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Jason Isbell & the 400 Unit Rock The Fox

Robert Moody
Copy Editor

A buzzing crowd filled the dimly lit Fox Theater moments after long-standing folk-country renegade James McMurtry concluded his brief eight-song set. Chatter in the crowd ranged from praise for McMurtry, friendly conversation and heightened anticipation as the stage was set for Jason Isbell and the 400 Unit to conclude their two-night stay at the Fabulous Fox Theater on Feb. 9.

The lights went down and the six-piece band took the stage as their iconic bird and anchor logo began to illuminate behind them. A crawling guitar riff resonated from the darkness as bright lights descended down onto the stage and the moment had arrived. The crowd quickly rose to their feet in applause and Isbell's voice rang out.

"I used to think that this was my town, what a stupid thing to think," sang Isbell as he and the 400 Unit opened their 20-song set with the fiery rock anthem "Hope the High Road", which was the lead single from their Grammy-winning 2017 album *The Nashville Sound*.

The electrified crowd collectively cheered and sang along as Isbell and the 400 Unit followed their high-energy opening with their much slower hit single "24 Frames" which won a Grammy for Best American Roots Song in 2016. This transition would set the tone for the rest of the night as the group performed material that spanned across Isbell's entire 17-year career and encompassed themes of everything from love, self-reflection, good memories and heartbreak.

Two themes that fit hand-in-hand with one another throughout the night were those of love and sobriety. Isbell and his wife Amanda Shires, who plays the fiddle and performs harmony vocals for the 400 Unit, stood beside each other all night and often engaged in moments of

vulnerable and intimate duet. This intimacy was no more apparent than when they performed the romantically charged "Cover Me Up" which Isbell wrote for her, mentioning how she inspired him to turn from his life of alcohol and substance abuse and to pursue a life of sobriety.

"I sobered up and I swore off that stuff forever this time," sang Isbell. This line in particular received a great amount of applause from the audience as Isbell publicly celebrated six years of sobriety on Feb. 6.

Musicianship was a central part of the performance as each artist showcased an elite level of skill for their respective instruments. Isbell made it a point to recognize and praise each member of the 400 Unit, as well as James McMurtry, for their musical talent multiple times throughout the show. This praise highlighted the work that each member put into the unit as a whole and further solidified the oneness of the group and their mastery of their art.

This high level of talent was on full display throughout as Chad Gamble held rhythm on the drums, Jimbo Hart plucked away on the

bass guitar, Shires shone on the fiddle, Sadler Vaden and Isbell doubled-down on blistering guitar features and Derry deBorja impressed with his versatility, transitioning from the keyboard to sporting an accordion and even singing harmony on songs such as the band's playful 2011 hit "Codeine."

Other high-points of musicianship were displayed through a wide range of vocal skills from light-hearted songs like "Flagship" to the heavier sound of "Super 8", full band ballads such as the unit's cover of The Drive-by Truckers' hit "Decoration Day", and the various guitar styles displayed by Vaden and Isbell from the calm and controlled strumming on the heartbreak ballad "Speed Trap Town" to the blistering solos of "Flying Over Water" and the ground-shaking closer to their initial set "Children of Children."

Following the close of their initial set the band briefly went backstage before returning to perform a two-song encore that was comprised of an electrifying cover of Tom Petty's "Refugee" and their acoustically-chilling love song "If We Were Vampires" which won the Grammy for Best American Roots Song on Jan. 28.

With their two night stop in Atlanta Jason Isbell and the 400 Unit did much more than simply perform for near capacity crowds at one of the most respected venues in the South, they brought together fans from all over who came to hear their stories told through songs that made them feel something. They did not endorse a celebrity persona but instead made the audience feel like a part of the show. They made a large theater feel like an intimate room full of faithful fans, singing word for word and enjoying the moment in the company of familiar strangers. It goes without saying, Georgians will anxiously wait for this group of musical storytellers to make their way back into town.



Photo credits: Robert Moody



Living West

The Black Project Series: B.E.A.T. Expo

Sierra Lemelle
Contributing Writer

The Black Project held their second event of the series on Feb. 7. The Black Educated and talented Exposition (BEAT Expo.) was hosted by Models and Business (MAB). This event featured guest speakers, Keith Crawford and Kristie Crumbrelly, a vendor showcase, networking opportunities, and a 1990s themed fashion show.

"This event was created to show black educated and talented individuals, show business owners in different lights, exaltrate talent that goes into our culture that goes unforseen, and to build their network," said Keith Crawford, former MAB president and pioneer of the Black Project.

The first half the event offered students an opportunity to network with or purchase from a variety of vendors and entrepreneurs. About 10-15 vendors were represented. Many of them were UWG students. Briana Brown, founder of "Snatched by Bri" is a current UWG student majoring in Mass Communications. She sales meal prepping and weight loss guides to help others meet fitness goals. Kendalyn Watkins, founder of the "The K Effect," is a current UWG Student majoring in business management and marketing. She is a makeup artist that also sales mink eyelashes.

"Everything about this event is providing black business people an opportunity to network and market their stuff and give students an opportunity to see who is doing what and how to get involved," said Michael Lewis, vice president of MAB and Black Project committee member.

The second half of the event began with the fashion show. It stuck with the 1990s event by showcasing attire that was popular in the 1990s. Five designers were represented in

the fashion show. The designers also showcased and sold their designs as vendors. Gabrielle Symone founder of "Regal Hues," is a UWG alumni and former MAB member. She was among the group of designers. Through her designs, she seeks to empower people of color by teaching them to embrace natural beauty.

The event concluded with guest speakers Keith Crawford, Co-Founder of The Young Executives, and Kristie Crumbrelly, founder of MAB. These motivational speakers, provided several tips for student entrepreneurs.

"I was invited to come and be a guest speaker to talk about being your own business owner and having a brand. More specifically about being an impactful business owner and brand. What I mean by impactful is touching lives for the bettering of other people and helping people out, providing tips on networking, branding, educating yourself and energy," said Crawford.

The second annual BEAT Expo. continued to highlight many entrepreneurs that inspired students and promoted networking. It successfully contributed to the Black Project by showcasing the unforeseen students that contribute to the UWG community.

The next event in the Black Project series of events is Showtime at the Apollo with a 2000s theme. This event is a celebration of black talent and how black culture has impacted a lot of artist, singers, dancers, and poets. It takes place on Feb. 22 at 7:15 p.m. in the Campus Center Ballroom.



Photo Credit: Sierra Lemelle

Meet The Photographer behind Lexography

Kyzia Wint
Contributing Writer

UWG student Alexis Kenon is the photographer behind the name Lexography. She is currently studying Mass Communications with a concentration in public relations. Kenon hopes to use her degree when she starts her own creative business. As a lover of art, fashion, photography and music she eventually wants to have her own creative space where she can produce amazing content.

"Eventually I want to learn how to make beats; I want to try it at least once," said Kenon. She is always looking for ways to be more creative and learn new things. Her sophomore year of college she wanted to start deejaying, but settled for creating playlists on her soundcloud.

In 2017, Kenon started taking photography more serious.

"At first it was just a hobby, something that I enjoyed doing and still enjoy doing but now I'm making it more of a business," she said. Kenon has done various photoshoots, whether it be headshots, location or in studio. She has shot for clothing brands, for blogs and for various music artist.

Kenon is now working on a photo series. This year she wants to keep networking and building her skills. This semester she is taking a

photography course to keep learning more about her camera and finding innovative ways to edit her pictures.

"I want to master my camera, I've had my camera for over a year now and still feel like I need to master it some more," said Kenon.

In her free time Kenon loves to go to Atlanta and shoot in cool places. One of her favorite places to shoot is Little Five Points.

"I love love love the murals in Little Five Points, people are so freaking talented it's crazy," Kenon said.

Some of her favorite shots have been of the Inman Quarter, the West Side Provisions District, Cascades and at an abandoned warehouse in the city.

Kenon also wants to intern this summer at a creative space, preferably in another state. Her goal is to build connections and meet all types of people outside of Georgia. She hopes to shoot for Teen Vogue magazine or Harpar's Bazzar in the future.

Graduating in spring 2019, Kenon wants to her photography to take off by then so she can work for herself full-time.

"That's always been the goal, to work for myself, and right now I'm trying to make sure that happens by the time I graduate. I'm speaking that into existence," said Kenon.



photo credits: johnypulls on Instagram

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Living West

International Night 2018: UWG World Tour

Sierra Lemelle

Contributing Writer

Since the early 1980s, International night has been celebrating cultures from around the world as one of the largest culturally diverse events at UWG. The International Student Club, in conjunction with the International student admissions and programs department, has continued this event to allow people an opportunity to embrace their differences, educate and learn from each other to allow diversities to unify the community.

The theme for International night 2018 is UWG World Tour. There will be stops at over 20 countries -- from South Korea to Jamaica, the diverse student population on campus will come together to represent their country through food, performances and a fashion show.

"My hopes for International night is for the UWG community to be able to experience different cultures without having to travel," said Hemen Iyorkar-Abellegah, International Student Club President.

The food is authentic cuisine made by the students. Donations from restaurants in the Carrollton community are also given. Last year consisted of Samba Loca, Gallery Row, Alley Cat and more. In the fashion show, traditional

clothing from other countries are showcased. This year's performances consist of spoken word, dance and singing.

"Carrollton has been kind enough to accept we, the internationals into their community. It is only fair that we do our best to show them what we experience where we come from," said Iyorkar-Abellegah.

On average, over the past few years there has been over 300 guests including students, faculty, staff and members of the community. This event has expanded from the Z-6 dining hall, to the Campus Center, and is now being held in the Coliseum. Each year a larger crowd is expected.

Guest have the opportunity to enter a raffle with prizes ranging from gift certificates, t-shirts, and more.

Members of the International Student Club start planning at least two months before the date of event. A lot of hard work goes into making this event better every year. The International Student Club brings together organizations on campus and contributions from the community to make this event a night filled with food, culture and fun.

International Night 2018 will be held on Feb. 23 in the UWG Coliseum at 7 p.m. Admission is \$5. Tickets are available at [Eventbrite.com/internationalnight2018](https://www.eventbrite.com/internationalnight2018).



Photo Credit via Facebook: UWG International Student Club

Campus career services opening doors for students

Triston Armour

Contributing Writer

UWG Career Services have been organizing job fairs and events for students making the transition to professional life. These events include customer service training and an education fair on Feb. 21, Emergency Preparedness and Risk Management training on Feb. 28 and many more events scheduled throughout the year. Any student can use Career Services, as well as attend the job fairs they hold throughout the year. The job fairs include opportunities from local businesses around Carrollton as well as other companies in the

state. Many on campus employers are also in attendance at these job fairs with the same goal of helping students get jobs.

Career Services also works towards helping graduating students get jobs. Career Services knows that one thing students worry about the most is getting a job after they leave school and they work to get through that phase. In doing so, they provide great opportunities for jobs dealing with student's major and other interests.

"We have helped hundreds of students including alumni find a place in the workforce," said Kyzia Wint, Website and Technology Assistant for Career Services.

Job fairs are not the only thing that Career Services does to help students. Career Services also helps with resume building for those who do not have a proper resume. They

will sit down to help build and improve student resume to ensure they are putting their best foot forward. Career Services provided mock interviews which helps students get a feel on what to wear, how to behave and what kind of questions to prepare for. Career Services also provide a question and answer opportunities with business owners so students can have their questions answered about what to expect in the job world. These talks with business owners, resume building and the mock interviews are just some of the many ways the career services are trying to help students.

Career Services are easy to get in touch with and happy to help. Their office is located in Row Hall on the third floor and they are open Monday through Friday 8 a.m. to 5 p.m. Career Services can be reached via phone, email or by walk-in appointment.

Speed Dating Event @ UWG

Jordan Herron

Contributing Writer

A speed dating event was hosted by two UWG student organizations, Students of Caribbean Ancestry (SOCA) and the African Student Association (A.S.A.). The speed dating event was on Feb. 7 in the Campus Center Ballroom. The event, "XOXO My Love Is Very Special," was named after a popular Caribbean song called "Fever" by Vybz Kartel. The goal of the event was to break the barrier between the two groups and American students on campus.

The event had four sections of tables set up around the room. Each table had between 20-30 people sitting at it, the girls sat on the outside and the guys sat across from them on the inside of the tables. Each couple that was lined up were given a timed three-minute increment to have a conversation and attempt to get to know a little bit about that person who was sitting across.

After the three-minutes were up the couples were told to switch by the host on the mic. When the couples switched the girls stayed stationary and the boys moved down to the left to the next girl. While the speed dating was in session people were welcomed to take a break and walk around.

In the middle of the room the Atlanta Hawks college ambassador for UWG Haley Barker promoted the Atlanta Hawks basketball team. She gave out Atlanta Hawks items and special offer cards. After the students took a quick break from the session and walked around and met Barker, everyone sat back down where there was an opening and started trying to make a new friend or meet a possible Valentine.

This is the second semester on campus for the two international organizations, so they are trying to find fun ways to get to know each other and other people on campus.

The A.S.A. was founded to bring together students of diverse African countries. The goal is to close the hole between the A.S.A. and other students on campus as much as possible by having informational events that

anyone can attend and public service projects.

SOCA's objective is to bring awareness to the University and the community about the cultural diversity amongst Caribbean nations and also integrate students at the university of different backgrounds. Some ways SOCA plans to accomplish this by doing volunteer work and hosting events on campus, like the speed dating event.

Many students like Tolowais Ogannoiki, Courtnei Dupree, Beatrice Duah and Chidera Ohyeama said they came to the speed dating event not with the goal of finding a Valentine but hoping to meet new people from the school and make new friends.

The lights in the campus ballroom were dimmed and there were rose petals and candles on the tables to make the environment romantic. There was popular music playing during the event which lightened the mood up and made a lot of people connect over music. The speed dating event lasted two hours and was a huge success many people said they made new connections and were glad they participated in the event.



Seeking comic artists!

Contact thewestgeorgian@gmail.com for further information!

News

Communicating Your Best Self: *A Pre-Media Day Workshop*

Dylan Logan

Copy Editor

UWG's Department of Mass Communications will be hosting a Pre-Media Day workshop on Wednesday, Feb. 21 from 5-6:30 p.m. The event will take place in the Humanities building, room 312 and will be hosted by Dr. Melanie Conrad.

'Communicating Your Best Self' will be the theme of this workshop. It will be broken up into three different mini-sessions including: Using the Best Channels for the Best Messages, How to Work a Career Fair, and The Art of Networking. The idea is to prepare students to network and communicate with professionals on Media Day – which is taking place on March 7 at 9 a.m. in the Campus Center Ballroom.

"The idea is for this to be a refresher workshop, because a lot of these things students have already been exposed to, just to get them prepared for Media Day," said Conrad. "They will be meeting a lot of potential employers and will be networking with those people, so we want them to be ready."

Because students will have the opportunity to participate in various networking events, it is important

for them to know email etiquette beforehand. The workshop will consist of tips and tools on how to properly communicate with a variety of channels and why that is important to their careers.

"Two of these sessions students may have already seen," said Conrad. "We're going to do a networking session and how to work a career fair, because in a way Media Day is like a career fair, those are workshops that Career Services has done in the past. This year we're adding to it – something about how to communicate through a variety of channels, because so often students do know how to properly communicate through an email."

No matter what a student's major, communication can make or break a potential employer – a good first impression is always important. Knowing when to use which medium of communication can be just as vital. Before taking that step into that first big job out of college, students should know when to use the appropriate means of communicating with an employer and how to conduct oneself when doing so, whether it be by email, telephone, or even face-to-face.

"I joke about how sometimes you hear stories about people breaking with someone up in a text message," said Conrad. "We know instinctively

that that's wrong, but we sometimes don't make that same transition when we're doing something more professional.

"It's titled 'Communicating Your Best Self' because as soon as you walk through that door students need to have that sense that they're being observed, and so with this seminar they can know that they are well-qualified for the job," Conrad continued. "We're not doing the interview skills or the dressing for success thing because we know that these are things that most students have been exposed to this – they've been through these things over and over again. It's intended to be a refresher, not an intro, to these skills. We're looking at what are the most important things that we need remind students of that we can address right at this moment. These are the most critical things that's why we decided to focus on the communication aspect."

Media Day only comes around once a year. It is a great opportunity for all students, not just Mass Comm. majors, to market themselves to an array of potential employers. Attending the Pre-Media Day workshop on Feb. 21 is definitely a great way for students to hone their communication skills and give them the upper hand on Media Day. All students are welcome and encouraged to attend the event from 5-6:30 p.m. in Humanities 312.



Communicating Your Best Self

Pre-Media Day Workshop

Wednesday, February 21, 2018

5:00 – 6:30 p.m. // Humanities 312

Mini-Seminars Include:

- Using the Best Channels for the Best Messages
- How to Work a Career Fair
- The Art of Networking



News

Are Free Checking Accounts A Thing of the Past?

Matthew Harvey

Contributing Writer

In January, another bank got rid of the free checking account option as Bank of America did away with their e-checking account.

Since the announcement was made, Bank of America has been put under fire by the media and their customers. This change is looked at as a target to low-income users who will find it difficult to cope with new fees and new requirements. Many customers have taken it upon themselves to start a petition to ask Bank of America to do away with these fees and the requirements with the number of signings exceeding 46,000.

What most customers are not aware of is that this free checking account was discontinued back in 2013. Bank of America has just recently finished completely migrating users over to their now core checking account, which they feel gives users more access to their banking. This core checking account requires a \$12 monthly fee, but Bank of America does provide

several ways to waive this fee.

Betty Riess, Spokesman of Bank of America, said customers are provided with options to have the \$12 fee waived. She also mentioned that the \$250 direct deposit minimum was among the lowest when compared to other banks.

“Customers can have the fee waived by having a weekly direct deposit of \$250, which is one of the lowest qualifiers in the industry. The fee is also waived for students under the age of 24, for customers who have a minimum account balance of \$1500 and for customers enrolled in certain tiers of our Preferred Rewards program,” said Riess.

While these requirements are manageable for most they can be tough on low-income customers. Bank of America does acknowledge that as they do offer a lower-priced option. Bank of America calls their lower priced option the SafeBalance account. The SafeBalance account has a low monthly fee of \$4.95. The account does not allow for customers to overdraw money from their account and is primarily

designed to help customers manage their money and spend only what they have. This can be seen as beneficial for low-income customers.

The e-checking account came with a monthly fee of \$8.95 and was designed for tech-savvy customers who preferred their banking on the go. The fee was waived if customers chose to not receive paper statement and did not use a teller for their routine transactions. These requirements seem fitting since the account was designed for those who wanted their bank accounts at their fingertips. It is also important to note that the e-checking account limited access to the branches while the core checking account allows customers to have full access to all of Bank of Americas channels.

Bank of America may be on the hot seat but they are not the first to establish fees on their checking accounts as the recent years have shown several banks make this move. With this way of banking becoming the norm it is tough to to say that Bank of America are targeting low income customers as their fees and requirements are

among the lowest in cost to keep an account open.

Those who bank with Chase for example, are required to have the same daily balance at \$1,500 to avoid the same \$12 maintenance fee. Also, like Bank of America, the fee can also be waived through a set amount of direct deposits each month. The difference being that Chase asks for at least \$500 in direct deposits. This is significantly higher than what Bank of America offers at \$250 showing that they are willing to ask for less in order to make things affordable for their customers.

With some banks getting caught up in scandalous behavior it is becoming harder and harder for society to trust any of the banking options. Especially as a low income customer who cannot afford to lose their money to fees that they can not keep up with. Many believe that free checking accounts should be the standard but the banks seem to think otherwise. While there are several options available that do not require any fees or minimum balance the number is slowly, but surely, becoming less and less.

Staying Healthy this Flu Season

Thomas Thrasher

Contributing Writer

As the flu season continues to worsen in 2018, it is proving to be one of the most dangerous in recent history. According to the Georgia Department of Public health, as of Feb. 3 there have been 66 deaths and over 1000 hospitalizations associated with the flu in the metro Atlanta area alone. One of the largest groups affected are those whose ages range from 18 to 49, making college students one of the most susceptible groups to be affected.

The Georgia Department of Public Health also believes that the number of flu associated deaths, hospitalizations and outbreaks are underestimated due to reporting delays and will increase in the coming weeks.

“If you have not gotten a flu shot yet, do not wait any longer,” said Hayla Folden, a Public Information Officer for District 4 of the Georgia Department of Public Health. “The season is not over yet, and though the estimated vaccine efficacy for this season has not been reported yet, vaccination is still the best way to prevent illness. We still have flu vaccine available in all District 4 health departments with no appointment needed.”

A demand for the flu vaccine increases, supply has decreased, with counties such as Coweta and Carroll running out quickly. For those unable to get the vaccine, there are many preventative steps to stay healthy this season.

The most basic of these steps would be keeping your hands clean and disinfected. Keeping your hands away from your face will also avoid contact with infected areas. If flu-like symptoms such as fever, cough, or body aches



Photo Credit: Alexander Litovchenko

do appear, getting rest will help your immune system fight the virus.

Regular sleep is one of the best things for a body fighting the flu. Over-the-counter medications such as ibuprofen can also help reduce fever, and of course drinking fluids is essential. It is recommended that those who are infected with the flu virus stay home 24 hours

after the fever is gone to ensure the contagion spreads as little as possible.

The intensity of the flu and its symptoms are high and very widespread throughout Georgia according to the Department of Public Health, though it has not reached pandemic-level yet. The flu vaccine and preventative steps will be key to staying healthy this season.

Lana Del Rey Gives a Local Fan the Experience of a Lifetime

Michael Samurda

Contributing Writer

On Feb. 5, 2018, Lana Del Rey returned to Atlanta to perform at Phillips Arena as a stop on her “LA to the Moon Tour,” and 20-year old Carrollton native, Autumn Popphan was there to witness the eye watering experience.

Popphan has been a die-hard fan of Del Rey for the past six years, and when she found out that Del Rey’s tour was coming through Atlanta, there was no one that was going to prevent her from seeing her idol.

This performance at Phillips Arena would be Del Rey’s first time returning to Atlanta since the summer of 2015 during her “Endless Summer Tour.” Popphan attended the 2015 concert, but she attended the concert through general admission. Popphan coughed up over 300 dollars for a VIP pass to Del Rey’s latest Atlanta concert, but that wasn’t the only investment that she made in order to make her night memorable. Popphan also rented a hotel room for two nights, waited for countless hours in the cold, and wrestled her way to the front row to catch a glimpse of Del Rey.

When Popphan and her friend arrived

to their hotel room at 7:30 p.m. on Feb. 4, they emptied their bags and attempted to catch a bit of sleep before their long night. Popphan failed to sleep during those short amount of hours due to excitement.

Instead, she packed her necessities and headed down to Phillips Arena at 2 a.m. to claim her spot in line. Popphan arrived at her spot in line with nothing but two pillows, two blankets, eight waters, a box of Cheez-Its and the clothes on her back to embrace the 30 degree weather. Popphan waited in line by herself until noon until she was joined by a friend.

Popphan remained at her spot in line waiting for the gates to open at 7:30 p.m., and Popphan gave a one word reason for her 18 hour wait to see Del Rey, “passion.” Since Popphan purchased VIP tickets, she was able to enter the concert 30 minutes prior to all other attendees.

Popphan walked into the arena as the 16th person to enter, and she assumed her position in the front row. Once she got to her front row spot she began to shed tears over the fact that she was about to see her idol. A fellow VIP ticket holder that Popphan met through her Lana Del Rey fan page, known as, “trashymagick,” consoled Popphan and told her, “Let it out girl!”

This was an emotional moment for Popphan, but it only escalated as the night went on.

“The songs that she played during her performance just reminded me of all the good times in my life. It reminded me of riding around in my car with the windows down while blasting her music,” stated Popphan.

Kali Uchis was the opening act for Del Rey, and Popphan enjoyed Uchis’ performance, but when Del Rey came out, Popphan lost all emotions. In awe of her favorite artist, Popphan soaked in every moment of Del Rey’s performance. Popphan took pictures, videos and had the time of her life, but her lifetime experience lasted beyond the concert.

After the show, Popphan posted her photographs and videos from the front row experience on social media. Days later, Popphan noticed that Del Rey had shared one of her front row videos on Instagram in a multiple image post. You can hear Popphan’s voice in the background singing along during the video, and the fact that Del Rey would mention her in that fashion meant the world to her. Seeing Del Rey and having one of her videos included on Del Rey’s Instagram has given Popphan the fan experience of the lifetime and she will always be grateful for that.



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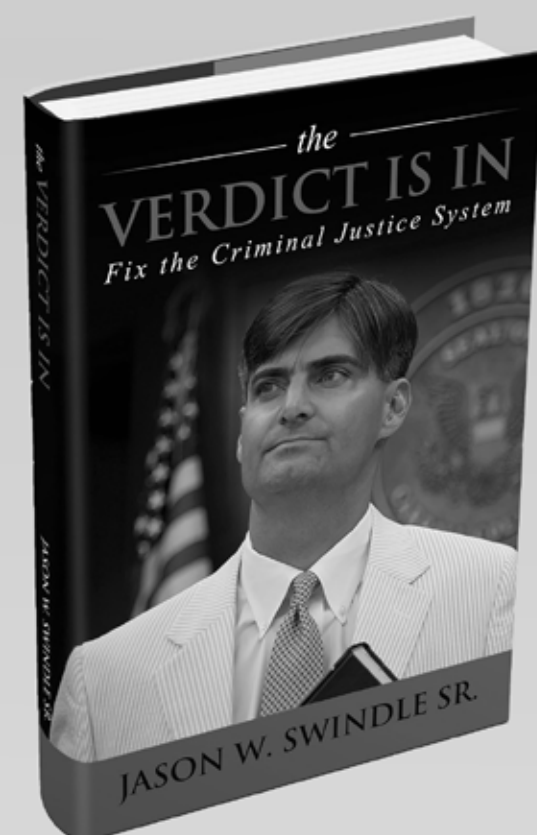
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Is Netflix's New Blockbuster a Flop?

Erin Grady

Contributing Writer

Since its release in 1997, Netflix has brought the world numerous popular movies and television shows such as *Beasts of No Nation*, *Orange is the New Black*, *Mudbound*, and *Stranger Things*. The streaming site has redefined the way movies are released. Large production movies are no longer only aired in theaters, they are now released worldwide on streaming websites. Netflix has found a new addition to its short list of flops with its new film, *The Cloverfield Paradox*.

The *Cloverfield Paradox* premiered on Feb. 4 on Netflix and it is the third installment of the science fiction-horror *Cloverfield* franchise. It follows the critically acclaimed films *Cloverfield* and *10 Cloverfield Lane*. The movie was produced by famous movie producer J. J. Abrams, who is known for his work with the *Star Wars* and *Star Trek* films.

The film follows a crew of space cadets who are on a mission to provide Earth with infinite energy. The Earth is suffering from an energy shortage, and because of this war is breaking out. The space cadets fly out to a space station where they attempt to use a particle accelerator to tap into an infinite source of energy.

The film's main character



Ava, who is played by Gugu Mbatha-Raw, left behind her husband to help fix the Earth's energy shortage. Ava works with an international crew and attempts to save the world; but when the crew thinks they have finally finished the mission, a disaster breaks loose on the space station.

The movie was praised for its very unique marketing strategy. There were no advertisements shown for the movie until the day the movie was released. The only commercial for the movie was aired during The Super Bowl, and it let the audience know that the movie would only be available on Netflix after The Super Bowl concluded. The lack of marketing brought many people to Netflix to watch the movie, which

made it one of the most talked about films of the year, according to Metacritic.

The *Cloverfield Paradox* succeeded in many different aspects. The movie also has high-end production with lots of scary and gory special effects. The film is a host to a talented international cast of actors. Unfortunately, these actors were not given much to work with.

The great casting was overshadowed by an unorganized mix of genres and story lines that are slightly touched on. The script is underwritten and has undeveloped characters along with multiple unsolved plot holes and unexplained plot elements littered throughout the movie. Some of the elements

are interesting but most of them are confusing and undeveloped. The movie does not seem like it is related to the first two movies of the franchise except for the last scene of the movie and that was only twenty seconds long. Due to all these different aspects, the movie gained a 16 percent on the movie critic website Rotten Tomatoes.

The *Cloverfield Paradox* used its unique and mysterious marketing strategy to bring in a large audience. The movie takes advantage of this strategy and the fact that it is associated with the *Cloverfield* franchise to attract viewers but was ultimately unable to live up to its predecessors or satisfy its viewers.

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