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# Reputation:



Photos Courtesy of billboard.com

## Taylor Swift Says Goodbye to the Good Girl in New Album

Megan Bohlander

Webmaster

The old Taylor is gone in 2017. The singer released her sixth studio album, "Reputation"; on Nov. 10 that displays a powerful change. Taylor Swift has taken it up a notch with her pop persona in this album mixing in deep electronic sounds, collaborating with rapper Future and even dabbling in rap herself. Her rebellious side peeks through as she paints a picture of what was happening behind the scenes in her life throughout her previous albums.

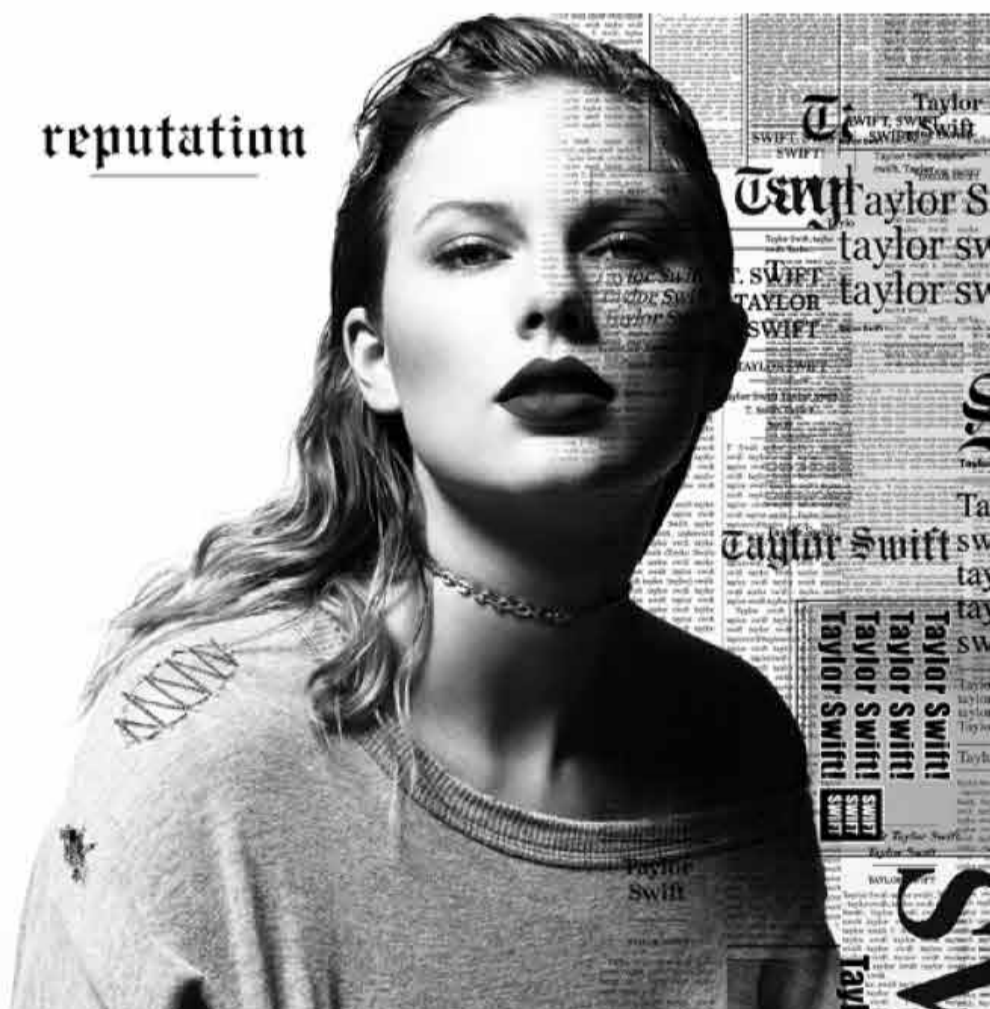
When Swift released her first single from the album, "Look What You Made Me Do," she aimed to send a message. The infamous feud between Swift, Kim Kardashian, and Kanye West back in 2016 fueled her vengeful theme for this single. This was a response to the victimhood mentality critics continuously accuse Swift of having. A risky, yet cunning execution to prove she gets the last word. Swift continued this rebellious streak releasing her second single and the first track of the album, "...Ready for it?" This aggressive, anthem-like

song where she shows off her rap flow completely buried the Taylor Swift that first emerged in this industry. Her full transition to a modern pop artist set the tone for the rest of the album.

Besides sharing a new defensive, cutthroat approach in her music, Swift still took listeners into the confines of her personal life through songwriting. Before the release of her first single, Swift was basically MIA the past year. Her social media disappearance raised brows but in actuality, it was her creating the pieces of this so-called "New Taylor". Swift has never been one to hide what goes on in her love life and "Reputation" is no different.

Perhaps, the only difference is a more adult, intense and risqué take on her relationships versus past songs. In the track, "So it goes...", Swift reveals her edgier lyrics about meeting someone at a bar saying, "You know I'm not a bad girl but I do bad things with you," and "dressed in black now...

reputation



scratches down your back now." These lurid lyrics reveal Swift stepping outside of the subtleties box with her songwriting.

An attempt to shed off the lasting good girl image she's had throughout her career. In another song, "Dress," Swift gets more intimate saying, "I'm spilling wine in the bathtub you kiss my face and we're both drunk ... I don't want you like a best friend, only bought this dress so you could take it off." She captures her version of adult romance and how she's grown lyrically when describing it.

This album tells Swift's story from her public faltering with

a mix of frustration and ends with an affectionate twist. Contrary to her previous albums, which are consumed with her relationships and exposing exes, Reputation is a self-examination of Swift's character both good and bad. The bursting of synthesizers and drum machines signifies her most commercially sounding project yet. It is an evolution for Swift both musically and narratively. She tried new things, explored the limits of her comfort zone and revealed the untold that has existed outside the tabloids. "Reputation" gives a sense of realism and is Swift's most honest album yet.

# Editorial

## Social Media is now a Job?

**Jamie Walloch**

*Contributing Writer*

Adults and millennials have grown up seeing the evolution of social media and the impact it has had in the world. It is now the top way to network with other people and it has created one of the most highly demanded jobs in the job market.

Most people today remember a little over a decade ago when MySpace was the hottest website for networking, even if it was not under the most appropriate circumstances. Facebook and LinkedIn changed the social media game in the early 2000s when networking with people across the world became professional and beneficial.

Today there are millions of different social media applications due to our technologically advanced generation and it can only continue to grow larger from here. Social media has been a way for companies to market themselves easily. With a click of a button, millions of viewers can see a company's advertisement even with a specific target market.

Companies have the accessibility to target their ad to their specific demographic of customers through what individual profiles have searched and clicked on in the past. Business pages are

available on multiple platforms of social media. Companies are hiring specific social media analysts to control their pages.

The goal is to receive the most 'likes' or followers to grow their business and sell their products by building online connections and millions of jobs have since been created. It has become the fastest way to reach a large amount of customers because of how many people in the world have access to the internet and social media.

According to PayScale.com, the average salary of a professional social media manager is between \$34,432 to \$56,571. While a career in social media might sound easy, it comes with extremely particular and detail oriented duties. For example, as a social media manager, one's daily task may consist of scanning news sources, tweeting and retweeting, publishing

posts, replying, recording video and snapping pictures, uploading, writing, and revisiting pages.

Social media has also become a platform for individuals to market themselves. Not only has it been a way for celebrities to communicate with their fans, but many people have attracted numerous followers and reached fame through their page content, known as 'social media stars' or influencers. Fitness athletes, models, singers/songwriters, dancers, actors, bloggers and other influencers found fame through the internet from posting their thoughts and appearance online. The stars that are found through the internet are now obtaining television jobs and appearance bookings as more ways of making money.

The Business Insider has recently made a claim that a popular 16 year old Vine or YouTube star

can make up to \$3,000 for sharing a sponsor's video with their followers. Adweek reports that a video with one million views on YouTube could bring in a couple hundred to a couple thousand dollars for the star uploading a single video from a sponsor. Yahoo Tech also stated that an Instagrammer with big followings and a high level of follower engagement can make one thousand dollars for sharing one sponsor image.

These such people with thousands to millions of followers receive free endorsements and sponsorships from companies looking to network their service. Companies are known to seek social media profiles that will reach even more people and certain interest groups through partnerships with their product or service as both benefit from it. Discount codes and free giveaways are simple strategies companies and internet influencers are doing to get their name out there to make money. Different internet influencers are sent free products or services and become brand representatives and ambassadors for that company. All that is asked is to post about it on their own personal page and reach their followers, like internet Hollywood celebrities.

Advertising through the internet instead of the television is found to be overall more beneficial and personal to the audience as it has created already millions of jobs for the world.



Photo Courtesy of 2003a.wordpress.com

## Gun Control: A Prevalent Problem in Our Nation

**Itunu Aromolaran**

*Contributing Writer*

President Trump calls it a "mental issue," but it is much more than that. The Columbine School shooting marked the start of an era filled with gun violence, an era filled with innocent lives being taken, due to the carelessness of shooters. But this carelessness isn't something to blame the suspects for. It's something to question authorities about.

From the movie theater shooting in Aurora, Colorado, to the Sandy Hook Elementary School shooting, to the Orlando night club shooting, the act of gun violence has been prevalent in our nation. In many of these acts, the shooters were said to have mental illnesses; this is a connecting force, and possibly a solution to the issue of gun violence and gun control.

In the most recent case, on Sunday, Nov. 5, 26 people were killed in a mass church shooting at First Baptist Church in Sutherland Hills, east of San Antonio, TX.

According to CNN, 4% of the lives in this town were taken through this violent act. This is a sad fact, which could have been prevented through one solution: proper gun control. While mental issues aren't something to be swept under a rug and left unattended, this is more than a mental issue. People who are considered to have mental issues should seek or be provided with help; however, they shouldn't have access to a gun in the first place. According to mysanantonio.com, "President Trump says the mass shooting at a Texas church is the result of a 'mental health problem at the highest level.' He added that 'this isn't a guns situation'."

But this is very much a gun situation. This is about lowering the shooting rate in the U.S. by keeping guns out of the reach of those who are dealing with a mental illness. It's also about getting people with mental illnesses the help they need. This is not saying that people with mental illnesses are irresponsible; it's saying that sometimes they cannot control what they do, and they do not understand what they are doing it or why

they are doing it. And it would be helpful if they didn't have a deadly weapon in their possession, for their well-being, as well as the well-being of those around them.

State officials also said that Devin Patrick Kelley, the suspect in the Sutherland Hills shooting, "didn't have license to carry a gun." This is another issue: people without a license having access to a gun. While in some instances, this cannot be controlled, the law can still attempt to do something to control it. There have been too many instances of innocent lives being taken in settings thought of as safe, for the government to just sit around and do nothing about it.

In conclusion, gun control laws need to be reviewed and replaced with more effective laws, because until this happens, gun violence will continue to be a big threat to our nation.



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# Living West

## Young Life @ UWG: A New Take on Mentorship

**Itunu Aromolaran**

*Contributing Writer*

Mentors and mentees have long been a part of the American culture. From the Boys and Girls Club to YMCA programs, it is no doubt that we as a society want to help make life better for others.

Young Life at UWG gives a whole new meaning to helping out. Young Life is a student organization which trains college students to become equipped to go out and mentor students in surrounding high schools. While many other mentorship programs use a training guide, Young Life uses one specific guide as the basis for their organization; the Bible.

"The purpose of Young Life to me, is sharing Christ with kids, and creating a

relationship with them so they can have a relationship with God," said Madeline Drummond, a sophomore at UWG, and a Young Life leader.

There was a lot of work that went into bringing a chapter of Young Life to West Georgia's campus, from getting registered as a student organization, to spreading the word about it. But after a few years of planning, the starting team made it happen.

"There were 13 committee members who had been working on starting Young Life about 4 years before it even started," said Drummond. "Then they hired our director in 2016 and he brought it to UWG in the fall of 2016."

College Life is an extension of Young Life, where UWG students meet for training every week, in order to become Young Life leaders. From there, they have Young Life meetings, where leaders hang out with high school students

and play games, followed by a Bible teaching.

"We trained to be leaders during the first semester," said Drummond. "Then we as UWG students, were placed at Carrollton High School to mentor kids in January."

It doesn't just stop there. Young Life leaders continue to interact with the students in these local high schools, not just on a weekly basis, but numerous times in a week.

"Really, we try to go around 12 hours a week," said Drummond. "That might be going in the morning and holding the doors for students as they go into the school or eating lunch with them, or showing up at their sports practice."

Young Life has become popular on many college campuses throughout the country, and although Young Life at UWG is gaining popularity, that isn't their driving force.

"We want to train the right leaders," said Drummond. "It doesn't really matter how many people we have, as long as they're the right people, and are committed to it."

Altogether, Young Life's purpose is clear.

"These kids may never have set foot in a church before, and church may honestly scare some kids because of past experiences with it," said Drummond. "Young Life creates a more fun environment, where we can show them that following Christ can be done in a fun way."

The organization has big plans for the future, all of which include reaching more high school students.

"We want to have more leaders, so that we can go into more schools in Carrollton," said Drummond. "Our goal in the Spring is to start at Central High School with a new group of leaders, and hopefully to start in Bremen in the fall."

Young Life at UWG is simply just another example of people reaching out and helping others with a Christian intent.



Photo Credit: Young Life @ UWG

## Retired at 19

**Victoria Jones**

*News Editor*

Network marketing is rapidly making its way into the University of West Georgia and college students. Hannah Shirey, a junior at UWG, is a prime example of someone who has bravely taken on a major business and successfully retired at only 19 years old.

Shirey's inspiration to join ItWorks, a Global and Christian based health and wellness company, began when she followed a graduate of UWG and noticed the success she was gaining from the company.

"She bought a house and a car in cash straight out of college," said Shirey. "I saw how her life was progressing and that is how I got started."

Since joining ItWorks back in April 2017, Shirey was able to earn a \$10,000 bonus within her first three months with the company. After receiving an exceptional amount of success, Shirey decided that she wanted to be on her own boss.

"I worked really hard and once I earned my bonus, I told myself that I was not going to work for anyone else anymore and I was going to work from home," said Shirey. "That's exactly what I did and it has taken me about eight or nine months to get where I am now."

Through her success, Shirey is now able to retire at 19 years old. She has based her career off helping others, but now she gets to do so without working a standard job.

"When I say that I have retired at 19, I mean that I will never use my degree and go to a nine to five job," said Shirey. "When I was growing up one of the main things I wanted to do with my career was help people out and I soon realized that I didn't

really like the aspect of having a boss. I've worked for a law firm, a supreme court justice, several businesses and I realized that a nine to five just wasn't for me."

Before beginning ItWorks, Shirey lacked the organization that she has now. Through the company, she has developed organizational skills to get through her daily duties.

"Back before I started this company my life was not really organized," said Shirey. "I was just a regular college kid trying to make it through college. With this business my life has been given an extreme amount of structure. I am able to make my schedule from the second wake up to the second I go to bed."

Shirey was unsure of her future and life plans before she joined ItWorks. But after

beginning her journey, she now has complete confidence in her plans for the future and knows that she is going in the right direction.

"The biggest difference in now versus back then is that I didn't really know what was planned for my life then and now I am reassured every single day that I am doing what I am supposed to be doing."

Shirey encourages others who are considering the business to give it a try regardless of the fear that may come from the unknown. Because of ItWorks, Shirey is the happiest she has ever been and wants the same for others.

"My biggest advice is for someone to just do it and see if it works for them," said Shirey. "I was always skeptical and curious

and I never really jumped out on a limb to see if I could do it, but once I did I educated myself about the company and I was so confused as to why it took me so long to join because now I am the happiest I have ever been. I am also the most financially stable I have ever been in my life. I can tell someone to see if it works for them and if it does they will be as happy as I am."

Shirey plans to continue working from home after graduation. She looks forward to being a stay at home mom in the future and loves the aspect of getting to choose her own work schedule.

"I love being the boss of my own life. It has changed my life and I am so blessed that I have received this opportunity at such a young age."



Photo Credit: Hannah Shirey

# News

## Riley Rocks the Amp

Alex Cescutti

Contributing Writer

Country music star Riley Green performed at the Adamson Square Amphitheatre in Carrollton, Ga. on Nov. 9.

Before Green's performance, The Country Grit Band, a country music group from Bremen, Ga., opened the show. They kicked the concert off to a good start, playing tributes to music legends such as Lynyrd Skynyrd, the Allman Brothers and Turnpike Troubadours. Following the Country Grit Band was country music prodigy, Reid Morris. Morris reeled the crowd in with his new single "Like a Song".

"I've followed Morris for the past few years and was thrilled to hear he would be opening up for one of my all-time favorite country music artists, Riley Green," said Chance Harvey, student at the University of West Georgia.

Riley Green took the stage around 11pm. When Green began to play his biggest hit so far, "Bury Me in Dixie," the crowd went wild. Green managed to keep his fans alive throughout the show, performing his own originals including "All Along," "Atlantic City," "Play Her Tonight," and "Run Out of Tears."

Before Green played his first song, he allowed one lucky gentleman, Kody Cavender, to come on stage in front of the audience to propose to his girlfriend, (now fiancé), Tanya Awtry. An uproar of excitement shot through the crowd for the newly engaged couple.

"I don't know many music artists willing to allow something as spontaneous as a proposal to occur on stage. There's always so much going on, but that didn't faze Riley," said Caitlin Voyles, nursing student at UWG.

Green is from Jacksonville, AL; born and raised into songwriting and performing. His biggest influence was his grandfather, Bufford Green. Green's grandfather taught him all about old traditional country, bluegrass and southern gospel music. Green fell in love with his roots and found inspiration through his grandfather to become a country music star.

"I am beyond glad I went. It was freezing outside, but Riley Green is worth it," said country

music goer Amber Bell. "Not only is he a country music sensation, but he is also humble."

Most of Riley Green's songs reflect on the experiences of a young southern man trying to find his place in the world. Songs such as "A Little Hank" and "Almost" reflect on times well

spent with his grandfather. At the end of the day, Green is still that Alabama boy grounded by his southern roots from generations of southern gentlemen.

"It's not just a country state of mind, it's a lifestyle," said Green at the end of his show.



Photo Credit: Alex Cescutti

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# News

## Sammy's Midnite Bar & Grill

Alex Cescutti

Contributing Writer

Business owners Sammy Gowani and his brother, Kris Madadi, opened their new restaurant Sammy's Midnite Bar and Grill on Nov. 1, replacing Johnny's Midnite Bar and Grill. Sammy's has made a statement in appealing to UWG students by staying open later than most bars/restaurants in the Carrollton area.

The Chevron gas station located on Maple Street in Carrollton, otherwise known as Sammy's, is a popular location for West Georgia students. This is most students gas station of choice because it is located right beside the UWG campus. Sammy's Midnite Bar and Grill is open 3pm-2am Mon.-Wed., 3pm-4am Thurs.-Fri., and 11am-4am Sat. and Sun. Sammy's is ideal for students who work late hours and want somewhere to hang out with friends afterwards.

Sammy's plan in opening the restaurant is to also include a variety of food selections. Some of the popular options on the menu are appetizers such as the wing sampler, jumbo butterfly shrimp, quesadillas and the homemade tortilla chips. There is also a selection of salads, plus an assortment of main menu options including breakfast items. The main focus of Sammy's Bar and Grill is the variety of wing flavors including honey barbecue, spicy barbecue, sweet chili, Jamaican jerk, garlic herb parmesan and more.

Other than Sammy's famous wings and wing flavors, the restaurant has burgers, pitas, paninis, subs, pasta, and seafood. A couple of popular items to consider trying are the Signature Pita Topper, and the Fresh Mozzarella, Basil, and Roasted Red Pepper Panini.

Chef and manager Joe Rivera was thrilled to announce a few dressings and food items that he makes fresh everyday. "Our honey mustard and ranch dressings are a homemade

recipe of my own. We also serve fresh pasta, pesto sauce, marinara, and hummus," said Rivera.

Sammy's encourages customers to try out their dessert menu featuring a wide selection of cheesecake: New York cheesecake, strawberry cheesecake, and lemon mascarpone cheesecake.

As well as great food, Sammy takes pride in his staff and cleanliness of the restaurant.

"The restaurant is under new management. I chose to hire a friendly staff that genuinely cares about the restaurant," said Gowani. "I was pleased to learn the restaurant scored a 100 on its first health inspection."

Another important and convenient aspect of Sammy's restaurant is their catering accessibility. For any special events, Sammy's encourages customers to look further into their catering services as well as checking out the restaurant itself. Gowani and Madadi are excited to see the turnout of their new restaurant bar and grill.

## Arts & Entertainment

## Birthday Gone Wrong

Jaenaeva Watson

Contributing Writer

Students think Final Exam Week is a nightmare. How about having to relive the day you die, repeatedly? Each time the way you die is different from the last. Each time you have to try to figure out who your killer is before he or she can kill you again. That is the nightmarish plot for the movie, Happy Death Day.

The irony of the movie begins with the title. The audience knows that the main character, Tree, will be dying later on in the movie and that it is her birthday. To die repeatedly on your birthday doesn't make for a great surprise.

The plot holds some similarities to the movie Groundhog Day. Into the ending of the movie, Happy Death Day, Groundhog Day

is even brought up as a comparison situation. Phil was a weatherman in the movie Groundhog Day, forced to relive the same day in a small town where all he wanted to do was get away from the town and the people in it. The difference in the two movies lied in the reasons behind the repeated days.

Phil had the chance to fall in love with the female lead by learning different things about her and seeing how she would react to his personality. But with Tree, she must find a way to stop her brutal death each day. She has no idea who her killer is but figures that she needs to kill him before he gets to her.

Neither character in Groundhog Day or Happy Death Day realized why this was happening to them in the beginning. Another similarity lied in the characters' personalities. They both centered around selfishness

and had to change. It only took the Universe focusing on them to do it.

Phil began his experience by doing outrageous things like committing crimes because he knew the day would reset and there would be no consequences. Eventually, Phil became tired of the slight differences he managed to make and began with the suicide attempts. With Tree's case, she had to fix issues in her personal life. She thought she only had to stay alive but she needed to make amends with several people in her life.

Death Day all in all provides a new take to the slasher-horror genre, combining classic horror themes with a good amount of witty humor as well. It is a movie that even the family can watch together without the vibe getting too cringy. While far from a masterpiece, it is an enjoyable experience.

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## Commercial Disasters

Jaenaeva Watson

Contributing Writer

The hidden messages of commercials affect viewers as much as the intended messages. Commercials are made to influence mindsets and attitudes about or toward people, products or services. When people of influence sign up to represent a brand, they generally know or are advised about the content to ensure that they will not offend or disrespect anyone. However, the creators have to focus more on the possible affect the message may carry.

Unfortunately, the positive intent is not always executed. The ball gets dropped somewhere between the first creative meeting and the airing of the commercials. Kendall Jenner, a reality television star, experienced that sort of embarrassing moment after a Pepsi commercial aired. Jenner, someone from an influential family, decided to represent a brand in a commercial where the intended message and perceived message did not match up.

Critics said that she and the commercial showed little to no respect for the Black Lives Matter movement. The commercial showed people of different races, ethnic groups and religions who came to gather holding up peace signs and

then faced a wall of police officers. Jenner, who had later joined, grabbed a Pepsi out of a cooler, offered one to the officers and that seemed to fix all of the violence and conflict. When the backlash came from the commercial, critics said that Pepsi had made light of the Black Lives Matter movement.

Jenner's role was to make it seem like a cold Pepsi could solve the country's tension between the police departments and the community. Pepsi apologized, not only to the public but to Jenner as well. They apologized for putting her in the position where her character was questioned. They apologized to the community for trying to say that a drink could solve the racial divide of the country.

Another company went through a similar situation where they thought about the good intentions and did not count on the bad reactions. Dove experienced this with one of their recent commercials where their representatives said, "they missed the mark." In the ad, Dove had three actresses. The main backlash came when the black actress was shown removing her shirt to reveal a white woman underneath.

The infamous commercial did not rotate on Dove's Facebook too long before being discontinued but by then, it was a little too late for the company. For this commercial, people perceived that black skin was less clean or less

beautiful and needed to be removed for the lighter skin color.

Dove has also started bending the lines when it comes to body types. In Dove UK, the company came out with different shaped body wash bottles. Some tall and thin while other bottles were short and wide. Both commercials were met with various reactions. Many people felt that if Dove had just reversed the order of the women, the whole situation could have been avoided, while in the commercial with the bottles, others thought that Dove was taking their Real Beauty Campaign too far.

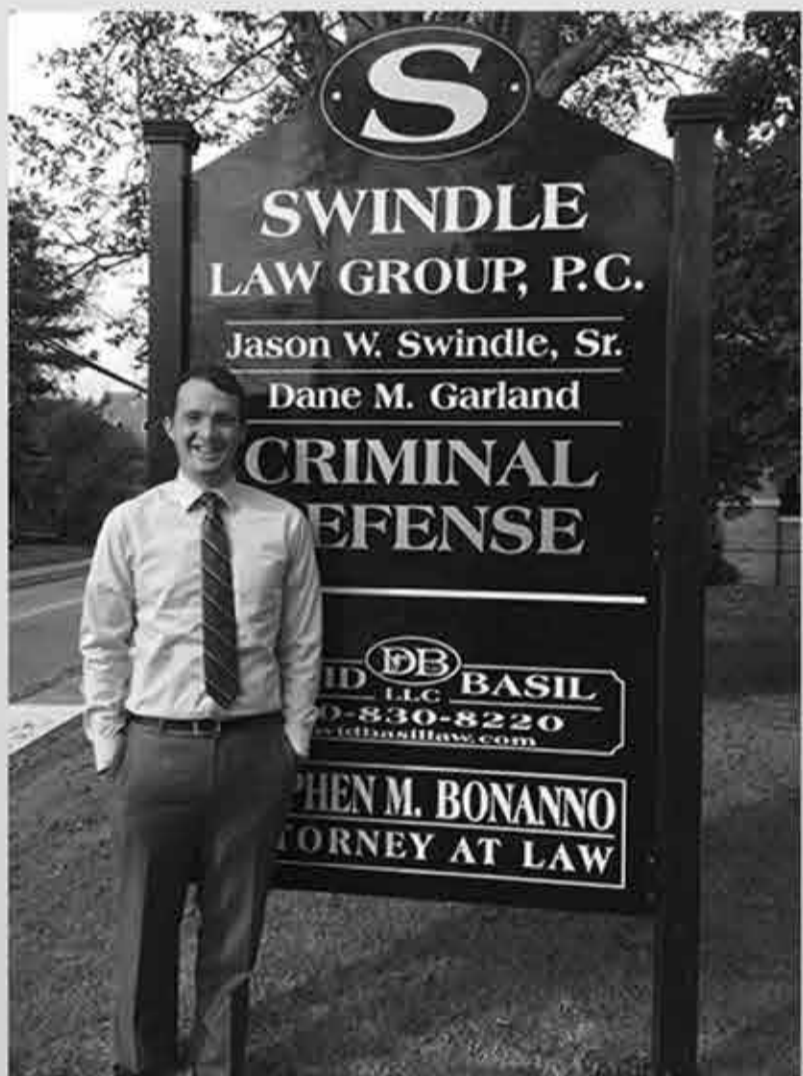
Victoria Secret made an ad with models that all appeared thin and the picture was used to represent beauty. The misconception of this is that only women who look like that can be considered beautiful. Many people thought the ad that they named "The Perfect Body" was irresponsible. It promoted body shaming of over types and shapes.

When creating a commercial, companies have to take into consideration how they portray race, religion, gender and even body types. If they do not, these sorts of disasters happen. The backlash from a simple mistake, even with good initial intentions, can sometimes ruin a company's reputation to the point of no return.



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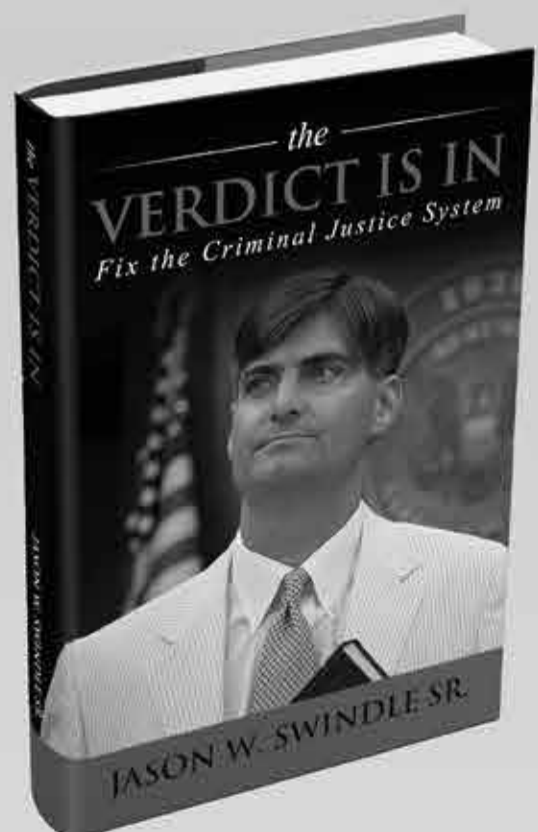
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# Sports

## Georgia Tech Basketball Stars Suspended for NCAA Violations

**Justin Hodges**

*Feature Editor*

Two of Georgia Tech's top basketball players, senior point guard Tadic Jackson and sophomore wing Josh Okogie, have both received suspensions for receiving improper benefits in what has been yet another example of the NCAA punishing players for skeptical reasons.

Jackson received a suspension of three games, which he has served and is now back playing with the team. Okogie received a suspension of six games, which he is still serving. He is scheduled to return to action in the Yellow Jackets game against Tennessee on Dec. 3.

Both suspensions were fewer than the NCAA's set lengths for that kind of violations. This is likely due to the fact that these were self-reported violations, in that the news was released to head coach Josh Pastner and he forwarded the information to the school's compliance office.

"As I have throughout my career, I remain committed to following NCAA rules," Pastner told CBS Sports through Georgia Tech's athletic department. "Any allegations that NCAA rules weren't followed will be investigated thoroughly by our compliance department while I focus on coaching my team."

Okogie and Jackson were accused of receiving benefits from an outside source. That source was revealed to be Ron Bell, a resident of Arizona and close friend of Pastner. He reportedly provided things varying from transportation, apparel and meals to both of them. Bell told CBS Sports that Jackson and Okogie were flown to Arizona where Bell purchased meals and apparel for both of them. The benefits ever estimated to

be valued to total \$525 for Jackson and \$750 for Okogie.

Okogie has been able to serve his suspension as games that he was going to miss anyways, as he suffered a dislocated finger in Georgia Tech's first team exhibition game. It is still unknown whether or not Okogie will be healed and ready to play once his suspension is over, but he should be back before much time has passed this season.

Bell is a recovering addict who spent four years in prison from 2009 to 2013. He and Pastner have reportedly known each other for two decades, and an examination of phone records by CBS Sports showed that Bell and Pastner had numerous phone conversations on Oct. 2. Bell is

presumed to have told Pastner what he had done for the two students and threatened to release it all to the public, all according to CBS Sports. Pastner has stated that he had no knowledge of the incident prior to Oct. 2, other than that he encouraged them both to take the trip to Arizona.

While the suspensions have been handed out and the damage seemingly done, this is a dark cloud that will loom over the heads of the Georgia Tech program and certainly damages the Yellow Jacket's chances for success this season. The rules of the NCAA are strict and rather inequitable, they are rules that must be followed by any and every collegiate athlete and staff member. The best thing for Pastner and his team to do now is move onward.



Photo credit: Georgia Tech Athletics

## Atlanta United to add Division II USL affiliate in 2018

**Daniel Forte**

*Editor-In-Chief*

Atlanta United Football Club is building on their historic inaugural 2017 season by adding a minor-league affiliate for the 2018 season. The yet-to-be-named team will be playing in the United Soccer League (USL) and will bridge the development gap between Atlanta United's top team in Major League Soccer (MLS) and their Under-17 Academy team.

Many professional sports teams, not just soccer clubs, utilize minor league affiliate teams for layer development and rehabilitation of their first team players. All Major League Baseball teams and most professional Basketball and Hockey teams have minor league affiliates as well. The addition of a minor league franchise will allow United

to have full power offer for players, prospects and academy players that are not currently suiting up for the first team. In their inaugural season, United employed the services of the Charleston Battery, a minor league team based in South Carolina where they sent a few players for rehabilitation and development assignments, such as goalkeeper Alec Kann who was recovering from a quad injury over the summer.

Although United was able to send and receive their players as they pleased, the Battery are an independent franchise, and it is their coaches' discretion how they are to be used in practice and in live matches. If United controls the USL team, United has their own coaching staff that is in communication with the first team staff to ensure players are developing and improving the way they see fit.

"Establishing a top-level

Academy was the first priority for our club and while our staff has done a marvelous job in identifying and developing young players, the next step has always been to create the pathway for the 18-to-19-year-old player who needs to continue his development before competing for a starting position at the MLS level," club President Darren Eales said in a press release. "We'll now have the capability to develop players in our system from the time they're 12 years-old until the minute they reach the First Team. We also want to thank Charleston Battery for being fantastic partners over the last two years. The Battery are a first-class organization and we'll continue to maintain a professional working relationship with the club."

The USL affiliate will practice alongside the first team at Children's Healthcare of Atlanta Training Ground in Marietta, GA.

Home Games will be played at Coolray Field, which happens to be the home of the Atlanta Braves minor league affiliate, the Gwinnett Braves.

Atlanta United will hold open tryouts for the USL team on Dec. 16, 2017 at the Children's Healthcare of Atlanta Training Ground in Marietta as part the American Family Dream Tryout series.

The USL is one of the most prominent second-tier soccer leagues in the world, boasting even more than that of the first division MLS. Since it's founding eight years ago, USL has served as a springboard for young talent into MLS and leagues outside of the United States. Atlanta United's new USL club will join the previously announced Fresno FC, Las Vegas Lights FC and Nashville SC making their debut in the 2018 regular season.



Photo credit: Adam Hagy, USA Today



Photo courtesy of Associated Press

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