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MEDIA DAY

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Panel Discussion

Networking Session

Honors Luncheon

Mass Comm Excellence Awards

Presented by
The Department of
Mass Communications

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Alumni Return

By **Haleigh Stone**
Contributing Writer

Media Day is a great opportunity for students to learn what the working world is like after college. Five alumni panelists will discuss their education and careers and give students advice on their future endeavors. The panel will be held at 9:30 a.m. will be followed by a networking session at 10:45 a.m. The networking session will consist of 40-50 professionals who will offer insight and contacts to students about their Mass Communications career endeavors. With many alumni returning to campus, the event holds a special place in the heart of WUTV General Manager and Adjunct Instructor Sonya Barnes. “When all of the alumni come back and represent their companies, it is a great opportunity for students to get out there and secure internships,” Sonya Barnes says. “The students can see that someone before me did this track and I can do the same thing.”



Photo Courtesy of WUTV

Barnes oversees that WUTV does indeed produce a smooth weekly newscast but also prepares the WUTV staff for jobs in the newsroom after graduation. WUTV creates a unique bond between Barnes and her alumni, which is continued outside of the university. Often WUTV and Mass Communications alumni seek Barnes out for her advice on their new careers. “My students and I stay very connected after college,” Barnes says. “I tell my students and alumni alike to take advantage of all the opportunities put in front of you. You don’t want to ever want to live in the mentality

of could have, would have, should have. College is the time to make mistakes and figure out what you are truly passionate about.”

Media Day is one way for the alumni to not only give back but to remain involved with the shaping of the university. Many alumni will offer internships and job connections for graduating seniors to help both the university and students grow together. “My students are very special to me, I love when students graduate and come back,” Barnes says. “They will tell me about all of the great work they are doing and how success

ful they are becoming.” Many of Barnes’ previous WUTV alumni will be participating in the networking session. Professionals such as National Correspondent for CNN News source Darryl Forges, Communications Manager for the City of Newnan Ashley Copeland, and Evening Anchor of KTVE NBC 10 Bode Brooks. “We come together to fellowship, and students can benefit from it,” Barnes says. “My goal for students is to help them go into the world and become good successful people who are independent and can take care of themselves.”

Homegrown Talent: Meet the City of Newnan’s Communications Manager at Media Day

By **Paris Scott**
Contributing Writer

Ashley Copeland is a former student leader and a true success story from the garden of UWG Mass Communications. After transferring from Brewton-Parker College, Copeland climbed the ladder and served an outstanding tenure as the Editor in Chief of the West Georgian student newspaper, and is part of the class that brought weekly print news back to UWG. She also dabbled in the broadcasting spectrum as well, however Copeland found full-time work away from the field

that was so natural for her. She made her way to work in public relations in the South Florida area with Piedmont Healthcare and eventually with Tenet Healthcare for several years. “My first job was thousands of miles from home, I was working with older people and in a management position for the first time, so things were tough for me,” Copeland says. “I doubted myself for a minute, but I knew I had the skills for my position. Luckily I had friends and family to lean back on for support and help. In 2018 Copeland was able to make her way back

home to Newnan, an East Coweta High alumni, and has been serving as the Communications Manager for the City of Newnan.

Copeland wants to continue giving back to UWG so the next person can follow in her footsteps knowing that there are fellow wolves out there rooting their success. Media Day provides the greatest opportunity to do just that. “The people there helped me so much, Dr. Sewell always pushed me to write the perfect story, he saw the raw talent in me for print journalism and continued to push me to strive for the best,” said Copeland. “When

I got my first job, he was one of the first people I told. Ms. Barnes was also someone that helped me a lot, she is a natural teacher and giver. She is someone I always come to visit at West Georgia. Those two really shifted my mindset and molded my career path now.”

Copeland is yet another pure example of your typical college student taking full advantage of the resources UWG provides, and finding unparalleled success through relentless work ethic once out in the world on your own.

THE WEST GEORGIAN

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UWG Alumni Jose Avila-Kelly to be Honored at Media Day



Photo Courtesy of UWG

By Justin Hodges

Editor-in-Chief

UWG's 2020 Distinguished Alumni Award will be graced upon CNN Tech Ops Specialist Jose Avila-Kelly at the Media Day Honors Luncheon, March 4. Kelly has evolved into a distinguished member of the powerhouse news station over the course of nearly eight years in service.

Originally born in Tennessee, Kelly called Carrollton home for about six years after growing up in Decatur. He double-majored in Mass Communications and Management, working with UWG's TV Station as a Production Coordinator after fully graduating in 2007. Within that timeframe he spent time interning with Georgia Public Broadcasting (GBP), CBS 46, and WJCL.

"I was minoring in business administration, and one of my production managers at the internship I had suggested that I should go ahead and double-major in Management so I'd have an opportunity to get a job anywhere from a business standpoint," said Kelly. "Also if you wanna move up in production management you'll most likely be sent back to school for some sort of management [program]."

"It helped me see the bigger picture when it comes to the business side

of production, whether it's television, film, or any sort of business," continued Kelly. "Even a non-profit has a business side to it."

When Kelly chairs his keynote speech at the Honors Luncheon he'll likely preach the consistent necessities for success in the realm of professional mass communications, at least what's required in CNN's lense.

"What's asked of me is to be a great communicator to people outside my department and certainly those inside, making sure I'm fully aware of what's going on within my department," said Kelly. "We're on salary, so unless you're on vacation, you're pretty much always on call. Nobody's ever available 24/7, but the expectation is that we're all somewhat available."

"The first thing I do when I wake up is check my email," continued Kelly. "My department doesn't just handle CNN, we're also working with Honeywell International (HON), CNN-International, CNN En Español, so I'm constantly checking emails to see if there's anything relating to the Atlanta studios or anything from the control room. If you don't know something, you pretty much just have to learn it."

Communication

and variation of skill are the pearls of journalism. The homework for mass communication courses at UWG are primarily hands-on, project driven for a reason, because the learning process for this industry doesn't come from books. Success comes from accumulation of skill and performance as well as the ability to look someone in the eye and shake their hand. The department here prioritizes this, and always has.

"One of the things I loved about West Georgia was the professors and advisors were always available to you and it was easy to seek advice from them on your career or about classes," said Kelly. "That really helped me get to where I'm at, having those key one-on-ones whereas at a bigger university you might just be another student in the class."

Kelly preaches that communication skills are ones that have to be practiced and rehearsed because of how vital interviewing and networking are in this world, especially at the college level. The more performance one shows in making a connection, the quicker they will go from one-to-100. Every single one is as important as the next one, because life always proves unpredictable.

"My old boss [at CNN] was also the production manager for one of the local stations I interned at. I left a good rapport and stayed in touch with her," said Kelly. "When she left there she knew me and my work ethic, so when a position opened up at CNN and I applied, she just so happened to be the hiring manager. She knew my reputation and that got me through the door of the interview process. Of course the rest was all up to me, but that was crucial for me just to get in there."

Kelly will be among nearly 50 communication professionals taking time off on a Wednesday afternoon to show the students of West Georgia what they can expect from the accomplishing of their dreams and to assist in that accomplishing. Every student in the department should take advantage.



“I Not Only Talk About It, I Do It.”



Photo Courtesy of Jasmine Jones

By Cynthia Harris
Contributing Writer

There are three words that can be used to describe Jasmine Jones: decisive, resilient and forward-thinking. Though she has had her challenges, as we all do, she hasn't let anything stop on her journey through life. Since her graduation from the University of West Georgia, Jones has worked in many successful positions, including her current as Field Manager at McAlister's Deli. Her motto is simple: just to be great at whatever you do, something she's lived by since childhood. "When I was growing up,

I didn't have anyone to teach me," said Jones about her childhood. "My mom has a high school diploma and my dad only has a sixth grade reading level."

She is a Grady High School alumni, and where she developed a love for the field of mass communications. As a student, she participated in a communications magnet program, in which there was plentiful instruction to the participants about the variety of work in mass communications. "It was almost like it was a major," Jones said. "It put a lot of emphasis on every form of mass communication."

Jones readily admits

that after graduating high school, she really had no intentions on even going to college. However her mentor, high school teacher Sheila Oliver, persuaded her to go. She first enrolled at Georgia State University, but shortly after arriving there she decided to transfer to UWG. "I didn't really know what to do," Jones said. "I had a background in communications and because of that I became drawn to their Mass Communications department."

Jones chose her focus in convergence journalism with the hopes to do something in public relations. She says a lot of her professors and the classes she took were very beneficial to her going down the career path she is now on.

"I took Dr. Yates' Media Law course, as well as courses with Dr. Hazel Cole, who was a big mentor for me," Jones recalled. "I just appreciate the networking most of all that I was able to do at UWG because it opened a lot of doors." With those opportunities came a lot of internships, including her first one fresh out of college with Hosea Feed the Hungry. With every experience comes a lesson and Jones decided that public relations was not the right path for her.

"I worked there for two months and I quit," Jones had said. With every closing door, there of course is another one that opens. For Jones, it was an opportunity to

attend a grand opening of a Chick-fil-A in Chicago, all set up for her by a former classmate Brenda Morrow. The opportunity led to many breakthroughs, as Jones began then working for the company in Gwinnett, eventually opening up new stores before working in their corporate, for a total of three years. Jones continued to work for big time establishments, including Georgia Pacific, before making her way to McAlister's Deli.

"It was something different, dealing with restaurants, and it gave me the opportunity to do more than just sit at a desk." Jones expressed. "But it is still a stepping stone in my career." With all that she has managed to accomplish, Jones says her future is still very bright and there is much more for her to do. She credits her mentors for helping guide her and still being by her side today as people she can come to when things get rough. "There is great representation of black women in higher positions and it's just important for me to know that I have learned from them. I still have them in my corner today. If they can do it I can do it," Jones said. Her advice for the new wave of mass communications majors is to give it their all. "You have to be great, there is no room not to be great because your competition is right behind you, give it 110%," Jones states passionately. "I want to help, and I come back every year to help those who want it."

The Man Behind 'The Bomb Show'

By Shelby Carroll
Contributing Writer

If you are familiar with the Atlanta area, you have most likely heard him play "all the hits" on the Q100 radio station. Whether you are on your way home from work or just find yourself in the car listening, the man behind the radio voice is none other than popular radio DJ, Adam Bomb. He is known for his entertaining radio show and has interviewed some of the most popular musical artists to date and will be attending UWG's upcoming Media Day as one of the networking professionals. He came to call Atlanta his home station in 2006, but has worked with other radio stations from Dallas to Pittsburgh. As a college student, Bomb studied at the California University of Pennsylvania but did not yet have a career choice planned out. He

did, however, know the importance of networking to establish a name for himself in the world.

Bomb recounts going to a career fair his freshman year of college, originally as a marketing major. He had always listened to DJ's on the radio, but had not realized that a DJ is something he would be interested in doing. He began working with his school's radio station during the second semester of his freshman year and after realizing his passion, Bomb put together a demo and took it to the top 40 radio stations of Pittsburgh. This demo landed him a full-time job there doing Nights at WBZ-B94. While Bomb fulfilled this position at the radio station he also remained very active in his campus activities. In addition to radio, Bomb did track, cross country, worked with their student newspaper and was also a member of the Alpha Chi



Photo Courtesy of Adam Bomb

Rho fraternity. As much as he enjoyed doing these things, he was forced to stop participating in track and cross country due to the time he was dedicating to the radio station.

Currently, "The Adam Bomb Show" airs weeknights in Atlanta, beginning at 7:00 p.m. and lasts until midnight. Bomb is accredited with taking the show to a nationally syndicated level when he became affiliated with Westwood

One in 2013. This show airs in Atlanta as well as Dallas through Q100. It is syndicated through Cumulus Media which is based out of Atlanta. Over the years, Bomb has attended many of UWG's Media Days as a networking professional. In 2008 he began collaborating with Dr. Brad Yates, UWG's Chair of the Mass Communications department, and has been a consistent attendee in search of potential interns.



Photo Courtesy of Kristal Dixon

AJC Reporter and UWG Alumni Kristal Dixon Coming to Media Day 2020

By Kyle Soto
Contributing Writer

The University of West Georgia is hosting its 39th annual Media Day on March 4, offering opportunity for Mass Communication majors to meet and network with professionals in the field. Many of these guests are UWG alumni who have gone on to make admirable contributions to the media industry. Kristal Dixon, a well established journalist in Atlanta, is returning to her roots for Media Day. Dixon, 35, graduated from UWG in December of 2006 with a bachelor's degree in Mass Communications and has since collected a vast amount of experience working for multiple publications in and around Atlanta.

Her journalism journey began when she became hooked on the news coverage of the Florida elections and the "hanging chad" debacle of 2000. "I think that got me thinking about what I wanted to do and how I wanted to be part of an industry that is tasked with letting people know what's going on in the community, and how things work," Dixon said.

After graduating from Griffin High School in 2002, Dixon went straight to UWG where she went on to write for the West Georgian. She began as a staff writer for the school's student-run paper and eventually worked her way up to the news editor position, which solidified Dixon's decision to become a reporter. "I had a great experience (at the West Georgian),"

Dixon said. "I worked with a great team of reporters and editors. We all worked hard to cover what was happening on campus and whatever was happening that would affect the campus and its students." Drawing from her experience at the West Georgian, Dixon returned to her home city of Griffin where she joined the Griffin Daily News as an editorial assistant. She spent seven months there before she began working for the Cherokee Tribune & Ledger News as an education reporter, mostly covering Nelson and Woodstock. She often took on general assignments throughout her five years there as well.

Dixon began writing for Patch, an online news outlet in 2012. Patch was bought out by a turnaround company named Hale Global in January 2014, and Dixon was subsequently laid off. She ended up being reemployed by Patch just three weeks later. Five years later, Dixon made the move to Atlanta's largest and most prestigious newspaper, the Atlanta Journal-Constitution (AJC) where she's been working since last February. "Working at the AJC is a great experience," Dixon said. "I have a great team of coworkers and editors that are always willing to help. I cover Cobb County, which is a rapidly growing and changing county." As far as future career aspirations go, Dixon's main focus is on the legal system. She's particularly

interested in the court system and court trials. "I would like to start covering court trials and the court system in general," Dixon said. "I think I may have a knack for that. I'm just getting into the weeds when it comes to covering court cases."

"The most difficult learning curve is trying to read through the legalese of court rulings and court petitions," Dixon said. "Trying to figure out what they're talking about first and translating that into layman's terms to make sure people understand what they're reading. That's the most difficult aspect." Having graduated in 2006, Dixon is expecting to see a great deal of changes around campus. She visited campus in 2014 to pick up some paperwork, but she's mostly seen the school's growth via the AJC's education reporters. This year's Media Day will mark Dixon's first time visiting her alma mater since 2014. Dixon, who learned from and utilized the tools that the university provided to her during her time as a student, hopes that the school's current crop of students utilize Media Day. "I'm hoping that aspiring journalists will come out and take advantage of the opportunity that Media Day provides," Dixon said. "Learning about the field from people who have been in the field for quite some time. I'm hoping this initiative will have a great turnout."

The Return to Where it Began

By Kennae Hunter
Contributing Writer

When impacted by something, we often return back to it. For UWG Alumni Justin Monsewicz, that means returning to participate as a network professional in the annual Media Day event. After attending Media Day three times as a student, it being one of the main highlights of his college experience, Monsewicz wants to be able to provide the same for current students. This year will be his fourth time as a professional in Media Day.

"One of my first internships came about because of Media Day," Monsewicz said. "I got to intern one summer with the Carroll County School System and its public relations office. That same connection afforded me (along with fellow alumnus Chris York) the ability to help produce a video the school system used to promote its career academy." The first day after graduating in 2013, Monsewicz was unsure of what to do, but he started to look for new opportunities while working at his part time job. He was

hired on by his part time job at the time to become a full time employee a few weeks later.

"I began my full-time career at Pipeline Social Media and learned a lot," Monsewicz said. "I had several accounts I was managing, including handling all of the content for their social media channels. Handling the content meant not only posting it but coming up with the content as well, both text-based and graphic-based. On top of that, I also responded to all comments and messages. Some clients required blog posts, so I would write those too." After working for Pipeline, Justin had the opportunity to do something new, working as a research analyst for Avison Young Hospitality group. Although social media was not involved there, he still had responsibilities like writing market studies and research. He wrote approximately 50 market studies on his own while working for the company. "Avison Young Hospitality Group is a hotel brokerage firm. All of the properties we sold were in different markets throughout the United States and part of

my job was to research these different markets," Monsewicz said. "For example, if we had a hotel in Nashville we were going to list, I would research Nashville's economy, see which companies were investing money, which companies were bringing in new jobs, researching how much money tourism brought in each year, etc."

"This would require spending a lot of time researching data on the internet and then figuring out which was relevant, up-to-date, and was useful for us. I would then take all of that data and write a market study," continued Monsewicz. After spending time with Avison, Monsewicz saw Instacart pop up on his LinkedIn account. The description matched his interests and he decided to apply, receiving a response the next day and now calling them home for the foreseeable future. "I am a content writer for the Instacart Care team based in Atlanta, Georgia. Instacart Care is devoted to any aspect that involves our customers," Monsewicz said. "The content team is accountable for critical thinking, consult-

ing, strategic recommendations, and content creation across the Instacart Care scope of work. This means not only are we writing and creating content, but we also work alongside several other teams throughout the Instacart organization." In college, Justin aspired to be a social media manager and a marketer, which he was able to achieve. He was motivated by the fact that social media was new and was being incorporated into businesses and organizations and that was exciting for him. He encourages young journalists to write and read to develop their skills further.

"In a word: write. Find ways to keep writing and further your skills. Writing for the campus newspaper? Do it. Writing for a local non-profit? Do it. Writing for a blog? Do it. Writing for yourself? Absolutely do it." Monsewicz said. "Professional sports players, famous musicians, chefs, etc., all got to where they are by practicing, developing their skills, and learning from others. Continuing to write and read will afford you the same."



Photo Courtesy of West Georgian Woman

Angela Dailey: The Journey of One Journalist

By **Brittany Shivers**

Contributing Writer

People dressed in business suits with stacks of papers and a purpose are bustling down the hall with eager students lined up hoping to make lasting impressions. Wishes, desires and ambitions fill the air and networking opportunities are practically limitless. And out of all the smiling faces in the crowd, there is one woman especially eager to meet the enthusiastic, career driven students at UWG. She is Angela Dailey, the owner and publisher of the West Georgia Woman magazine. Dailey is a 2011 UWG alumnus and is one of the numerous networking professionals that will be at UWG's 39th annual Media Day, happening on March 4. This is Dailey's second year participating in the event, and she hopes to keep attending the event for years to come.

"My main goal this year at Media Day is to be able to talk to the young people that are in college right now who have any questions about what we do," said Dailey. "It's so much fun to talk to all these people who have all these wonderful dreams and aspirations. It just makes you feel alive. And it's so fun to see the enthusiasm and excitement that they have." Dailey's journey to journalism was an unconventional one. Although she is now highly involved in the journalism world, Dailey started as a banker.

She stayed in that career at the same company for 15 years, and then the unthinkable happened.

"I lost my job in 2012 and really didn't have much of a direction or idea of what I wanted to do," said Dailey. "I was also going through a really tough divorce, which took eight years to get finalized." With her entire world crumbling around her and two kids she had to support on her own, Dailey had to make a quick and tough decision about what to do. So she decided to become a Civil and Domestic Relations mediator and arbitrator registered with the Georgia Office of Dispute Resolution. But to no avail, this still did not give her enough income to support her family.

"That's what I thought my next career was going to be," said Dailey. "But as I was doing the mediation I was also seeking other job opportunities for myself. So when I started doing the mediation, what I realized really quickly was most attorneys are mediators and they hire their attorney friends to mediate." Because of this truth in the field, Dailey wasn't getting hired to do much work, and she relied on her retirement funds to get her through for nine months. She had to find another way. "I had a friend who just said 'have you ever thought about getting into advertising?'" said Dailey. "And I was like, 'No, I don't know anything

about advertising.' But I knew I needed a job, so I applied and I got the job for a local publication." During her time as an advertising sales representative, Dailey gained connections with clientele that would eventually help her when she decided to make her own magazine. "I began to realize that no one was really talking about women that much in the community," said Dailey. "I had a magazine that I didn't particularly care for, and in my opinion, the articles weren't interesting to me as a woman. And most of the local publications in the area at the time were published or edited by men, so I felt that women weren't being represented." When Dailey first had the idea of starting a women's magazine she was scared and afraid to be without a weekly paycheck. Her family came first, and as the only income for the household, taking a giant chance on a new endeavor proved to be frightening. So Dailey decided to think on it for a little while longer, but one day she just had enough.

"I picked up a local publication and as I was looking at the magazine, I realized the only article in there for women was 'how to choose the right perfume,'" said Dailey. "I was just very angry about that. I just decided right then and there 'I'm gonna do this.'"

And that she did. Dailey put in her two week notice in July 2015 and started making the

necessary moves to get her first magazine issue published by November 2015. She talked to many of her former clients and asked them for advice.

"Everyone loved it because they knew, what I had the slightest idea of knowing at the time, that women are the decision makers in the home," said Dailey. "I realized that the power of the female consumer is astounding."

This tidbit of information made Dailey's idea worth it. She was creating a product geared toward women, and the advertisers were on board with her because they knew their advertisements would reach women, who, according to numerous studies, decide the bulk of purchases in the home today.

"I didn't even have a prototype of the magazine," said Dailey. "It did not exist. I just went and told them [the advertisers] and made a little flier and said 'this is what I want to do.' What they really did for me was they believed in me. They bought me—not the actual magazine."

The West Georgia Woman magazine was seemingly in full swing. Everything was set, but then Dailey lost her 22-year-old nephew, Tristan, to suicide just two months before the first issue was set to publish.

"Everything just kind of stopped for me," said Dailey. "It was very devastating for our entire family. The only thing that kept me going was to try to get that first issue published knowing thousands of people would read about my nephew because he was a very special person in my life. He lived with me a couple of years while he was in high school, and he was just like a son to me."

Dailey said that if it wasn't for her best friend Shala Spruell Hainer, the copy editor of West Georgia Woman, she would not have made it through with the first publication. Now the magazine does an issue every August dedicated to suicide awareness and prevention.

As far as success goes for the business, West Georgia Woman will be coming up on its fifth year in November. Dailey made her dream a reality by taking an enormous leap of faith and investing in her goal. Dailey says that for anyone hoping to achieve their goals, it is important to keep an open mind and get to know the people around you.

"Make yourself available to influencers in the community," said Dailey. "Try to connect with those people. Always go to networking events. Meet people. Put yourself out there, and always be open to receiving advice from others because no one knows everything."

Swiss-Army Knife Mindset: WOLF Legend Conquering Atlanta

By **Justin Hodges**
Editor-in-Chief

The magic of studying Mass Communications is the embellishment of a creative identity and the fulfillment of creating art fueled by the soul of that identity. A journalist changes countless lives through an addiction for untold stories, a television personality inspires masses with their platform, a cameraman captures the world's majestic secrets and moments, and those in public relations progress the realm of business by thriving in rabbit holes. Whichever one pursues, it is inscribed to their personality.

However, the wacky stables of cultural media spare little room for one-trick ponies. Chris Adamson, the former founding President of UWG's National Broadcast Society (NBS)-AERho Chapter, shows that real work in this industry demands a swiss-army knife approach. "Learn as many skills as you can in this ever-changing media madhouse," said Adamson. "You're gonna wear a lot of different hats out there in the real world, you might as well have a bunch of different facets to do the work." Adamson is Atlanta to his core, lavishing in music festivals, suffering through the city's sports curses, lollygagging at Lake Lanier, and he just so happens to lead the #1

event producer in the city as the Marketing Manager for Premier Events.

He had arrived at UWG in 2008 thinking chemistry would be cool to study, and by the time he finished core classes he stepped in as the Remote Coordinator for The WOLF Internet Radio. Adamson eventually served as The WOLF's Program Director from 2011 to his graduation in 2013, and in that frame he and the Mass Communications Department Chair, Dr. Bradford Yates, collaborated on a massive radio breakthrough.

"I was proud to be able to take that experience and learn the ins-and-outs of how the radio station worked," said Adamson. "It was right up at the last year when Yates approached me and was like 'Hey I really wanna get an organization going for broadcasting students to be able to connect to other people. We started NBS, not only as a way for West Georgia to get awards and get the name out there but to connect students with people in the broadcasting industry.'" UWG's NBS-AERho holds legacy as the first college honor society for electronic media students and accumulated tremendous success during and after Adamson's reign, spray-painting the Humanities halls with a mass of awards. The spry seeds of the society's foundation

were fertilized by Adamson's experiences interning for iHeart Media in Atlanta, where he'd eventually spend the first seven years of his career as a Promotions Coordinator overseeing six different radio stations. "He was able to go to the internship at iHeart, in a top-ten market, and bring that programming back here for us to do the same things at this little college radio station," said Yates. "That's the cool thing about what we offer here, we do it at the newspaper and the TV station, that was the whole goal when we put together the radio station, it's gonna run like the stations that people work at." Many Wolves alumni can attest to that notion. Several graduates that have spoken at Media Day over the years assure that the media resources UWG offers teach students advanced aspects of the industry that make them instructors even when they first walk into legitimate media outlets as interns.

"When I went to iHeart and started on their street team, they had one other person that knew how to do a live broadcast," said Adamson. "I walked in fresh, 21 years old like 'I got this' and that turned me into their go-to person for broadcast. "You have to have a certain demographic you wanna hit, and that wasn't something that

we had narrowed and tuned into," continued Adamson. "We were running like a radio station but we didn't know who we were going after. So we sat down and figured out 'Who is the person for the Wolf?'" That would officially be crafted into the iconic figure known as Jessica Brooks-Smith. Adamson has been settled at Premier Events since Feb. 2019 operating all the festivals, concerts and events, helping the Atlanta market grow into the media empire that it is on pace to become.

"Our company calendar has been involved in over 300 events this year.. And it's early February," said Adamson. "For example, we were playing for the Taste of Alpharetta, I hired on a graphic designer and I'm facilitating her in the right direction, we gotta get a press release out there and I gotta start putting it out on all these different calendar listings (which is essentially writing a blog post for every single one of them), then there's audio pieces with it and there's ads that go in the newspapers and we have to make sure all of that comes together." Adamson will be one of the guest panel speakers for this year's Media Day. Just like every other professional that will be in attendance, he'll be there for the benefit of us: the students.



Photo Courtesy of Premier Events

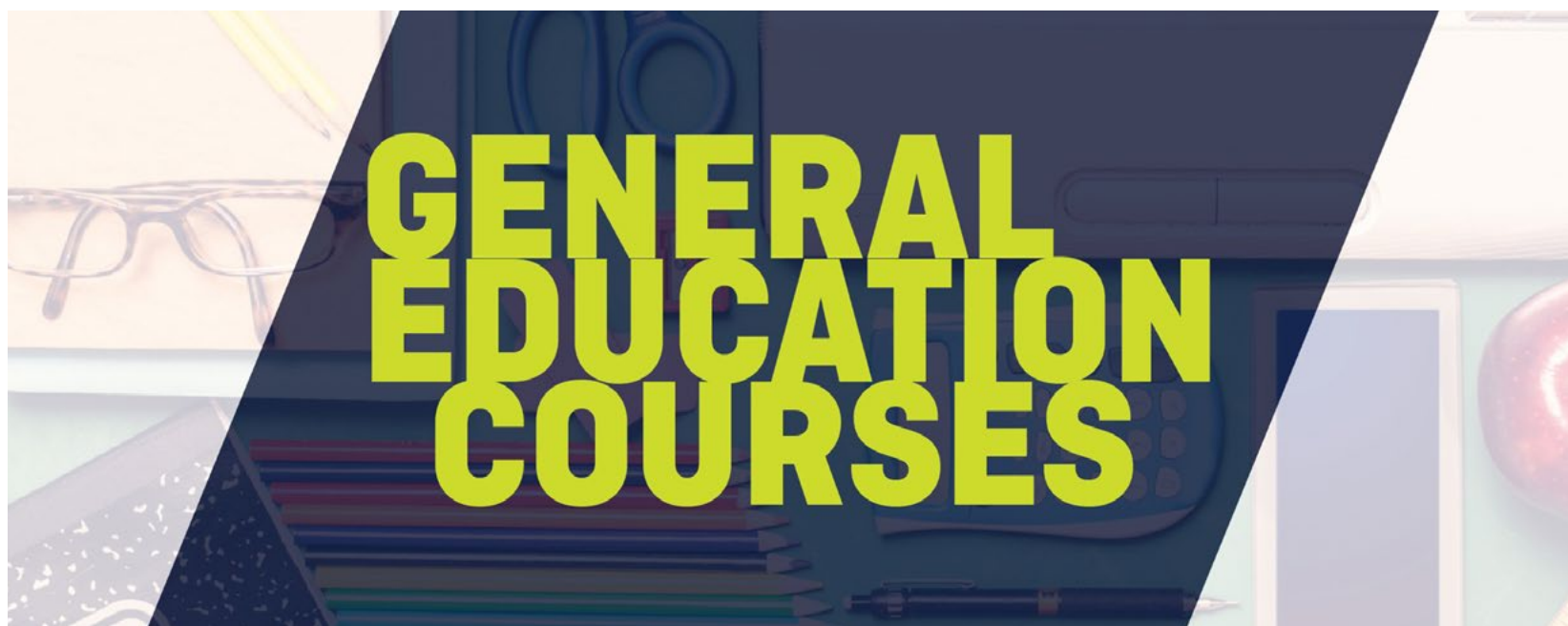


Image Courtesy of AZTransfer

Are General Education Requirements Really Required?

By Akachukwu Nwosu

Contributing Writer

The American Higher Educational System has, for a long time, been ranked amongst the best in the world. From rigorous degree programs to flexible and innovative learning environments, colleges across the United States are taking strides to maximize students' college experiences and produce highly qualified workers. Nonetheless, even in all its glory, there still remains some facets of our undergraduate system that critics are starting to question more, one of them being the relevance of General Education requirements. "Gen Ed," as they're often called, make up about 25% of a college student's academic career. This means that people studying in American universities could spend up to one school year taking courses that may be completely unrelated to their major. English composition, basic algebra, U.S history and foreign languages are examples of courses that make up the foundation of most undergraduate degrees. But is offering a diverse course load really worth it in the long run? On one side of the argument, many people see

general education requirements as an opportunity to expand a student's skill set and gain a basic understanding of modern society. While it is not necessary for an engineering major to take courses in theatre or music, for example, there are benefits to doing so that most people don't consider. In an interview with one of UWG's highly-revered Academic Advisors, Mrs. Tamija Tucker, she describes general education courses as a building base for which students can, "Develop their creativity, critical thinking, enhance their skills and discover their true passion. These qualities allow students to adapt quickly in a fast paced setting, and work effectively in today's job market."

For many people, general education courses also allow for a healthy and less strenuous workload balance throughout college. When interviewed about her stance on general education requirements, Chimela Irokanulo, a biology major and certified nursing assistant, revealed that Gen Ed. courses are "far from irrelevant." "Throughout my time at UWG, I've thoroughly enjoyed taking classes in human communica-

tions, philosophy, and theatre appreciation even if these courses do not necessarily correlate with my major, I believe I may end up using those skills sometime in the future," Chimela continues. But not everyone shares the same viewpoint. Another student argues that Gen Ed. courses are simply a rehash of everything he has already learned in high school.

"I shouldn't have to take math in elementary school, middle school, high school and now college" one UWG student, who pleaded anonymity, complains. "My passion lies in film. I've known this since I was a kid, so I don't see the point in taking courses that don't align with my interests." Indeed, college should be a place where students choose their niche and specialize in it. Besides, since it is amongst the last means of formal education some people receive before entering into the workforce, it is imperative that college students obtain as much relevant training as they can before graduating. The growing need for job specialization in various industries has also called for university students to avoid being generalists, and instead, chan-

nel their time towards courses that will prepare them for a future in their chosen fields. There is also the narrative that general education requirements pose as a financial burden for low-income students and their families. The average graduate of a four-year college spends the equivalent of an extra year taking courses that are unrelated to their major, if not more. This results in them paying thousands of extra dollars on tuition, and possibly incurring debt while they're at it. The burden is far more amplified for community college students, who typically have to take a whopping 22 extra credits, according to a July 2017 report by Complete College America. So, is there any hope in making general education courses voluntary? The chances are very slim. While removing mandatory GenEd requirements would be one tangible way for college students to save time and money, professors and faculty members whose jobs rely on the GenEd system will be heavily affected. Ultimately, time will tell which method is most effective for the future of undergraduate education in America.



Image Courtesy of Plexuss

For the People:

Jon Ossoff Aims for Big Change in Georgia



Photo Courtesy of Jon Ossoff for Senate

By Mathew Harvey

Contributing Writer

Jon Ossoff, who is running for the Democratic primary in the 2020 Georgia Senate election, is looking to make a change in Georgia's healthcare and environment infrastructure, as well as root out corruption in the political system. Ossoff is hoping to achieve these goals by uniting Georgians on common sense problems with common sense solutions. An ambitious goal considering the tense political climate we currently find ourselves in and one that won't be easy, but Ossoff thinks that it is possible as most Georgians typically agree on most.

"There is a lot of discussion over how polarized politics has become and it is true that the political class is extremely polarized, but regular people agree on most things," said Ossoff. "We just need political leadership that will answer to voters and not the donors." Ossoff thinks that most people agree on common sense problems and can agree on common sense solutions to those problems, such as the basic rights of humans which is something that he sees many people are struggling for. "We have to ensure that every single American has health insurance and healthcare, we have to crack down on price gouging by pharmaceutical companies that have driven prescription drug prices through the roof," said Ossoff. "Folks are struggling to afford the basics. We all want the basics in life. We all need the basics in life: a roof over our head, food and nutrition, medical care, respect for our

human rights and dignity. This isn't that complicated. We just need legislators who will deliver instead of serving corporate packs who pay them campaign contributions." Ossoff is also hoping to stand up for the young people in America who he sees are being taken advantage of through student loans, the current criminal justice system, and the minimum wage structure. "Young people and students in America are being exploited," said Ossoff. "The student debt crisis is an outrage. The criminal justice system hurts so many young people. Our leader's refusal to raise the minimum wage hurts so many young people. I will fight to make the public college partially debt-free, period. I will fight for reform of our criminal justice system including the legalization, regularization, and taxation of cannabis, and I will fight to make sure the minimum wage is a living wage."

Jon Ossoff is known for his work as a media executive and investigative journalist where he helped expose political corruption cases. Weeding the corruption that, as he claims, has enveloped the politics of today seems to be one of Ossoff's primary objectives as he fears that our democracy is at stake. "Right now in America we have an epidemic of political corruption," said Ossoff. "If we do not mount an all-out assault on the corruption that's destroying our political system we may lose our democracy. We work to hold people accountable who abuse their power." Answering to the voters and not donors is important for Ossoff as he has committed to taking the campaign to the peo-

ple with the One Georgia Town Hall Series. The series is set up for Ossoff to answer questions from the people and provide them with his answers on issues while bringing humanity and togetherness through the idea of "one people." By doing this he is leaving a transparent wall between himself and the voters, so they know everything about him and his campaign. This is something he thinks is missing from the current leaders, as money and corruption have taken over politics. Politicians are doing a lot of money moving behind the back of the common people and Ossoff is looking to put a stop to it.

"I am going out to the people of the state to answer any questions they have. We are taking this campaign directly to the people," said Ossoff. Political corruption has led to what Ossoff says to be a waste of trillions of dollars on wars, bailouts for powerful banks, tax cuts, feeding the wealthiest and best-connected people, and the blame falls on the elected representatives. Too often the big corporations are getting their say on the political situations of America and making changes that best benefit them, not the common people of America. "Look at the last year of American history," said Ossoff. "We have squandered trillions on needless wars. Trillions on bailouts for the most powerful banks. Trillions on tax cuts for the wealthiest and best-connected, and our elected representatives are failing us on health care, on the cost of prescription drugs, on climate change and the environment, and on infrastructure. It is because our political institutions are

hopelessly corrupted by corporate specialist money and secret money that flows into our democracy."

If he wins, Ossoff's first act as Georgia's U.S. Senator would be to attempt to repeal the Citizens United Decision, which allows labor unions and corporations to spend their money on advocating for the election or the defeat of running candidates. He stands strong on this as his own campaign is not accepting any contributions for corporate packs.

"My first act as Georgia's U.S. Senator will be to co-sponsor a constitutional amendment that will repeal the Citizens United Decision, which allows unlimited secret money to flow into our politics," said Ossoff. Ossoff has been critical of the current leadership stating that they are letting Americans down on healthcare, environmental changes, letting money flow into politics, and much more. It will take a lot to make the changes Ossoff seeks, but holding those currently in charge accountable is where he is looking to start. "Senator David Perdue fears the public," said Ossoff. "He hasn't held a single town hall meeting in five years. But he hosts lobbyists and donors who pay him thousands of dollars for secret retreats on his private island. We need to know who attends those retreats. We need to know which lobbyist or corporate packs were represented in the room when David Perdue skipped a hearing of the Armed Services Committee about the welfare of Georgia's military families to meet with the list of donors he calls his quote, boardroom."

The Difficult Truth of Athletics and Sexual Assault

By Justin Hodges

Editor-in-Chief

Athletes are some of the most influential figures across the world, serving as heroes and providing endless inspiration for many. So when we learn that our heroes are capable of horrible acts it's difficult to accept. In most cases, involving athletes with crimes of sexual and domestic assault fans own an option to just never accept it.

We live in a society where the reputations of our heroes are more vital than justice for those they harm. Any party involved, aside from the victim, wants imputations of rape and assault swept under the rug and for us regular folks to never know about it. Thankfully, social media provides an outlet for us to become aware of these heinous happenings and forces action and attention onto those committing the crime.

However, there will always be an easy out for the defendant in these cases: the notion of victim blaming. Leigh Gilmore's book "Tainted Witness" exposes how the court of law means to portray these female accusers as greedy, attention seeking and out for vengeance, when in reality this is a simple strategy of manipulation.

"Victim blaming seeks to degrade individual women's capacity to receive sympathy, understanding and justice by shifting focus and responsibility away from perpetrators and onto the victims," writes Gilmore. "Asking of women 'what did you do to deserve this?' falsely represents a woman's vulnerability to harm as willful choice or risk-taking behavior."

Given this notion, there are plenty of cases of fable in these sorts of accusations. I myself have been

in a relationship where my partner began spreading lies that I abused and assaulted her, and the reactions were devastating. There are plenty of innocent men in jail cells over false rape accusations, it is a side of this spectrum that we cannot ignore.

What we cannot allow is acting like the women are constantly lying, these instances are too sensitive and all circumstantial. Evil comes in many forms however there are blanketed cases such as Lizzy Seeberg. In 2011 this St. Mary's college student was raped by a Notre Dame football player. Lizzy went to the police to report the crime, and a friend of the player sent her a series of texts saying "Don't do anything you would regret, messing with Notre Dame football is a bad idea," according to the Washington Post.

Ten days after reporting the attack to campus police, Seeberg committed suicide. Investigators never interviewed the accused player until five days after her death, yet they were relentless in investigating Lizzy herself, going as far to debrief a former roommate at another school. Her close friend that inevitably found her was reportedly too afraid to even tell anyone, after witnessing what the university was putting Seeberg through in those ten days. The player was never convicted and never sat out a game.

Thankfully the media has done its part in exposing, and in some cases reminding us, that this is something that is just allowed to happen, that priority number one with these crimes is not to seek justice but to prevent exposure of it's happening. Because of this, those with appellate power bring war to these victims, excused by the notion that these sit-

uations are too catastrophic for the legacies of these celebrities and the organizations. But is it really?

Two well-respected and well-recognized figures in the game of basketball, Dallas Mavericks owner Mark Cuban and Michigan State head basketball coach Tom Izzo, are guilty of covering up harassment and assault in their organizations. An investigative report done by Sports Illustrated revealed an ongoing-series of workplace misogyny in the Mavericks organization. Then team President & CEO Terdema Ussery was exposed getting in elevators with female staff and uttering claims such as "You're going to get gang-banged, you're definitely going to get gang-banged this weekend."

The team's beat-writer at the time pleaded guilty to eventually dropped charges of beating his girlfriend to a pulp, never faced punishment from the team, dated a female colleague years later and eventually assaulted her as well, to which he still continued working for the team after. These were far from the only examples, with former employees labeling it "a real life Animal House" and having to accept that men in the organization were given the leeway to do whatever they pleased to these women.

Michigan State athletics are now notorious in this regard because of Larry Nassar, but he was far from the only spot of filth in the school's athletic department. Tom Izzo, who has won championships and is a deity of that campus, in 2011 was made well aware of a staff assistant named Travis Walton belligerently assaulting his partner numerous times and two of his players raping a freshman at her orientation. Nobody was

executed from the program and both of those players, Adreian Payne and Keith Appling, spent time in the NBA before the Detroit Free Press exposed them.

The final point I want to make in terms of damaged reputation is a tale of the friendship between Kobe Bryant and Michael Jackson, who grew a great bond after Jackson got Kobe's number and reached out to him after being drafted. Both would face sexual abuse allegations around the same time in the early 2000's and we have believable evidence that both were likely innocent. This didn't change that the public perception of both was destroyed, and the world saw the King of Pop go off the deep end as a result. Kobe on the other hand, took the hate he knew he'd inevitably receive and became the Mamba. He embraced being hated, dedicated himself to self-improvement and became a cultural hero off the court and a true advocate for women's athletics.

If you take away anything from this, simply be aware that this is a legitimate issue in the world of sports and culture and the fact that these organizations will go to no end to make sure you're oblivious to it should feel like a slap in the face. Treat every instance of this kind as its own case, and don't let anything aside from your interpretation of the occurrence affect your thoughts on it. There are too many women falling helpless to the power of men because they are convinced that the truth will do nothing for them. We cannot tolerate domestic and sexual assault being treated as anything other than a purely inhumane crime suitably punishable by life in a box.



Image Courtesy of Mona Shafer Edwards



Photo Courtesy of Stephen Bivens

Stephen Bivens

and His Passion for the Beautiful Game

By Kyle Soto
Contributing Writer

After a long day at the office, a Marietta based financial analyst prepares to leave work for the day. His day is not finished, however, as he still makes the long-distance drive to coach a soccer client. The next day, he has to make the drive to another field to run a pickup session. Over the weekend, he’s running adult league games and meeting with more clients.

For Stephen Bivens, soccer is an integral part of everyday life, and his love for the game has inspired him to give back to the soccer community in various parts of Georgia. Bivens says he has been playing soccer for as long as he can remember and first became familiar with soccer as a child through his older brother and father, who both played and coached soccer while he was growing up.

“From a young age, my dad had me kicking a ball around the yard and around the house,” Bivens said. “I just fell in love with it.” It’s fairly easy to see the pattern that would leave an impression on Bivens’ life. Bivens initially began playing soccer in Georgia youth leagues and eventually made his way to Classic 1, the highest level of competitive youth soccer in Georgia at the time. Bivens also participated in the Professional Development Program, a summer program that allowed him to travel around the southeast and play against other highly rated youth players.

Bivens was a talented prospect in high school and attracted attention from a plethora of division one programs, but soccer wasn’t the only reason he was earning that attention. While he played soccer throughout high school Bivens was also Douglas County High School’s varsity football kicker for four years.

It was during his junior year of high school that the offers began to come in. He initially chose to play college football because the football scholarship offers were better than the offers he received to play soccer. That soon changed and Bivens decided to drop the football offers and follow his passion for soccer instead.

“I loved soccer and soccer was my passion growing up,” Bivens said. “Ultimately, at the end of the day, I made the decision to stick with soccer because I love it.”

By the time Bivens had decided to pursue soccer over football, all of the division one soccer programs were completely full, so he attended and played for Mars Hill College in the NCAA Division II in North Carolina. He primarily played as a striker and scored 12 goals in eight games during his senior year, a record that saw him sit top five in the NCAA scoring charts that year before sustaining an ankle injury that disrupted his season.

Despite losing his hot streak and being forced to sit out, Bivens attracted enough attention to be

invited to some USL combines, showcases where professional coaches are able to scout for players. Eventually, some National Premier Soccer League teams reached out and Bivens played two seasons with the Georgia Revolution. After that chapter of his life concluded, Bivens dedicated his efforts toward giving back to the local soccer community.

“After playing for the Georgia Revolution it [was about] my love for the game and I just wanted to give back to the younger kids that wanted to play,” Bivens said. “I started doing a lot of training for myself and training with groups and younger kids.”

Bivens began to give back to local soccer by conducting his own private training sessions when he was 24. His passion for the game never wavered, and he still meets with clients on a regular basis at the age of 28. Bivens drives all over the state to train clients, an often challenging task. Depending on the time of year, Bivens usually meets with around 20 clients per month. Creating a schedule that works around his job and adheres to travel time and location can be tough, but Bivens makes it work.

One of Bivens’ newest ventures is creating and running weekly adult soccer leagues and pickup sessions. In the last year, Bivens has started two 7v7 adult leagues near Carrollton and hopes to have a two-division adult league this upcoming spring in Douglasville.

He’s also dedicated Thursday nights to running pickup sessions, creating a space where players of any skill level can play.

He’s busy, but Bivens has worked on his scheduling skills over the last four years and has cut out aspects of his life that he simply doesn’t have the time for.

“As you do it, you learn how to do things better and more efficiently,” Bivens said. “It takes time, but you figure out the things that you can cut out of your life. That allows you to really focus on the things that do matter and need to get done.”

Despite all that Bivens has already done for soccer on a local level, he wants to keep going. He hopes to eventually run multiple adult leagues on multiple nights and open his own indoor soccer facility where he can host training sessions and his own league games.

“My goal is to build out the adult soccer community and have a large adult soccer community that has a couple of different leagues that people can play out of,” Bivens said. “I would have never expected to be doing this much. The interesting thing is that I have a full-time finance job that’s my career path that’s going to make a living for me and pay my bills and support my family. But I also have a very strong passion for soccer, so I love to play, I love to teach it, and I love to coach. I balance all of those and it makes it all worth it.”

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