

# THE WEST



# GEORGIAN

1934

# G-Up: Bringing the Community Together

**Victoria Chaney**

*Contributing Writer*

Going Up Entertainment, or G-Up, is an organization led by students that are familiar with marketing and promotions. G-Up is working to make some changes in the atmosphere at UWG. The organization does this by staying involved in community service and hosting themed events to bring the community together.

“We are building this organization to change the culture at the University of West Georgia so it is easier for students to have a safe place to socialize and have fun,” G-Up leader Prince Smoot said. “We want to help businesses around the community build their customer profiles as well through better interactions with students.”

Going Up Entertainment recently held an event named Back to the 2ks where students could socialize and enjoy music from the early 2000s to the present. This marked the organization’s third and most successful project of the semester thus far.

“We used marketing and business management techniques, so it is easier for us to communicate and promote our projects,” Smoot said. “As a group we use what we learned to get the word out. Everybody plays a position because it is a business. We spread the word, contact each other for information, and provide ideas for the events we host. We had to find out what interests the community and the student body.”

Smoot also knows that G-Up’s recent event success was due to the marketing techniques utilized to promote the event around campus.

“We utilized social media, word of mouth, made our flyers and had to reach out to the school’s population first hand,” Smoot said. “We really try to reach out to everyone in the community because we want to have a diverse

consumer base. That’s something that comes from marketing too. The event would not have been as successful if we had not taken the initiative to use the things we learned. For our first events we worked with Li Moni’s business. Currently, we are working with Sammy’s Midnight Bar and Grill for our upcoming Saturday events.”

G-Up Promotion’s influence will expand over time through the experience they are able to gain from putting together each event. The process of promoting successfully was learned through trial and error.

“Getting the results we wanted was kind of hard. Getting people to come to our events was difficult at first. We would spread the word as much as possible, but it depended on who would take the time to show up,” Smoot said. “We learned that social media plays a huge part in promoting. We are using that knowledge by implementing any social media platforms to reach more students and people in the community because it is one of the top resources we have to get information out there.”

Going Up Entertainment will continue to promote its services and brand by reaching out to the students at UWG.

# UWG Partners with GHC

**Conrad Mears**

*Contributing Writer*

Georgia Highlands College (GHC) located in Douglasville, GA has recently worked with the UWG to develop the 2Plus2 program, where graduating GHC students are admitted into the university.

The University System of Georgia recognized that students enrolled in college courses in the Douglas County area need more four-year degree program options. UWG and GHC forming a 2Plus2 partnership was just the first step in what seems to be a long road towards a success story.

Academics specialists such as Chief Administrative Officer and Executive Director for Academic Affairs Camilla Gant oversees and monitors the daily progress of the program. Gant has a massive task ahead of her as she needs to oversee the implementation of UWG degree programs and track the progression of attending students.

“The University System of Georgia asked GHC to partner with UWG to offer targeted four-year professional degree options,” said Gant. “Students in Douglas County who want to pursue four-year degree programs have very limited options. Although GHC has four-year degree programs, they have very few, and they all aren’t available on the Douglasville campus.”

GHC’s necessity of additional four-year degree programs was evident. However, not all UWG degree programs will be implemented on the GHC campus. Strategy ultimately decides which UWG degree programs will be offered at GHC.

“Starting next fall we are going to be offering Bachelor of Business Administration courses here in Douglasville,” said Gant. “We also decided to target communication. The reason we targeted this one is not just the pool of students GHC has but because of the statistics from the department of labor that shows that there is a high demand for communication skills.”

Students in the Douglas County area are not the only ones reaping the rewards of the 2Plus2. The benefits of UWG’s graceful implementation

process into GHC also directly benefits commuter students.

“Many of the students are commuter students,” said Gant. “So for them, they would be bypassing the Douglasville campus to get to Carrollton. This will make it very convenient for them.”

Regardless, when someone else reaps benefits others must sacrifice. In this case, the sacrifice comes from UWG professors who teach courses at both GHC and Carrollton campuses.

“It’s not a different set of faculty,” said Gant. “They will teach courses at one of our instructional sites as well as the Carrollton campus.”

Although the 2Plus2 programs are great for students, Gant knows it will ultimately be judged by its success.

“It’s too early for us to make a judgment at this point. We’re only in our second semester,” said Gant. “What I can tell you is that we had a big increase in what we call unduplicated majors. We saw that there was a 63 percent increase in students from the fiscal year 2017 to 2018.”

With Gant monitoring the charge, UWG and GHC should continue to be able to sustain successful degree programs together in Douglasville. Look for the student enrollment to increase as four-year degree programs continue to be implemented at GHC.

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# COURT RULES GUN MAKER CAN BE SUED OVER NEWTOWN SHOOTING

**DAVE COLLINS**  
*Associated Press*

HARTFORD, Conn. (AP) — Gun-maker Remington can be sued over how it marketed the rifle used to kill 20 children and six educators at Sandy Hook Elementary School in 2012, a divided Connecticut Supreme Court ruled Thursday.

Gun control advocates touted the ruling as providing a possible roadmap for victims of other mass shootings to circumvent a long-criticized federal law that shields gun manufacturers from liability in most cases when their products are used in crimes. Gun rights supporters bashed the decision as judicial activism and overreach.

In a 4-3 decision, justices reinstated a wrongful death lawsuit against Remington and overturned the ruling of a lower court judge, who said the entire lawsuit was prohibited by the 2005 federal law. The majority said that while most of the lawsuit’s claims were barred by the federal law, Remington could still be sued for alleged wrongful marketing under Connecticut law.

“The regulation of advertising that threatens the public’s health, safety, and morals has long been considered a core exercise of the states’ police powers,” Justice Richard Palmer wrote for the majority, adding he didn’t believe Congress envisioned complete immunity for gun-makers.

Several lawsuits over mass shootings in other states have been rejected because of the federal law.

The plaintiffs in Connecticut include a survivor and relatives of nine people killed in the massacre. They argue the Bushmaster AR-15-style rifle used by Newtown shooter Adam Lanza is too dangerous for the public and Remington glorified the weapon in marketing it to young people, including those with mental illness.

Remington, based in Madison, North Carolina, has denied wrongdoing and previously insisted it can’t be sued because of the 2005 law, called the Protection of Lawful Commerce in Arms Act. A Remington spokesman said Thursday the company had no comment on the court ruling.

“We have no timeline for any comments to be made on the subject,” spokesman Eric Suarez wrote in an email to The Associated Press.

James Vogts, a lawyer for Remington, has cited the 2005 federal law and previously said the Bushmaster rifle is a legal firearm used by millions of people for hunting, self-defense and target shooting.

Lanza, 20, shot his way into the locked school in Newtown on Dec. 14, 2012, and killed 20 first-graders and six educators with a Bushmaster XM15-E2S rifle, similar to an AR-15. He shot his mother to death in their Newtown home beforehand, and killed himself as police arrived at the school.

Connecticut’s child advocate said Lanza’s severe and deteriorating mental health problems, his preoccupation with violence and access to his mother’s legal weapons “proved a recipe for mass murder.”

Nicole Hockley, whose 6-year-old son Dylan died in the shooting, said Thursday that a main goal of the lawsuit is to stop Remington and other gun makers from gearing their advertising toward troubled young men.

“We have always said our case is about reckless sales and marketing to disturbed youth,” Hockley said. “We wanted our day in court. This is a step forward to ensure that manufacturers like Remington are not allowed to keep targeting people who are at risk.”

A gun industry group, the National Shooting Sports Foundation, which happens to be based in Newtown, said the state Supreme Court ruling was an “overly broad interpretation” of an exception to the 2005 federal law.

“The majority’s decision today is at odds with all other state and federal appellate courts that have interpreted the scope of the exception,” the group said in a statement, adding it “respectfully disagrees with and is disappointed by the court’s majority decision.”

Connecticut Chief Justice Richard Robinson focused much of the dissenting opinion on the intent of Congress to limit gun-makers’ liability.

“Because the distastefulness of a federal law does not diminish its preemptive effect, I would affirm the judgment of the trial court striking the plaintiff’s complaint in its entirety,” Robinson wrote.

U.S. Sen. Richard Blumenthal, a Connecticut Democrat, called the ruling a victory for gun violence victims that gives moment to an effort by him and other federal legislators to repeal the 2005 law.

“It’s a wow moment in American

legal history,” he said. “It will change the legal landscape for this industry, potentially all across the country.”

Blumenthal said the ruling reminded him of early court victories against tobacco companies that led them to disclose damaging internal documents and later agree to billions of dollars in legal settlements over sickened smokers.

Joshua Koskoff, a lawyer for the plaintiffs, has said the Bushmaster rifle and other AR-15-style rifles were designed as military killing machines and should never have been sold to the public. He accuses Remington of targeting younger, at-risk males through “militaristic marketing and astute product placement in violent first-person shooter games.”

“The families’ goal has always been to shed light on Remington’s calculated and profit-driven strategy to expand the AR-15 market and court high-risk users, all at the expense of Americans’ safety,” Koskoff said Thursday. “Today’s decision is a critical step toward achieving that goal.”

The lawsuit seeks undisclosed damages.

Military-style rifles have been used in many other mass shootings, including in Las Vegas in October 2017 when 58 people were killed and hundreds more injured.

The case was watched by gun rights supporters and gun control advocates across the country as one that could affect other cases accusing gun-makers of being responsible for mass shootings. Several groups, ranging from the NRA to emergency room doctors, submitted briefs to the court.

The 2005 federal law has been cited by other courts that rejected lawsuits against gun makers and dealers in other high-profile shooting attacks, including the 2012 Colorado movie theater shooting and the Washington, D.C., sniper shootings in 2002.

Robert J. Spitzer, chairman of political science at the State University of New York at Cortland and an expert on guns and the Second Amendment, said the Connecticut ruling runs counter to the 2005 federal law. Even though the court allowed the case to proceed, he said, there still be a very high bar for successfully suing Remington.

“The likelihood they’ll succeed is small,” he said.

Still, allowing the lawsuit to move forward means that there will be an opportunity for discovery that would unearth company documents that could be embarrassing for Remington. Since gunmakers have in recent history been shielded from litigation, company officials may have felt emboldened to openly discuss tactics, marketing strategies and other revealing details about business dealings.

Remington filed for bankruptcy reorganization last year amid years of slumping sales and legal and financial pressure over the Sandy Hook school massacre.

Associated Press writer Lisa Marie Pane in Boise, Idaho, contributed to this report.



FILE - In this Jan. 28, 2013, file photo, firearms training unit Detective Barbara J. Mattson, of the Connecticut State Police, holds a Bushmaster AR-15 rifle, the same make and model used by Adam Lanza in the 2012 Sandy Hook School shooting, during a hearing at the Legislative Office Building in Hartford, Conn. A divided Connecticut Supreme Court ruled, Thursday, March 14, 2019, gun maker Remington can be sued over how it marketed the Bushmaster rifle used in the massacre. (AP Photo/Jessica Hill, File)





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# Unlimited Bloody Marys to Start Spring Season

**Amir Sports**  
Contributing Writer

For some, there is no better way to kick-start the spring season by enjoying unlimited cocktails for brunch at The Bloody Mary Festival which returns to Atlanta, GA, March 24.

The Bloody Mary Festival is a celebration of the most beloved brunch cocktail and the largest event of its kind. Their mission is to bring together the most innovative and crafty bloody mary mixes, curated by their team of bloody mary aficionados. The event will be located at The Fairmont venue, and the event provides two ticket options: Bloody Mary Baller (VIP) from 12 p.m. through 3:30 p.m. and General Admission from 1 p.m. through 3:30 p.m.

This event first started five years ago in New York City. Now, the festival tours major cities including Nashville, Brooklyn, Minneapolis-Saint Paul and Atlanta.

Attendees for each event should expect the best bloody mary mixes made by local bars and restaurants. They come together to make sample sized cocktails for all audience members and compete for the best bloody mary in the city. In addition to bloody marys, other food and beverage companies sample various products. The event will also have live music, making it a really fun brunch-time afternoon.

Yunna Weiss co-founded the festival back in 2014, along with her husband.

“We started the festival in New York City in 2014 and have since expanded it to 10 cities around the United States,” said Weiss.

Weiss and her team select the best bloody marys in each city to participate in their events. They range from traditional mixes with the typical horseradish and hot sauce, to really innovative ingredients such as bacon and peppers. Weiss and her team are proud that there is always a great variety of flavors at the events.

“Attendees have the opportunity to taste them all before voting for their favorite via the People’s Choice Award,” said Weiss. “A panel of industry judges will also select the best bloody mary in Atlanta. Tickets to the Festival include all participating bloody marys, tastes of local food and beverage products, temp tattoos, photo ops and many more fun activities.”

The majority of attendees for this event are Atlanta residents that live in the metro Atlanta area.

“I went with my boyfriend last year and it was the perfect brunch date,” said Grace Arienzo, Atlanta resident. “The band was really good, and I had the best bloody mary I ever had at that event. Also, the two and a half hours was more than enough time to enjoy the festival.”

Needless to say, this is an event that should be marked on your calendar if you are a brunch lover or a bloody mary lover. All are welcome to come enjoy the experience if you are at least 21 years of age.

“Bloody mary lovers are very passionate about their favorite drink,” said Weiss. “I love being able to bring the best bloody marys under one roof for our customers to taste.”



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# CAPTAIN MARVEL: BRINGING A NEW MEANING TO GIRL POWER

**Ariana Carter**  
Contributing Writer

*Captain Marvel* is the action-packed, women's empowerment movie many have been waiting for. Directed by Anna Boden and an incredible cast led by actress Brie Larson, it did not disappoint. *Captain Marvel* swooped into theaters on International Women's Day and gave every other Marvel movie a run for its money (quite literally) with the Thursday night opening alone raking in over \$120 million.

Marvel is usually set in present day, but *Captain Marvel* was set in 1995. The movie packs on the nostalgia when our main character slams through the roof of a Blockbuster with not a single modern title in sight. What makes this '90s setting so unique is the journey the audience is taken on through the past and through space -- it is Marvel after all.

The movie starts out on a planet named Hala where the Kree people live. We meet Carol Danvers (Brie Larson) who is training to be a Kree soldier but the only thing stopping her is her possible connection to Earth (known as C-53 in the movie). The soldiers soon embark on a mission to save their own from the Skrull people. The Skrulls are green aliens with the ability to shapeshift into anyone they encounter.

Without giving too much of the movie away, the typical call-to-action in any superhero movie comes in an unexpected way. The call to action is

done with the main character deciding to spring into action on her terms and that alone is what makes the film amazing. The message that a woman can do anything she wants even in the midst of an identity crisis is delivered at the forefront of the film.

Another thing Marvel Studios does extremely well in this movie is showcasing diversity with multiple familiar faces: Nicholas Fury (played by Samuel L. Jackson) and Maria Rambeau (played by Lashana Lynch). The placement of these two helps fuel the heart and humor that Marvel Studios instills in each movie without it being too crass or cliché.

*Captain Marvel* is fun and interesting with a sprinkle of '90s flare. There are many amazing parts of the movie, but the one that stands out the most is the fight scene set to No Doubt's 1995 hit "Just a Girl". Nicholas Fury sitting in his car as "Whatta Man" by Salt-n-Pepa blasts through his speakers adds to the lightheartedness and nostalgic tone of the film.

As the first woman-led Marvel Comics Universe flick, *Captain Marvel* brings a whole new meaning to girl power. For once it was a movie that included men counterparts but lacked a love interest. This film is a must-see for original Marvel comic lovers and avid movie lovers alike.



Photo Credits: IMDb



# WHEN I GET HOME ALBUM REVIEW



Photo Credits: Apple Music

**Athea Hutchinson**

*Contributing Writer*

Back from a four-year hiatus, R&B singer Solange just recently dropped her highly anticipated album *When I Get Home*.

Trying to top her last album, *A Seat at the Table*, was a task not so difficult for Solange. Her new album is geared towards making listeners aware of her African-American culture. The song “Exit Scott” gives listeners chopped and screwed jazz sounds. The beats provide a soft, yet upbeat tune for the listeners.

The album contains 19 tracks, pieced together to form a 39-minute album. Several of her songs reference different locations in her hometown of Houston. On the interlude “Can I Hold the Mic” listeners hear that Solange is still fighting to express herself musically.

Another song “Binz” plays with the stereotypes that African Americans have placed upon them. Solange conveys through her music that African Americans come from all backgrounds and do not limit our musical sounds to one genre.

Solange does not list any features on the album, but musical artists such as The Dream, Tyler the Creator, and rapper Playboi Carti’s influences can be heard throughout the soundtrack. On the song “Sound of Rain,” listeners can hear the signature four count beat of the influential songwriter and

producer, Pharrell Williams. On the song “My Skin My Logo,” the singer can be heard exchanging playful rap verses with the Atlanta trap rapper Gucci Mane. The voices of prominent Houston figures such as Phylicia Rashad, Debbie Allen, and poet Parker, can be heard on many of the song’s interludes.

This album provides listeners with a glimpse into Solange’s Houston experience. A prime example of this would be in the song “Almeda.” Almeda is the name of an area that is located in Southwest Houston. In the song, Solange draws on the roots and traditions from her African-American upbringing. She celebrates her blackness in lyrics such as “Black skin, black braids...black faith can’t be washed away.” In the song, “Dreams,” Solange briefly discusses her childhood with the lyric, “I grew up a little girl with dream, dreams, dreams...” The song’s repeating of the word dreams serves as a mantra for people to strive for their dreams and aspirations.

The main basis behind Solange’s style is to let listeners be aware of self-care and self-preservation. Solange portrays the innocent yet in touch with her inner feelings role. The songs on the album provides a smooth listen from beginning to end. Not the usual conventional style that mainstream music is used to, Solange defies all odds with her new album.

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