obvious truths over and over again when they do nothing but fall on deaf ears. Regardless of the status of the individual, self-care comes first. I learned that the hard way.

Believe it or not, we can all use a little selfishness in our lives, at least those of us in marginalized groups who live in a world where their identity creates room for suspicion and discrimination.

I don't know if the Hadid family has faced discrimination because they're Muslim and half Palestinian, and I don't care quite frankly. It's not my place as another marginalized woman, specifically a Muslim woman of color, to assume that identity politics hasn't affected their family in one way or another.

It's also not my place to pretend that Hadid's opinion on the state of the world will change anything, except maybe garnering her a few more Twitter followers. It's nice to see people participate in the world around them, but that needs to happen on their own accord when and how they want to participate.

Stop calling people out and asking them to share their opinions as if your recognition of said opinion is how you validate their identity. Hadid has a diverse heritage. I'd assume she already knows what's going on around the world. I'd assume she knows enough about her culture to say she's proud to be a part of it, and I'd

assume that people can mind their own business.

I come in defense of Hadid and others in her position because I understand how speaking out and always having an opinion becomes detrimental — not to others but to yourself.

I understand not losing hope in humanity, but it would be naive to say we're not way past the point of hope. We, as the human civilization, are headed for inevitable self-destruction.

Those in control are already cemented in their positions of power through institutions we all support, either through our words or actions. We have spending power, but that power and influence has been hijacked by our need to keep up with a world that forces us to participate in its institutions, lest we get left behind.

We can speak out all we want, but it probably won't change a thing. I say this in the least pessimistic, but realistic way possible. We've reached our glass ceiling as a society.

Although we hope for better, this is all we have. And speaking out against it and dishing out our soul each time tragedy occurs or there's an injustice will depress us and rob us of whatever peace we've been able to conjure out of the world.

It's annoying and unfair that we put so much pressure on people and expect every marginalized person of influence to live a life of activism.

We can speak against injustice all day and night, but believe me, children in Syria will still face death as we create more hashtags.

So speak out all you want. Revolve your life around causes you believe in, but know that without actually dismantling the existing institutions, we'll be talking in circles.

Know that expecting those in marginalized groups to always speak out in defense of their identities or others like them is exhausting and unfair. Don't assume that people don't care about the issues facing their communities.

Sometimes they do care — it's just that them caring probably won't change the circumstances.

Nahla Aboutabl is a communication and advocacy graduate student. Contact Nahla at [aboutanm@dukes.jmu.edu](mailto:aboutanm@dukes.jmu.edu).



Isabella Khair, publicly known as Bella Hadid, is a 20-year-old American fashion model signed to IMG Models.



# DARTS & PATS

A huge **“thank-you”** pat to the staff in Moody who helped me find my phone. You made my day!

*From a student who appreciates everything you do.*

A **“you-are-the-best”** pat to the MRD Trombones for being the best human beings I have had the privilege of spending the past 5 years with.

*From a very sad, but very fulfilled super senior.*

A **“how-am-I-supposed-to-be-alive”** dart to the Starbucks line in Carrier. I need my coffee more than I need my education some days.

*From a caffeine-depleted individual.*

A **“ninja-style-night-walker”** dart to the pedestrians who wear all black and beg for me to hit them with my car.

*From a good citizen with bad sight.*

A **“thanks-for-being-you”** pat to Rachel Petty for taking me under your wing and showing me the ropes.

*From a section editor doing her best.*



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# Kung Fu brew

JMU alumni turn COB 300 project into flourishing bubble tea business in Harrisonburg



PHOTOS BY LAUREN SAMPSON / THE BREEZE

Michael Wu and Peter Chan decided to bring the craft of their favorite childhood drink, bubble tea, from Taiwan to Virginia and opened Kung Fu Tea. The business partners plan to open another bubble tea shop this summer in Virginia Beach.



**By MADDELYNNE PARKER**  
*The Breeze*

A bubble tea drink is frothy with milk and cold to the touch. There's soft and chewy tapioca pearls at the bottom that give the drink an extra hint of fun. As one of Taiwan's favorite creations from the 1980s, bubble tea has made its way 7,950 miles to Harrisonburg.

Michael Wu and Peter Chan, JMU alumni of '11, opened their own Kung Fu Tea shop because of Wu's inspiration from a business plan in his COB 300 class. Wu originally wanted to introduce the culture of bubble tea to the East Coast, but before he could, a Kung Fu Tea opened across from his high school in Annandale, Virginia.

This prompted Wu to bring bubble tea to his second home, JMU. "It's meaningful for us to bring something that we both love and believe in into the community that kind of nurtured us to who we are today," Chan said.

Wu bought into the Kung Fu Tea franchise for the Harrisonburg, Blacksburg and Charlottesville areas, with JMU's shop being his first purchase. In doing so, Wu wanted to use his shop to give JMU students variety when it came to hanging out or studying.

"My favorite thing about Kung Fu Tea is that it provides a great hangout atmosphere," said Hannah Goulette, a sophomore anthropology major and weekly frequenter of Kung Fu Tea. "They have free Wi-Fi if you want to grab some tea and study, and games if you and your friends want to relax."

Kung Fu Tea is different than other bubble tea franchises found in the U.S. because of its menu. When walking into the shop, your attention is immediately drawn to a menu consisting of eight categories of drinks and over 60 options within those categories. Therefore, making up your mind on a favorite flavor may mean visiting the shop more than once.

"We're trying to cater to as many audiences as possible," Chan said. "Bubble might not always be the first thing they will try, but we have so many different options in terms of tea."

Bubble tea is also a significant drink from both alumni's childhoods, and they're happy to see the Harrisonburg community's excitement in

allowing their dream to come true.

"I wanted to do something with my business plan," Wu said. "There's no better place to do it than back at where it all started."

The drink originated in Taiwan, and today, Kung Fu Tea has become one of the fastest growing bubble tea franchises in the U.S.

For Wu and Chan, bubble tea has always been a part of their lives.

Chan grew up in Taiwan and hung out with his cousins a lot after school. One day, they were on their way to a favorite restaurant when they saw that a bubble tea shop had opened next door. They immediately went in to try it and fell in love with the drink.

"That one that I went to is only in Taiwan," Chan said. "That's the place I always go to when I go back to visit Taiwan and my family."

Wu shares a similar story with Chan in that he also grew up drinking bubble tea, but in Washington, D.C.'s Chinatown.

"It's always been something that I hold close to my heart," Wu said. "It's like our Starbucks, you know. It's very unique to our culture and we can drink it every day."

Chan manages the Harrisonburg shop and believes that quality, service and cleanliness are the most important factors upon entering the store. The staff's also very knowledgeable and willing to help, especially for those new to bubble tea who may have no idea where to start.

The staff can explain the categories of drink in order to determine the customer's preference for a milk-based, tea-based, coffee-based or fruit-based drink. They'll also help pick the specific flavor and toppings that the customer will most likely enjoy.

Wu and Chan now see the potential for bubble tea's business on college campuses after experiencing the great feedback they've gotten in Harrisonburg. This summer, they plan to open a second shop in Virginia Beach to try marketing to a more metropolitan area that's much different than their campus focus.

"We believe that there is a demand for bubble tea," Chan said. "That's why I believe in Kung Fu Tea."

**CONTACT** Maddelynn Parker at [parkermn@dukes.jmu.edu](mailto:parkermn@dukes.jmu.edu).



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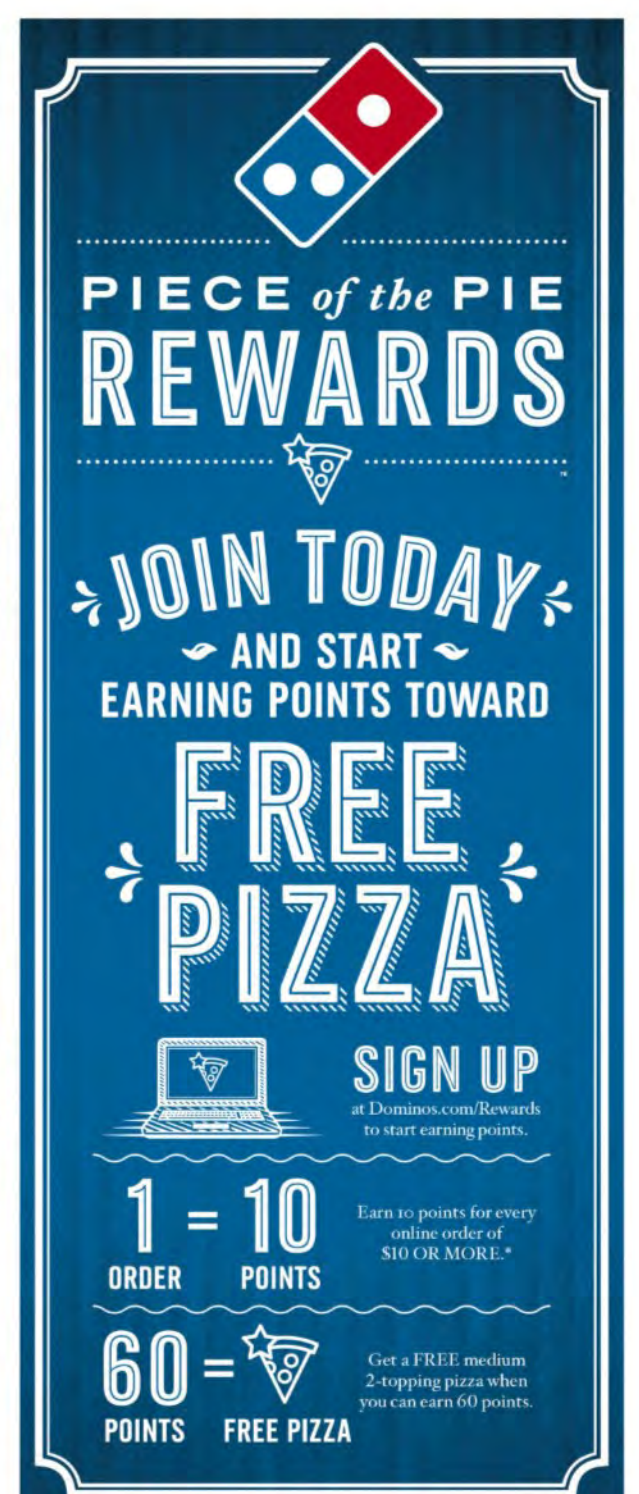
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# SOFAR

## Underground bands perform at intimate concerts

from front

“That’s part of the appeal,” RyanMichael Hirst, a senior computer science and religion double major, said. “I’m eager to see what genres of music they’re doing. Like if it’s one set mood that they’re trying to create, or if they’ll go for different types of music to kind of give it a mixed feeling. Whatever they play I’m sure I’ll like. I’m not hard to please.”

The three bands that performed this time were Strong Water, Bombadil and Illiterate Light. All three have folk vibes, but each influenced the audience in a different way from inciting laughs to snaps.

While Hirst admits that folk music is typically his least favorite genre,



COURTESY OF ANGELIKA JOHNS  
A secret venue along with an uncovered setlist attract an eager audience.

he had a good time at this concert and realized that there’s more to folk music than meets the ear.

“After last night’s show, I fell in love with the genre,” Hirst said. “It seemed to me at least that it wasn’t just folk music, but a mixture of soul and indie that created something more experimental than just traditional folk music. As soon as the event ended, I added all three bands on Spotify to my playlist.”

Once the music starts, it’s expected that everyone puts away their cell phones and doesn’t talk to their neighbors. And since the atmosphere is so quiet, the audience receives a raw sound that would be hard to find at a regular concert.

Bombadil, a three-piece band out of Durham, North Carolina, that performed second in the lineup, enjoys playing in intimate settings like this one for this reason and that its members get the chance to be exposed to new music.

“I really enjoyed Illiterate Light,” James Phillips, Bombadil’s percussionist, said. “I had never heard of them before and they had a really great energy. And a really neat sound.”

Due to the success of this event and their combined passion for music, Vasiliadis and the other three ambassadors plan to continue these shows once a month, with the next one scheduled for April 20.

“We’re graduating soon and I’m committed to making this last,” Vasiliadis said. “We have a platform for future JMU students and just people in the Harrisonburg community to have a unique experience. It also helps Harrisonburg bands get their name out on a global scale.”

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# A symphony of colors

## Local artist creates exotic designs with liquid projections

By MOLLY O'TOOLE  
The Breeze

Colorful, molecular-like objects dance across the wall, each different from the one before. They paint a shadow of a mesmerizing color show that can only be captured in the heat of the moment.

For Patrick Fitzgerald, who goes by his stage persona Liquid Projections, mixing different oils and paints is a creative outlet that he enjoys performing live.

“A lot of times, the audience thinks it’s a video,” Fitzgerald said. “The people in the front realize it’s happening right in front of them and start watching what I’m doing instead.”

Most audience members think the projections are a video due to the vibrant colors that play overtop the bands while they’re performing.

Working for the Arts Council of the Valley full time and as a freelance videographer, Fitzgerald started Liquid Projections as a hobby.

As Liquid Projections, Fitzgerald works with different bands that perform downtown.

Blending different oils and colors is a skill that Fitzgerald has developed through years of experience. Using a series of liquids and dyes on a glass plate on an overhead projector, Fitzgerald mixes his own colors in order to make each of his performances unique.

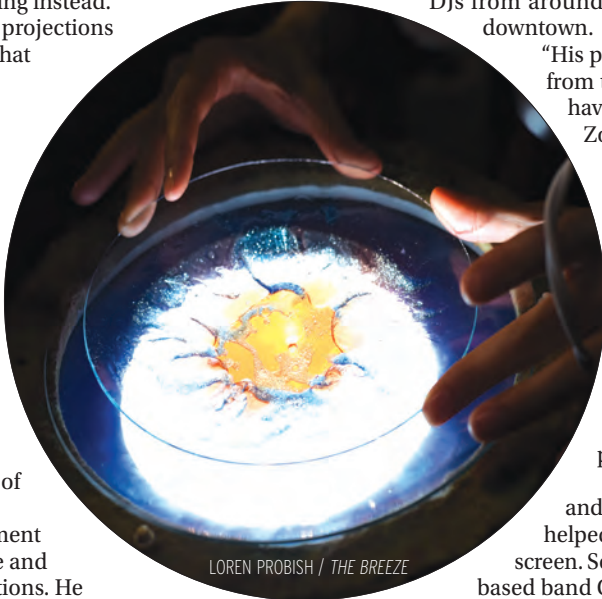
Fitzgerald uses colors that compliment each other, such as pink, blue, orange and yellow on a screen to form his projections. He believes that the vibrancy of each color is one of the most important aspects, because it adds different feelings and moods to the music he matches his work to.

“I have a really hard time getting away from vibrant pinks and blues because they just look awesome together,” Fitzgerald said.

Fitzgerald tries to stay away from harsh, dark colors unless they fit the mood of the music, although he pairs these harsher colors with metal shows.

Fitzgerald has worked with Zooanzoo, a frequent performer around Harrisonburg’s downtown performance scene, at several venues, including The Golden Pony.

Zooanzoo’s electric, fast-paced music gives Fitzgerald the opportunity to experiment more with different colors and the way they’re projected onstage.



“His show was probably one of the messiest ones,” Fitzgerald said. Fitzgerald uses bubbling effects to match the tempo of the music when it’s fast-paced. To achieve these effects, Fitzgerald throws Alka-Seltzer tablets in the liquids to form the bubbles.

“It adds a different energy to the colors,” Fitzgerald said.

When working a fast-paced show, Fitzgerald said one of the main challenges he faces is trying not to mix too many of the colors to create a muddy brown.

“I’ve gotten way overzealous before and just ended up with a mess,” Fitzgerald said.

These projections have caught the attention of different bands and DJs from around the area that come to see performances downtown.

“His projections overtop a diverse array of bands, from the chaotic Maltese set to a space-jam, all have shattered expectation,” Zach Williams, aka ZooanZoo, said.

Never having advertised for Liquid Projections, Fitzgerald bases a majority of his gigs on word of mouth and people seeing his performances.

Some of the gigs Fitzgerald has been offered include screen work, mainly for music videos.

“I’m kind of hesitant about giving footage to people because what’s fun about it is that it’s transient, it’s fleeting, it’s gone,” Fitzgerald said. “It’s more of a performance.”

Paul Somers, owner of The Golden Pony and co-founder of the Super Gr8 Film Festival, helped Fitzgerald make his transition from stage to screen. Somers introduced Fitzgerald to Philadelphia-based band Creepoid.

While in Harrisonburg, Creepoid worked on its music video “Shaking” with Somers and Fitzgerald in conjunction with the Super Gr8 Film Festival.

Fitzgerald did projections for the music video, which has over 700 views on Vimeo.

“I love watching the improvisation of colorful liquids lighting a stage or a screen,” Somers said. “The psychedelic nature of their performance was a perfect pairing with the oil projections and the crowd loved it.”

Although Fitzgerald has enjoyed working his projections into video, his main focus is to continue to do live projections for bands.

“You never create the same thing twice,” Fitzgerald said. “That is why I love it.”

**CONTACT** Molly O’Toole at otoolema@dukes.jmu.edu.

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## DOUBLE TAKE

## WHO WINS THE WORLD SERIES?

## Dodgers claim first championship since 1988

By JAKE BROD  
The Breeze

With Opening Day kickstarting the 2017 MLB season, the journey to October has officially begun for all 30 teams. There are several championship-caliber teams this year, but my pick to win the World Series is the Chicago — wait, you're not picking the Cubs to repeat as World Series champions like everyone else? Nope, my pick is the Los Angeles Dodgers. I know what you're thinking. How could you possibly believe that the Dodgers are going to win the World Series when they've underperformed in the playoffs for the better part of three decades? Hear me out.

The Dodgers' pitching situation is among the best in the league heading into the season. Spearheading the starting rotation is Clayton Kershaw, who's by far the best pitcher in all of baseball. Los Angeles was also able to re-sign free agent Rich Hill during the offseason, who will likely slot in as the third pitcher in the rotation behind Kenta Maeda. Hill had a sparkling 2.12 ERA during his time with the Oakland Athletics and Dodgers last year and should provide great depth to the rotation.

On top of the dynamic starting rotation, the Dodgers also have one of the best closers in the league in Kenley Jansen. Jansen was nearly unhittable last season, appearing in 71 games and garnering 47 saves to go along with a 1.83 ERA. The Dodgers also brought in relief pitcher Sergio Romo and his 2.58 career ERA during the offseason. This pitching staff is the real deal, and it should quiet the bats of many teams throughout

the league. Pitching is especially crucial in the postseason, which is why I think Los Angeles has an upper hand on some of the other powerhouses in the league.

On the other side of the ball, the Dodgers have a plethora of offensive talent. 22-year-old shortstop Corey Seager is the catalyst for this offense, having finished third in the National League MVP race last season. The Dodgers were also able to re-sign third baseman Justin Turner during the offseason. Turner had a career year in 2016, which saw him launch 27 HRs to go along with 90 RBIs.

Los Angeles struggled to get consistent production from the second base position last year, so they traded pitching prospect Jose De Leon to the Tampa Bay Rays in exchange for Logan Forsythe in January. Forsythe is coming off a 20-homer campaign and could be penciled in for either the leadoff spot or middle of the order, making him a valuable weapon for the Dodgers. This trio of infielders will all be mainstays in the Dodgers' lineup and should provide tremendous offensive upside playing alongside other explosive teammates like Adrian Gonzalez, Yasmani Grandal and Joc Pederson.

For the most part, the Dodgers will finally have a healthy roster to start the year after sending an MLB-record 28 players to the disabled list a season ago. As long as they can avoid another injury-plagued season, I don't see any reason why the Dodgers can't get over the postseason hump and bring home their first World Series title since 1988.

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PHOTOS COURTESY OF TRIBUNE NEWS SERVICE



## Indians end 69-year title drought

By BRANDON ELLIS  
The Breeze

The Cleveland Indians were one inning away from winning a World Series title last year against a great Chicago Cubs team. This year, the team improved their game with the offseason addition of designated hitter Edwin Encarnacion to its lineup. With the great bullpen and rotation it already has, they're the favorite to come out on top of the American League for a second consecutive year. Encarnacion brings 42 home runs and 127 RBIs from the Blue Jays to the Indians. This move significantly impacts the race for the title because he carries a bat that will ignite the Indians' offense to become one of the best in the AL. The key player for the Indians is shortstop Francisco Lindor, and the Indians will only be successful if he plays like he did throughout the 2016 regular season.

Lindor is the best all-around player for the Indians, and had his best season in 2016. Last season, he had a .301 average with 15 home runs and 78 RBIs while also snagging 19 stolen bases. Normally around a player's third year, you'll see their true potential unveil, but with Lindor, he became one of the top shortstops of the majors in only two seasons. This season, I expect better things from Lindor with the

inclusion of Encarnacion into the lineup because it gives a reprieve to Lindor, second baseman Jason Kipnis and first baseman Carlos Santana. Lindor has to show that he can become the leader of the team, along with keeping up his performance from last season. Along with Lindor, they need to carry over their bullpen success from last year.

The key to the Indians' pennant run last year was the bullpen. They had the three-headed monster of righty Cody Allen, lefty Andrew Miller and right-hander Bryan Shaw. When the Indians acquired Miller from the Yankees during the trade deadline last year, they found their groove after a rough start in August. Miller looked unstoppable in the World Series until the last two games, because manager Terry Francona used his relievers way too much toward the end of the postseason. Last postseason, Miller posted a 1.40 ERA to go with 30 strikeouts and just five walks. If Miller, along with the other two key relievers, keep up the late September and October success from last year and bring it into this year, they'll be lethal for the rest of the Majors to contend with all year long.

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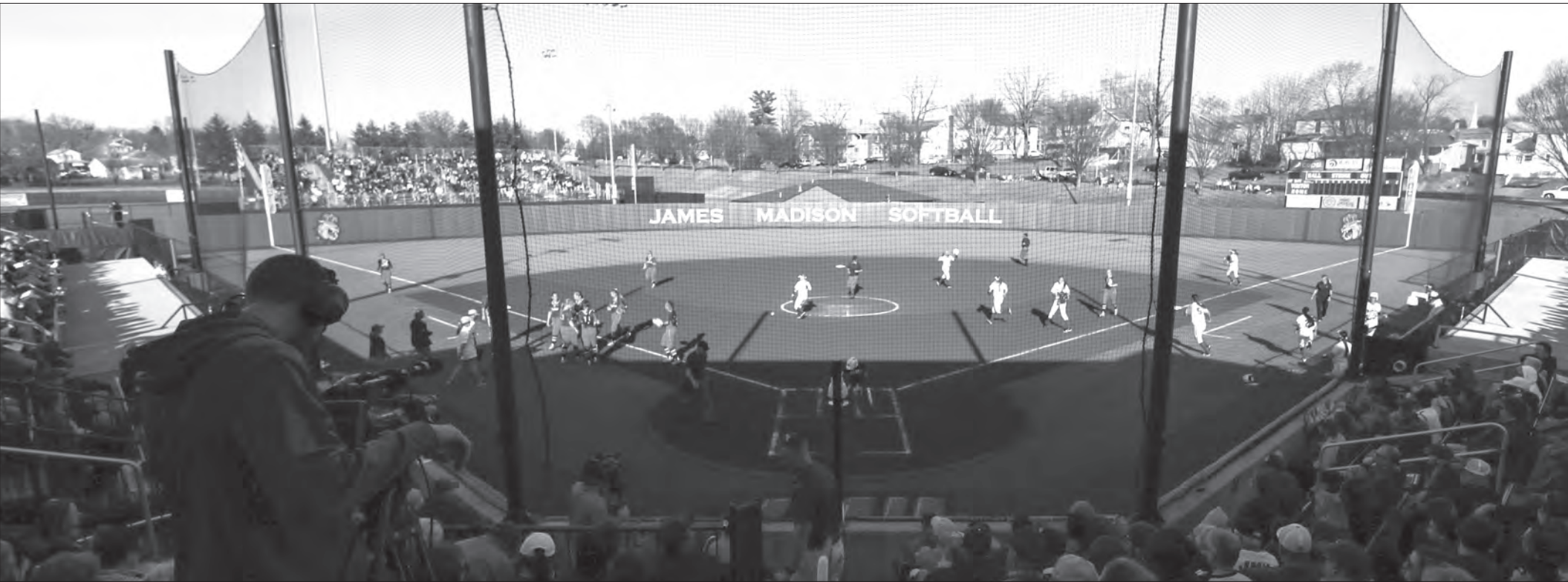
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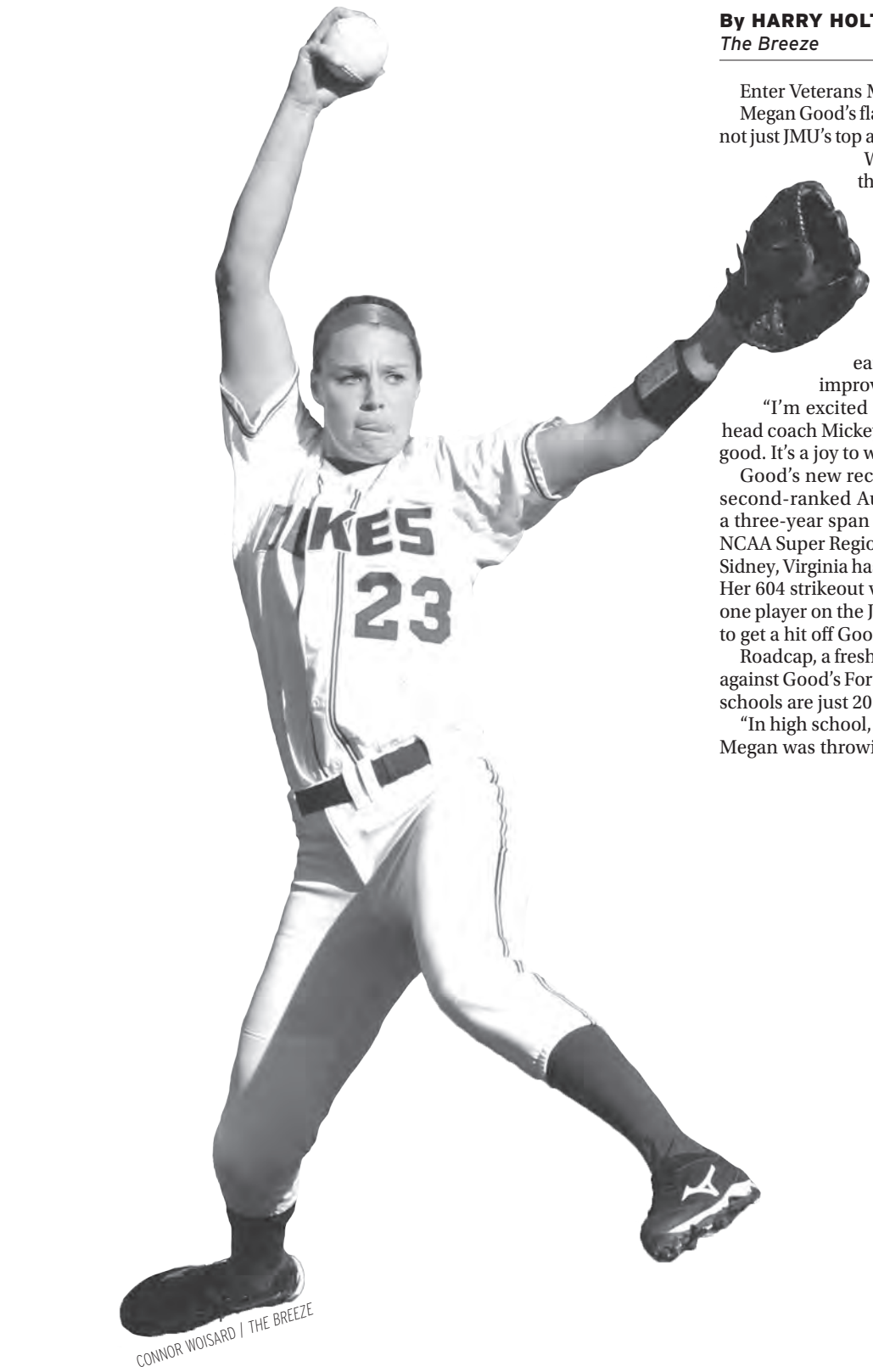
# Circle that in the record books

JMU softball right-handed pitcher Megan Good breaks record for most wins in program history



CONNOR WOISARD / THE BREEZE

No. 14 JMU softball defeated the Cavaliers 9-1 at home on Tuesday to improve to a CAA-best overall record of 31-6 (4-2 CAA). Pitcher Megan Good notched her 83rd career win to set the program record.



CONNOR WOISARD / THE BREEZE

**By HARRY HOLTZCLAW**  
*The Breeze*

Enter Veterans Memorial Park, and you can't miss it. Megan Good's flawless pitching motion — a colossal banner of not just JMU's top ace, but arguably the best pitcher in the nation. Walk into the park during a Dukes game and there's that sound — the pop of catcher Kierstin Roadcap's mitt as Good blows another fastball past hitters that may as well be called "missers."

As for Good, she never missed. In fact, with Good's 83rd win on Tuesday, she surpassed former teammate Jailyn Ford ('16) as JMU's all-time wins leader. After earning the win over U. Va. on Tuesday, Good improved to 22-1 on the season.

"I'm excited for her. Megan works hard so she earns it," head coach Mickey Dean said. "She listens and she wants to be good. It's a joy to work with her."

Good's new record— including a shutout this season over second-ranked Auburn — come with just seven losses over a three-year span that includes the Dukes reaching their first NCAA Super Regional in school history. The righty from Mount Sidney, Virginia has pitched 56 complete games and 28 shutouts. Her 604 strikeout victims could tell you how great Good is. But one player on the JMU team also knows firsthand how hard it is to get a hit off Good.

Roadcap, a freshman from Turner Ashby High School, batted against Good's Fort Defiance High School team regularly, as the schools are just 20 minutes apart.

"In high school, you don't see pitchers throwing 60 mph and Megan was throwing upper 60s," Roadcap said. "I don't think

anybody really hit Megan in high school."

Good, also a star volleyball and basketball player at Fort Defiance, tossed a perfect game her senior year, and showed off her strength at the plate, setting a Virginia record with 11 home runs as a junior.

Roadcap went from struggling to hit Good to the difficult task of catching pitches that give opposing hitters nightmares. "The ball hits the mitt so hard," Roadcap said. "It isn't easy."

As for Good herself, Tuesday's victory was just another record on the long list of accolades achieved in a career that's far from over. In 2016, she set the single-season JMU shutout record with 10, and this year she's already broken that feat with 12 so far.

Good's winning percentage of 92.2 percent ranks seventh nationally. Earlier this season, she recorded 70.1 consecutive scoreless innings, the longest streak in the NCAA since 2007.

Along the way, she's had fun.

"My favorite moment was probably against LSU in Super Regionals, and it was humbling to have that opportunity," Good said. "Throwing against Auburn this year was fun, too. I love the challenge of pitching against good teams."

Good was stellar in JMU's Super Regional against LSU last season. Her four innings of one-run ball gave her the win, the first victory for a Dukes team that deep into postseason in program history.

Against the Tigers on Feb. 24, the Preseason All-American one-hit the Tigers, striking out 10.

When Good takes the circle, it seems like a guaranteed win. It's no wonder JMU is dreaming of its first-ever College World Series. The only question that remains is, with a year and a half left, just how Good can she get?

Luckily for Dukes fans, there's plenty of time to find out.

**CONTACT** Harry Holtzclaw at [holtzchw@dukes.jmu.edu](mailto:holtzchw@dukes.jmu.edu).

MEGAN GOOD

JMU CAREER MILESTONES

WINS: 83 (1<sup>ST</sup>\*)

NO-HITTERS: 4 (1<sup>ST</sup>\*)

ERA: 0.85 (1<sup>ST</sup>\*)

STRIKEOUTS: 604 (2<sup>ND</sup>\*)

\* RANK IN PROGRAM HISTORY

MEGAN WALKER / THE BREEZE



COURTESY OF JMU ATHLETICS COMMUNICATIONS

2015 as a Freshman

- First Team All-CAA
- CAA Pitcher & Rookie of the Year
- Broke four JMU single-season records for wins (29), ERA (1.05), opposing batting average (.164) and combined shutouts (4)
- In the regular season, ranked third among all NCAA Division I pitchers in ERA (0.95)



BREEZE FILE PHOTO

2016 as a Sophomore

- First Team All-CAA, Pitcher of the Year & All-Tournament Team
- Broke the JMU single-season record in wins (32), shutouts (10), ERA (0.94) and opposing batting average (.151)
- Second most wins among all NCAA Division I pitchers



COURTESY OF JMU ATHLETICS COMMUNICATIONS

2016 Super Regionals vs. LSU

- 2.21 ERA in 12.2 innings pitched
- Made appearances in all three games, including a complete game two run performance in game two
- Earned JMU's sole win of the tournament in the first game, dealing four innings of one run ball.



LAURA VANDEMARK / THE BREEZE

2017 as a Junior

- Set the program's record in wins with 83
- Ranked No. 6 on ESPNW's Top 25 Softball Players in the Country
- 5x CAA Pitcher of the Week
- Pitched 70.1 consecutive scoreless innings, the 11th longest streak in NCAA softball history and the longest streak since 2007



BEN WOLFIN | midnight on the porch

# Warning: the following video may be offensive and irrelevant to our ad

Companies upset over their advertisements being played before videos with controversial content



Google, the largest search engine and one of the largest platforms to run advertisements in the world, is under fire after AT&T and Verizon pulled their ads as a result of their advertisements appearing before extremist materials.

This is part of a larger problem for Google and it's expected that more companies will pull their ads from Google-run platforms. YouTube, which Google bought in 2006, has been a pillar for creators and companies to get their name and brand out to the public. However, YouTube has been one of the main reasons for companies undermining Google.

The reason is because of YouTube's automated system that places ads before videos. According to the site, "YouTube is committed to providing an advertising service with fair and consistent policies that benefit our users, advertisers and partners." Now, advertisers are no longer benefiting. They're instead becoming part of the dangerous content on the website.

The Cabinet Office in the United Kingdom has the responsibility to ensure the safe running of the government and report to and support the Prime Minister. They, too, have taken action against YouTube's automated system by placing temporary restrictions on advertisements on the website until it can be seen before safe and appropriate content.

According to The Wall Street Journal, hate speech that includes homophobic and anti-Semitic views is still scooping up ads from brands like Coca-Cola, Amazon and Microsoft.

The reason for this mass exodus is partly due to the fact that these ads are paid for by taxpayer dollars. However, many companies have continued to pay Google to be on top of search lists for their targeted searches. Targeted searches are the results that come out when typing in a certain combination of letters.

About 400 hours of video are uploaded every minute to YouTube, and Google generates 237,914,225 clicks a day leading to ads. The danger of this is that Google uses programmatic advertising that uses algorithms and not humans to dictate placement. Google describes this program as, "The most efficient and effective way for us to reach people with our ads and our message."

Drawing the line is key in this case. Google plans to continue to use this automatic processor to continue to grow and expand. There's a line between human interaction and computer processing that's growing dimmer every day. That's because programmatic processing is a \$15 billion market. In 2015, Google used this service to scatter nearly 100 percent of their brand displays. That means all ads that were seen YouTube were scattered using this service.

These ads are used to capture what Google calls "Micro-moments." These moments are what brands use to shape our decisions and preferences in the moment. These micromoments work in this system: make a moment's map, understand customer needs in-the-moment, use context to deliver the right experience, optimize across the journey and measure every moment that matters. To summarize, these steps are used to analyze and trigger us to make decisions in the moment.

Google is the largest platform in the world, and as such, corporate officials should be able to analyze the public feeling toward ads being displayed before extremist and hate speech content. Companies are in the right and should continue to challenge Google to change its laws from automatic processing and to keep a closer eye to the dangers of their own platform. It's time for Google to join the rest of the world in the fight against hate, and they must achieve it by doing right by those who support them.

Benjamin Wolfin is a junior writing, rhetoric and technical communication major. Contact Benjamin at wolfinbj@dukes.jmu.edu.



COURTESY OF TRIBUNE NEWS SERVICE

Google neglecting the needs of the advertisers may cause companies to seem falsely in support of heated content.

MATTHEW CALLAHAN | contributing columnist

# Actions speak louder than lyrics

Kodak Black's new album may be unworthy of postive feedback due to pending assault case

I tried to review Kodak Black's new album, but it turned into an opinion piece on the normalization of violence in hip-hop. I've never written an opinion piece. I mostly write about hip-hop because I'm obsessed with it.

Hip-hop is awesome because it allows people with a vision to overcome their struggles to become something greater. And it sounds cool. For example, my favorite rapper, Young Thug, grew up in extreme poverty and now he's modeling for Calvin Klein and producing songs with Ariana Grande. And he sounds cool.

What's great about hip-hop is that artists embrace the fact that they're flawed individuals. They're allowed to pour their heartbreaks out over 808s and repent for their misdeeds. Future constantly laments his drug abuse; Mac Miller went full suicidal on "Faces." Biggie Smalls often discussed selling crack as a way to feed his daughter.

No one's perfect, but some behavior can't just be chalked up to someone being a flawed individual. Which brings me to Kodak Black.

His debut album, "Painting Pictures" dropped on March 31. He currently has a song at No. 8 on the Billboard Hot 100. The album is making waves and he's poised to be a big name in hip-hop very soon. But, there's something more important that needs to be discussed when it comes to Kodak Black: he's currently awaiting trial for criminal sexual battery.

According to Florida newspaper Sun Sentinel, investigators allege that after a February show, Kodak Black took a fan to a hotel room and forced himself upon her. The victim claims that he bit her neck and chest — a claim confirmed by a sexual assault kit.

So from here I have to ask: is it OK to listen to Kodak Black? On one hand, I'm a firm believer that the accused are innocent until proven guilty, especially in America's flawed judicial system.

On the other hand, I don't want to overlook such a heinous crime just because I like his music. The hip-hop world hasn't exactly done a good job when it comes to discouraging this kind of behavior.

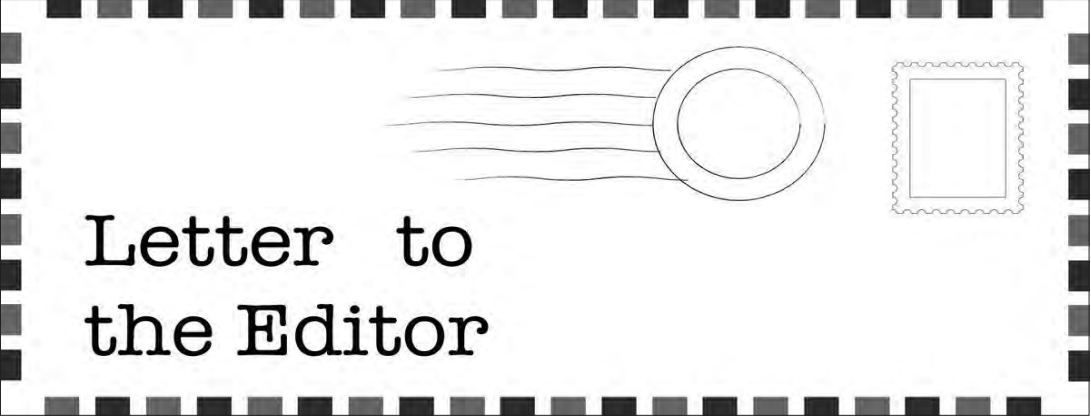
Chris Brown savagely beat Rihanna but still continues to be one of the biggest names in the industry. Recently, rapper XXXTentacion has attracted significant attention (his breakout single "Look At Me!" is sitting at No. 42 on the Billboard Hot 100 at the time of writing this) despite him just recently getting out of jail for beating his pregnant ex-girlfriend.

It's one thing to separate an artist from their work; "Annie Hall" can still be a funny movie, even if Woody Allen isn't known for his humor. But it's something different entirely to actively support an assaulter.

Will this review stop Kodak fans from listening to his music? Probably not. Will I stop listening to his music? Maybe, this album is making that idea seem a little less likely.

Will I continue to be conflicted? Rightfully so.

Matthew Callahan is a junior media arts and design major. Contact Matthew at callahmx@dukes.jmu.edu.



RENZO OLIVARI | letter to the editor

# SGA Legislative Committee Chair calls for election of Ralph Northam

After the election results, many students on campus have felt energized to speak up and fight back against the Trump administration.

As a voter in Virginia, I know we have a prime chance to fight back by standing up for progressive and liberal values.

We have a unique opportunity to make our voices heard this year in the gubernatorial election.

That's why I believe it's incredibly necessary to elect Ralph Northam as our next governor. I support Northam because he's proven that he's someone ready to fight for us, and has been doing so in Virginia his entire political life.

As a pediatric neurologist and veteran, he also knows a thing or two about serving others and fighting. Aside from having the necessary skills to be governor, I support Northam because he also has the vision for

Virginia that we need.

This vision includes: his criminal justice reform plan (which includes continuing the restoration of rights and ending the practice of suspending driver's licenses for unpaid court fees); his G3 jobs plan (which would provide financial support for people to get trained for in-demand fields in exchange for one year of service); his continuous support for a woman's right to abortion; and his plan to invest in public education (which puts teachers and students at the center).

I trust that Northam will be a strong governor who stands up to Trump to defend our Virginian values because that's exactly what he's been doing his entire political career.

Renzo Olivari is a senior political science major. Contact Renzo at olivarrn@dukes.jmu.edu.







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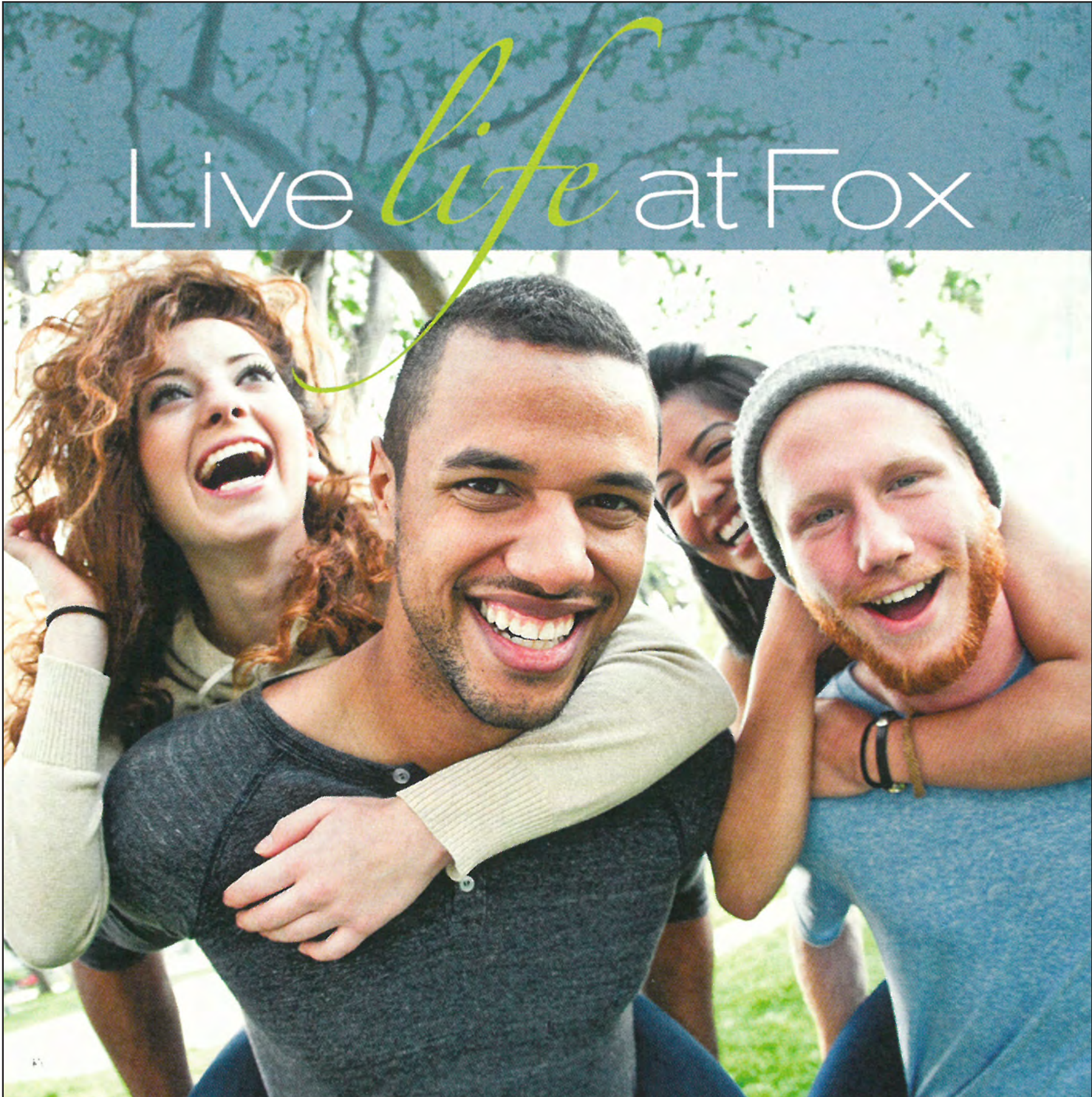
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