4-23-2018

The BG News April 23, 2018

Bowling Green State University

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Recommended Citation
State University, Bowling Green, "The BG News April 23, 2018" (2018). BGSU Student Newspaper. 9044.
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FAME HATCHED

Alumna's clothing and jewelry Hatch idea soars into retail stores across Ohio and Michigan. | PAGE 11

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New “God of War” game a masterpiece | PAGE 6

Softball sweeps against Akron on the road | PAGE 9

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Alum part of Pulitzer Prize winning team

By Stephea Poulin
Forum Editor

Multiple University alum are part of a reporting team at The Cincinnati Enquirer that was awarded a Pulitzer Prize in the local reporting category. The project, “Seven Days of Heroin,” required over 60 reporters, photographers and videographers to go out into the field to document a normal week in the life of heroin users.

Despite University alum contributing to the Pulitzer winning project, it was entirely a group effort.

Dan Horn, a non-alum reporter at The Enquirer, said, “It helps that it’s not an individual award. It makes it a little sweeter for the paper.”

Hannah Sparling graduated from the University in 2011 and is currently an education reporter at The Enquirer. Another University alum, Sherry Coolidge, graduated from the University in 1995. She was editor of the Gavel and was on the BG News staff for four years.

Carrie Blackmore Smith, a 2005 graduate and former editor-in-chief of the BG News, focused on gathering data for the project. She has covered the heroin epidemic for The Enquirer prior to this assignment.

“Seven Days of Heroin” looked at typical people who have fallen victim to heroin addiction. Reporters interviewed people who were addicts for a decade and trying to keep clean and even met a young mother who overdosed after an interview.

The data Smith and her teammates recorded gave a numerical point of view of the people reporters followed during the week of July 10 through 16, 2017. More than half of the data collected wasn’t used, but it was necessary for the team to get all the information they could.

“We ended up not using half of what we attempted to collect,” Smith said. “It was pretty grueling work. It was traumatic. People related to the epidemic were saying it was a slow week.”

The team started searching out data about three weeks before reporters were out in the field. She made connections with hospital workers, law enforcement and multiple people affected by Cincinnati’s heroin epidemic.

“In a way, I think it’s more important than it ever has been,” Smith said, explaining the importance of data journalism. “Especially in the advent of fake news.”

This project gave Coolidge insight into aspects of the heroin epidemic the average person or reporter rarely gets to see, like first

“You have to always remember that you’re a human being and these people are human beings too.”

— Carrie Blackmore Smith — former editor-in-chief of the BG News

Pulitzer Prize continued on page 5
Five tips for web networking

By Victoria Scanlon
Columnist

Looking for tips to use social media for higher impressions? Use this guide to start using social media the right way and explode your business/website today!

I’ve been using social media for different types of business marketing ever since I can remember. Upon starting this business I’ve discovered hundreds of new techniques, sources, apps, plugins and more - readily expand my knowledge every single day.

This has been a long journey so far, and it is a lot to learn. Yet, this has also been absolutely amazing and I have continued to love every part of this type of career.

I mean think about it, if you have thousands of readers and customers every day, all clicking through the pages, articles, books and products that are plugged 100 times with money-making content, you’re bound to be making money all throughout the day. The key is a large amount of content, and a huge following. Which, of course, comes with a butt-load of time and hard work.

There are so many tips and tricks I’ve had to discover and implement into the business to find a professional way to create or share content, as well as attract the community we are looking to reach.

Social media is one of the tools that sky rockets companies into what they are today. It is one of the best marketing strategies. Everyone and their grandmother uses social media, so it is common to reach 100,000 readers a month if you do it right.

Balancing every account and post can become tedious when there are so many other daily tasks to running a business or blog. I was spending easily three hours a day sharing and replying on every social forum, so finding tools to make the process easier has sky rocketed my time management and views!

Tips for social media success:
- Keep a personal written schedule to meet daily/weekly posting goals. Keep up on all accounts and post appropriate content at the correct times on each platform.
- Post content organically on each forum. For instance, do not post on Instagram and share it to Twitter – the displays are set up differently, so shared pictures do not show up on Twitter. Creating a post according to the layout of each social page is important for professionalism and optimal interaction.
- Get creative! Post pictures with the work family, selfies while working hard or even food from lunch because it was just oh-so #bomb.
- Use hashtags! Seriously. Facebook doesn’t use hashtags, but everything else does. And boy, does it help! Simply adding a hashtag with 1,000,000 posts is awesome to reach the tons of people using it. Also using #’s with low post counts, such as 60-200, can be just as beneficial to reach a higher percentage of the people using the link. Either way, this is the way to spread each post everywhere!
- Utilize engaging posts, such as Q&As, Polls, “Follow” and tons more. These are important to drive impression counts through the roof and see share counts rise.
- Perform a small follow-spree on each site every day, and you will see exponential growth. Followers are key to outreach, and actively following an extra few thousand a month (50 per day with eight accounts really adds up) can bring typically around 30–40 percent of those people as new followers. Which is always a great chunk more than previously.

Facing climate change denial

By Stepha Poulin
Forum Editor

It can be hard to change someone’s beliefs, especially when it comes to climate change deniers.

I scoured through two of my least favorite places on the internet: a subreddit for Donald Trump and one for climate skeptics. Here are some rebuttals to posts climate change deniers submitted. Because I’m probably preaching to the choir right now, consider using these in you next heated debate about climate change.

1. “The forecasting of Hurricane Harvey is the exact reason I don’t believe in climate change…”
   – u/jimmyjoeljohnstonJr
   The above Reddit user is using a common misconception to their advantage. Meteorologists get the weather wrong all the time, so how can climate scientists predict global warming?

2. “With some pragmatism, the answer to this question is obvious. Short-term weather models don’t have a lot of data to create weather forecasts. Even with great radar, it’s still difficult to get a completely accurate reading because weather conditions are constantly in flux.
   When it comes to climate change models, scientists have decades of information to use in their predictions. It’s much easier to observe a trend over a long period of time than predict tomorrow’s weather. Long-term predictions aren’t looking at specific dates. These models are looking at weather patterns that span years, not just a weekly forecast.
   Also, meteorologists are (usually) not climatologists. Meteorologists specialize at creating the 7 to 10 day forecasts we usually see. Climatologists are specially trained to predict weather that may occur in months or even years from now. It is completely illogical to compare the two specializations, even if they both use radar and atmospheric readings for their predictions.

3. “A barrel of oil weighs just over 300 pounds and can be stored in a $40 tank. The equivalent amount of energy in Tesla batteries would weigh several tons and cost several hundred thousand dollars.”
   – u/espositojo
   This guy isn’t wrong. However, I’d argue that his morals are a bit skewed. Our current sources of energy may be more cost-effective than green energy, but that isn’t an excuse to disregard alternative forms of power.
   It’s cheaper to survive on tasteless, survival food. But most of us wouldn’t compromise our delicious meal times to save money.

4. “I don’t really care about climate change. It’s not a real issue. If we could just keep burning fossil fuels, we’d be fine.”
   – u/witchyturtle
   “If we could just keep burning fossil fuels, we’d be fine.”
   I mean think about it, if you have thousands of readers and customers every day, all clicking through the pages, articles, books and products that are plugged 100 times with money-making content, you’re bound to be making money all throughout the day. The key is a large amount of content, and a huge following. Which, of course, comes with a butt-load of time and hard work.

5. “I didn’t really know about Facebook had a data breach.”
   – u/witchyturtle
   “I didn’t really know about Facebook had a data breach.”

6. “No. I didn’t really know about it, so I don’t really care.”
   – u/witchyturtle
   “No. I didn’t really know about it, so I don’t really care.”

7. “I didn’t really know about it either, so I don’t really care.”

8. “I knew Facebook had a data breach, but I’m kinda indifferent on the issue.”
   – u/witchyturtle
   “I knew Facebook had a data breach, but I’m kinda indifferent on the issue.”

9. “I didn’t know Facebook had a data breach.”
   – u/witchyturtle
   “I didn’t know Facebook had a data breach.”
It’s time to skip social media

By Heidi Larson
Columnist

Do you ever wish you had more time to get things done like studying for finals? Or exercising? Reading a book? Deep cleaning? Crafting? Having a spa day? Or that one thing you say you don't have time for?

What if I told you, you have almost two hours of free time every day? The average person spends “at least one hour and 40 minutes per day” on social media according to Chavez. If you take a break from social networks, you could exercise for 30 minutes and still have over an hour of free time.

If you want to track how much time you’re spending on websites and apps, from YouTube to Microsoft Word, RescueTime is a free app and plugin for Google Chrome. I am not affiliated with RescueTime.

Breaking the addiction won’t be easy though. That’s why I suggest taking a 24-hour break rather than quitting cold-turkey. Knowing you can get back on the next day will help ease your FOMO (Fear Of Missing Out), according to Chavez.

I know this is the twenty-first century, and you can’t give up your smartphone completely because you need it for school emails and dual authentication to log onto Canvas. You’ll need to turn off all your notifications from your apps so that you are not tempted to cheat and get back on.

The average internet user has seven social media accounts according to Mander (2016). Young adults ages 16-24 have more than average (Mander 2016). Social media sites include Facebook, Twitter, Pinterest, Instagram, YouTube, Snapchat, WhatsApp, Tumblr, Flickr, Reddit, LinkedIn, Google +, etc.

I dare you to post your #DayAway on all your social media sites so that you are accountable to your friends and followers. Then log off. Or better yet delete some apps. Now’s a good time to delete privacy-violating apps.

Detoxing from social media is great for your mental health. You'll stop comparing yourself to others, feel less competitive and feel less depressed. You’ll be more focused.

You’ll also be able to live in the moment and connect with real people instead of taking ten photos of your food to post online, and you’ll stop looking at old posts from the past. You’ll even sleep better if you avoid exposure to the blue light from screens before bed.

After the social media fast, try only checking social media at one set time per day, such as 4 p.m. Don’t start your day with stressful social media, and don’t end it with social media either. What are you waiting for? Your free time awaits.

“I dare you to post your #DayAway on all your social media sites so that you are accountable to your friends and followers. Then log off. Or better yet delete some apps.”

Heidi Larson
Columnist

SUBMISSION POLICY

LETTERS TO THE EDITOR: Letters are to be fewer than 300 words. They should be in response to current issues on campus or in the Bowling Green area.

GUEST COLUMNS: Guest Columns are generally longer pieces between 400 and 700 words. Two submissions per month maximum.

POLICIES: Letters to the Editor and Guest Columns are printed as space on the Forum page permits. Additional Letters or Guest Columns may be published online. Name, year and phone number should be included for verification purposes. Personal attacks, unverified information or anonymous submissions will not be printed.

E-MAIL SUBMISSIONS: Send submissions as an attachment to bgfalconmedia@gmail.com with the subject line marked “Letter to the Editor” or “Guest Column.” All submissions are subject to review and editing for length and clarity before printing.
responders on the scene of an overdose. “I watched them save a man’s life. Then that man walked away as if nothing had happened and the first responders went on their next run,” Coolidge said via email. “For me, it was such a dramatic moment. For them, it was their job. And it’s routine at this point.”

The subject matter focused heavily on everyday people. Those on the team were reporting on just a week of what was a constant reality for the people being interviewed. “You have to always remember that you’re a human being and these people are human beings, too,” Smith said. “It would be easy to scapegoat them and say, ‘oh, they’re just addicts.’

Every reporter involved in the project had to face harrowing examples of how heroin affects their area. However, despite the prestige of winning a Pulitzer Prize for such a heavy subject, the public response has been rewarding on its own. “Parents have reached out to us and said, ‘I didn’t even know where my child was. I’m just happy to see they’re alive,’” Smith said.

Editor’s Note: Carrie Blackford Smith has been a mentor for the author of this article, Stepha Poulin, for a year. She has also mentored Courtney Brown, a former member of the BG News staff.

By Megan Pettit
Reporter

Junior broadcast journalism and public relations major Jen Riess has brought a new organization to the University. Riess became passionate about the Child Rescue Coalition after watching a video of Blake Lively explaining the organization. “The video really tugged on my heart, so I went to the CRC website and explained that I was a broke college student, but wanted to help in any way I could,” Riess said. “Then Desiree Asher, the managing director of CRC, emailed me and told me about their campus initiative.”

When the organization reached out in hopes of bringing a chapter to Northwest Ohio, she couldn’t pass up the opportunity. The CRC is a non-profit organization that enables law enforcement to track, arrest and prosecute child predators. The organization is proud of its exploration of a “leading-edge technology that identifies, monitors and ranks the online criminal behavior of child predators on peer-to-peer file sharing and chat networks.”

Riess shared that the technology is profound. “CRC has the only technology like this in the world. With this, they have saved over 2,000 children and have put 10,000 predators behind bars,” she said.

Because Toledo is a hub for human trafficking, CRC wanted a chapter close by in hopes of prosecuting predators and making people more aware of the problem. Riess applied for the University to become the newest chapter and was granted the opportunity.

Riess is excited about this opportunity because it is the first campus chapter for CRC. “BGSU is the first college in the United States to have a chapter. The student population here in Bowling Green really cares about children. I’ve been involved in Ziggython for the past three years and I am blown away by the amount of support the campus gives to help sick children,” she said.

Riess explained that while this situation is incredibly eye-opening and sad, it is extremely important for people to know about it, especially those in the fields of education and journalism. “They [the CRC] were really impressed by our education and journalism programs. Future educators need to be able to pick up on abused children and journalist need to report it,” she said.

While these two majors are encouraged to join the organization, everyone is welcomed. “Absolutely anyone can join,” Riess said. “Our main goal as an organization is to raise awareness of the horrors of child pornography and to raise money so this technology can continue to be made available to law enforcement so child pornography can be stopped.”

To join this organization, Riess said to search OrgSync and to keep an eye out around campus. “Our OrgSync page is set up. I have been giving presentations in different classes to ask students to get involved. We are going to have a union table and a few fundraisers in the near future to give students the opportunity to join as well,” she said.
The new “God of War” is the way to reboot a franchise. The original three “God of War” games were good, and the gameplay was fun in spurts, but they were a product of their time. The games in the PlayStation 2 and early PlayStation 3 era tried to innovate in the gameplay department and with the “God of War” trilogy. Games utilized a character action style while also using button-mashing and quick-time events to create something that wasn’t in any other game.

I’m glad those games exist, but the gameplay has already gotten old. Thankfully, Sony Santa Monica, the developers of the new game, decided to completely redo mostly everything: including the mythology of the world.

This game has a lot of puzzle elements too, in a way. It’s not going to be like “The Witness,” where the player will have to stop for 30 minutes to figure out what to do, but many of the collectibles are hidden away in places the player wouldn’t expect and difficult to find.

I am a big Legend of Zelda fan, so this part of the game made me think of those games a little bit. These puzzles helped to break up time between combat sequences. It gives players the chance to not just attack something, but to use their brains, too.

Also, the game features a sort of hub area where the player returns to regroup for journeys. This hub houses many of the game’s side quests, fun dialogue and world building. I loved this part of the game, not only because I love side quests, but because I loved learning about the world and mythology.

The world in the game is gorgeous and one of the most fun to explore in years. The game is one of the best-looking console games ever. The visuals which are in the game are amazing, and I loved the beautiful use of color in the game. I was shocked by how much color the game employed.

Each of the environments felt vastly different from each other, not just because of the differences in color, but because of the difference in architecture. Architecture in the game differs based on where the character is. That seems like a small thing, but many games don’t even think of that as a problem. I loved spending time in every area. Sometimes, I would just stand in place for a few minutes to take in the scenery. I did this a multitude of times and that’s a testament to how beautiful the game is.

Not only is the world beautiful, but the soundtrack of the game is great, too. At times, it uses vocals in music to give drama when it’s needed, and instrumental music is utilized when it wants a more low-key sound. I liked both a lot and it was even more of a reason for me to stop playing and listen to what’s happening in the environment.

The story of the game is also interesting. Kratos, the main character from the original games, returns. However, he has a couple of new additions. He has a son and evidently had a wife. The basic premise of the game is that Atreus’ mother has died (Atreus is Kratos’ son), and she wanted her ashes spread on the highest peak. There aren’t any spoilers here. Overall, this is the premise given in the first 30 minutes of the game.

The game is set in Norse mythology as opposed to the Greek mythology of the previous games. This different mythology goes a long way to making the game feel different. I don’t know Norse mythology as much as Greek, so I loved wondering what was going to happen and what each character means to the overall myth.

The “God of War” series needed some big changes to keep it relevant, but “God of War” is something much more than just a change. It’s the best game of the year so far, and one of the best games in the generation. The only problem I had with the game is the text size was small, so it was difficult to read what was happening on screen.

As for writing this review, there was a patch to allow the text size to be increased, but I don’t know by how much. But, it’s a testament to the greatness of the game when the only problem with it is the text is too small. If you have a PlayStation 4, buy this game immediately, and if you don’t, buy a PlayStation 4 then buy “God of War.” You will not want to miss this masterpiece.
In the green room with The Wrecks

By Lindsay Haynes
Pulse Reporter

Outside Newport Music Hall where The Maine are playing the Columbus date for their Fry Your Brain tour, excited chatter runs through a general admission line that goes around the block. The line for early entry is shorter, but even more restless. The spring air is crisp, but the dedicated fans don’t mind.

The energy is much calmer in the green room of The Maine’s opening acts, a Los Angeles-based rock band called The Wrecks. Technical difficulties nearly threaten their show as they planned it, but they are undeterred. Worse has happened on this tour already: the band’s trailer broke down during one of their Canadian dates, leaving them without much equipment and their set acoustic. The band split up between The Maine’s and The Technicolors’ trailers to get to shows.

Now, Billy Nally and Aaron Kelley, the drummer and bassist, respectively, are wrestling as frontman and self-proclaimed Zamboni driver Nick Anderson takes a seat on a black leather couch. Guitarist and keyboard player Westen Weiss stays out of their way. The only member not present is lead guitarist Nick “Schmizz” Schmidt, who is out to dinner with his mom.

“His mother is in town, who he never gets to see,” Anderson said.

Earlier this year, the five-piece rock band released their second EP, “Panic Vertigo,” which included songs from live shows, as well as songs that were previously unheard by fans. Anderson elaborated on why certain songs made the cut over others.

“They were the songs we thought were the right direction for the band going forward. While some of the songs we play live are fun for us to play live and are a little bit more rock-infused and more energetic and easier to get the crowd into, they may not be the direction we want the band to take in the future or they don’t translate well into recording. They’re just a fun thing to experience live. Sometime, we’ll throw songs in there that we don’t even have recorded or we won’t play songs we do have recorded. We want our set to be the most entertaining it can be, whether that means throwing in a cover or changing the structure of a song, whatever it may be we just want to entertain for however long they give us the stage. Sometimes that means playing songs we won’t ever record!”

The increased ambition for this EP, as well as signing to Century Media in December 2016, provided different challenges for this project.

“On the first one, we snuck into [to the studio] with a well-placed key under the mat,” Anderson elaborated. “We had just signed a record deal and got a budget to record an EP. We spent that money working with a producer in Los Angeles, and it wasn’t a sound we collectively liked at the end of it. Our vision for the future as a band was ambiguous. We didn’t know what it should sound like, and we had these rock songs that were written that our management and label that maybe wanted it to be more radio-friendly. So, it ended up as this mediocre compromise that didn’t sound like our band or anything that any of the parties liked. So, we just ditched the songs and had no money left.”

Without studio time or a budget left, the band had to go back to their roots in a way to finish Panic Vertigo.

“We moved into my grandma’s house in Wellsville, New York for six to eight months,” Anderson continued. “We were working on new songs, writing the EP, getting ready for new shows, but eventually for about a two month span, we’d drive for 45 minutes every day to a studio where we recorded the EP in a barn. Our friend Patrick Barry has a fully-furnished barn with a full studio built into it that we were able to use. Our crew was with us making music without deadlines, hours, or payment for each hour. He just gave us access to the studio where we could do whatever we wanted or leave whenever we wanted. We had the time to make the mistakes and change it and do different things,” said Anderson. “It was a learning experience. When we go to do the next record we have the option at the end of the day, whether we have all the money in the world or none at all, we can record music.”

On April 12, Anderson announced via Instagram that a full-length album is in the works. The album, he says, will include all-new material that has never been previously heard by fans.

“[The new album] is mostly all-new material that we’re totally stoked on,” Anderson said. “We’re expanding our creative horizons. I don’t know where we’re going to do it or with who, but it will be created this summer. Whether we put out a single or a couple singles and then we keep working on the album or put it all out at once, it will be put out this year or next year. It’s definitely not what people would expect by any means to come from our band, but it’s where we want to go in the future as a band.”

With two EPs under their belt, festival slots over the summer, and a full-length album on the horizon, it begs the question: what’s next for The Wrecks?

“We’re going to do a limited run of the vinyl of "Panic Vertigo" for the OG fans who want to get their hands on the vinyl, and the full-length will have a vinyl ready by the time it comes out,” Anderson said. “I would just love to see the album do really well, be well-received, because we’re writing stuff that we think is cool and it’s very different. I would like to be promoting the album on some late-night talk shows, like Kimmel and Conan, get a bunch of cool festival slots next year later in the day, and just have a song take us to the top.”

The Wrecks are currently supporting The Maine on their Fry Your Brain tour. Their EPs “The Wrecks” and “Panic Vertigo” are currently available on all streaming services. Physical copies of “Panic Vertigo” will be available on the band’s official website at the end of the tour.

PHOTO PROVIDED
The Falcon baseball team lost two of three games against the Ball State Cardinals, as they fell 9-6 on Sunday afternoon and 9-3 on Saturday afternoon, but winning 6-5 on Friday afternoon.

“We expected to win the series and we needed to win the series,” Falcons head coach Danny Schmitz said. “(Sunday) was the most important game of the year and we fell short. I’m not a happy camper and I would hope that not one of the players are happy.”

On Sunday, Ball State scored the first runs of the game with a two run single in the second inning, followed up by a run-scoring wild pitch and RBI double from Ball State in the third to make it 4-0. However, the Falcons had a strong comeback effort in the bottom of the third with an RBI single from junior infielder Randy Righter and an RBI double to restore the two run advantage.

“We gave them too many free runners and Ball State out-executed us in all phases.”

Danny Schmitz
Falcons Head Coach

In the ninth the Falcons tied the game up as Righter hit a two RBI single, but despite getting a runner on second later in the inning, the team was unable to take advantage, sending the game into extra innings.

In the tenth, Ball State scored the go-ahead run on a fielding error, then added another on an RBI single followed by another fielding error bringing a run across to take a three run lead. The Falcons would be unable to score in the bottom of the inning as Ball State took the 9-6 victory.

“Both teams competed extremely hard,” Schmitz said. “We gave them too many free runners and Ball State out-executed us in all phases. When you get to conference games, the teams that execute are the teams that usually win and that’s what they did.”

Saturday’s game saw Ball State take an early lead, as they had an RBI single in the first inning followed by a big second inning in which they had an RBI double, RBI single and an RBI sacrifice fly to go up 4-0. Ball State added to the lead in the fourth with an RBI single and an RBI sacrifice fly, however the Falcons responded in the fifth with sophomore outfielder Jake Wilson taking advantage of a fielding error to knock a run in as well as a run scoring double play ball from freshman infielder Dylan Dohanos.

In the seventh, Ball State hit a three run double and while the Falcons did get a run back in the bottom of the inning with an RBI groundout, Ball State held on to take the 9-3 victory.

“(Ball State’s) always been a good hitting team,” Schmitz said. “They definitely liked the fastball, no doubt about that. They seemed to look dead red fastball and when they get a fastball, they don’t miss it too often.”

On Friday, Ball State was the first to get on the board as they took advantage of a fielding error, RBI double and an RBI sacrifice fly in the third to take a 3-0 lead early. In the fourth, however, Drewes hit an RBI groundout, but Ball State came back in the fifth with an RBI single as well as an RBI sacrifice fly to make it a 5-1 game. The score would remain there until the bottom of the ninth inning, when the Falcons came up and started the scoring with an RBI double courtesy of Righter.

Later on in the inning, junior infielder Neil Lambert came through with a three run shot to tie the game up. With the Falcons looking to win the game in regulation, the home run was followed up with a double from junior outfielder Jeff Scott, leading to the game winning RBI single from freshman infielder Nick Neibauer, who came off the bench as a pinch hitter to win the game 6-5.

“Earlier in the day, it was kind of a tricky wind where it looked like some balls wanted to carry but they got knocked down,” Schmitz said. “Lambert hit it at the right time and got a good piece of the ball there and Neibauer was the same thing, he got a good pitch to handle and put a good swing on it. That was a heck of a college baseball game and it was a heck of a rally from our guys.”

The Falcons will next play on Tuesday night on the road against the Youngstown State Penguins.

“They’re going to be good and they’re going to play hard,” Schmitz said. “They’re going to come out to play and we need to come out and play, that’s the bottom line.”

**UPCOMING GAMES**

**APRIL 24 (TUES.) 6:00 P.M.**
**AT YOUNGSTOWN STATE UNIVERSITY**

**APRIL 27 (FRI.) 3:05 P.M.**
**AT CENTRAL MICHIGAN UNIVERSITY**

**APRIL 28 (SAT.) 2:05 P.M.**
**AT CENTRAL MICHIGAN UNIVERSITY**

**APRIL 29 (SUN.) 1:05 P.M.**
**AT CENTRAL MICHIGAN UNIVERSITY**

**MAY 4 (FRI.) 6:00 P.M.**
**AT KENT STATE UNIVERSITY**

Junior infielder Neil Lambert hit a three run home run to tie the game on Friday.
Softball sweeps against Akron

By Travis Devlin
Sports Reporter

The Falcons softball team was back at home this weekend, where they took on conference rival Akron Zips. It was a two-game series, in which they were able to complete the sweep by the final scores of 5 – 1 and 7 – 5.

Junior Brooke Parker pitched in the first slated game, where she only allowed two hits on the day, earning her tenth win of the season. The Falcons managed to score two runs in the bottom of the first inning. Junior Alex Sorgi reached on an error to get the first inning rally going followed by a hit by pinch of freshman Sammy Dees. Senior Aspen Searle loaded the bases with a single, which led to a sacrifice fly by junior Kali Holcomb. As all the runners advanced, Parker singled in the second run of the first inning.

Offense fell quiet until the third inning, as both pitchers were able to take care of business, neither of which allowing a base-

“[We did a great job of taking an early lead and setting the tone in both of today’s games.]”

Sarah Willis
Falcons Head Coach

Later in the inning, they tacked on another run via the sacrifice fly leading by a score of 3 – 0 coming out of the first. In the third inning, the Falcons maintained a hot streak at the plate, allowing 10 batters to come to the plate and score four more runs to make it 7 – 0. The Zips scored three the top half of the next inning to make it 7 – 3. That was all the Falcons would do on offense the rest of the game. The Zips created a dicey situation in the seventh, scoring two more runs to make it 7 – 5. However, Brooke Parker came in relief of Meredith Miller to stop the bleeding and the Falcons were able to close the door and the game by that final score.

“We did a great job of taking an early lead and setting the tone in both of today’s games, and we also successfully added to the lead, with Sarah’s home run and Logan’s pinch-hit single in the first game, and the big four-run third inning in the second game,” coach Sarah Willis said.

The Falcons next games will be a pair of nonconference games, starting on Monday, April 23, where they will take on the Detroit Titans at home, followed up by a trip to South Bend, Indiana, against the Notre Dame Fighting Irish.

Tennis takes down Western Michigan

By Travis Devlin
Sports Reporter

The Falcons tennis team played their final match of the regular season this weekend in Kalamazoo, Michigan, where they took on the Western Michigan Broncos. Coming in to the last match of the season, the Broncos had a 2 – 5 conference record, 11 – 12 overall. Despite what their record says, they held an 8 – 2 record on home court. The Falcons, who held a 4 – 3 conference record coming in, 12 – 8 overall, were able to add to that win total this weekend with an overall victory of 4 – 3.

In the doubles portion of the match, junior Paula Comella and freshman Marta Bettinelli paired up once again, similar to last week due to sophomore Marharita – Sophia Tavpash’s absence.

“They are all incredible human beings wanting to make a difference in this community each and every day.”

Stephanie Dalmacio
Falcons Head Coach

They were unable to get the win, losing by the score of 4 – 6. Junior Vanessa Pardo and freshman Theresia Wassmann were able to win their match 6 – 3. Junior Polina Radeva and sophomore Ayumi Sasaki were also able to get a victory by the score of 6 – 2, securing the first point of the match for the Falcons.

“We played great tennis today throughout doubles and into singles,” Coach Stephanie Dalmacio said. “It showed how much grit these girls have to come back from five match points down and win a match.”

In singles, this was a much more competitive part of the match. Comella took her match to three sets, falling in the part 4 – 6, winning the second set 6 – 2, but losing in the final set 3 – 6. Radeva also went to three sets, losing her first one 6 – 7, but winning the last two 6 – 4 and 6 – 4. Sasaki wasn’t able to win her match, losing in straight sets 4 – 6 and 4 – 6. However, needing two points to secure the overall victory, Pardo and Bettinelli came through. Pardo also went to three sets, losing in the first 4 – 6, but winning the second and third set 6 – 4. Bettinelli was also able to win her match, only taking it to two sets with victories of 6 – 4 and 6 – 4. The Falcons finished off the regular season 5 – 3 in the conference, 13 – 8 overall heading into the conference tournament next weekend in Muncie, Indiana.

“It was a great end to the regular season,” Dalmacio said. “They are all incredible human beings wanting to make a difference in this community each and every day. I’m most proud of their hearts and dedication to make each other and to want to represent BGSU the best they can.”
Mark Zuckerberg, CEO of Facebook, testified before congress in mid-April to give insight into the Cambridge Analytica data breach. News of the data breach broke months after about 87 million users had private data used for voter-profiling during the 2016 presidential election. Are users concerned – or should users be concerned?

Matthew Haschak, director of IT security and infrastructure, has been an employee at the University for over 17 years.

Online security has always been part of his job in IT and as a professor. The subject has become increasingly relevant as technology develops.

“We talk about social media in my intro to cyber security class and covered quite a bit about the hearing,” he said. “I asked my students (if they cared) and most of them just shrugged.”

Cambridge Analytica is a political consulting firm based in Britain that was previously employed by the Trump campaign. Data collected by the firm was used to place users into different political standing. This data could then be applied to political, targeted advertisements.

The data breach has raised many questions about user data and targeted ads. Zuckerberg was questioned about whether Facebook “listens” to users through their device to target ads. The CEO, who was not under oath at the time, denied doing so.

Leo Goldman, senior broadcast journalism major, said he experienced targeted ads on Facebook.

“I’ve definitely experienced targeted ads. I used to think people were crazy for thinking Facebook was listening,” Goldman said. “But I was talking about a specific hat brand and then I got an ad about it.”

Haschak believes Facebook is capable of targeting ads through “listening” to users. Of course, there isn’t a person at a desk listening to your conversations. It’s more likely that A.I. programs analyze audio data and target keywords that trigger specific ads to appear.

In fact, Zuckerberg keeps his camera and microphone covered on his own devices. Haschak keeps his laptop’s camera and microphone covered and doesn’t allow certain apps to have access to his phone’s camera and microphone.

“I know plenty of people, including myself, that have had that situation happen. They have their phone sitting on the table while they’re not looking at it or actively searching something,” Haschak said. “Then, they talk about a topic. The next thing you know, the ad pops up specifically to what they were talking about.”

According to a survey by the Ponemon Institute, a research firm specializing in privacy and data protection, just 28 percent of the Facebook users surveyed after Zuckerberg’s testimony say the site is committed to privacy. This is down from 79 percent last year.

Yet, most users are still scrolling away on their Facebook newsfeeds. Noah Halaoui, second-year applied engineering major, said he still uses Facebook and doesn’t care about the data breach – but he doesn’t trust Facebook.

“What concerns me the most is that the people who are up in arms about everything aren’t even entertaining the idea that maybe they shouldn’t entrust a company with any sort of sensitive information,” Halaoui said.

Haschak said the data breach shouldn’t outrage users. The ethicality of how Facebook implements its user data may be questionable, but it’s a risk users agree to take.

Rather than increasing security, Haschak advises social media users to use more personal responsibility. He went on to say that it’s impossible to be completely secure online since “online security is always a step behind the current technology.”

Users can control what they post online, but they can’t control the actions of others – be it an individual, a large corporation or a political consulting firm.

“Nowadays, the bad-guys know that hacking isn’t always the answer – they rely on gaining the users trust to get information,” Haschak said. “You can’t blindly trust a person or a company. There’s no way to know for sure what they will do with the information you choose to post.”
Alumna’s Hatch idea soars to new heights

By Holly Shively
Student Director

When Elsa Vogel walked off The Hatch stage in 2015, she didn’t have a single investment into her clothing line, Pieces of Me. But now, the young entrepreneur has one of the most successful companies to come from The Hatch system with products in more than 30 retail stores.

Vogel, a 2015 graduate of the University of Findlay, didn’t give up when she left The Hatch, an idea stage that closely resembles ABC’s “Shark Tank,” but isn’t quite on the show’s level. Instead, she took it seriously when The Hatch investors told her she needed to prove the concept.

“For the next two years, I worked my butt off developing the product, the line, the brand, the designs,” she said.

After those two years, she went back to The Hatch as an audience member with a 20-page business plan ready to pitch. Earle Malm was the one investor who took the young entrepreneur on.

“My first reason for wanting to invest was Elsa herself,” Malm said. “People were so critical and the positive energy she had, the commitment she had to what she was trying to do, the strength — those were all great characteristics of someone who would be driven enough to be successful.”

When he first met Vogel, he said the concept was unique but not quite right yet. The Hatch now has a process called incubation, where “Hatchlings” will work with the investors to develop their business ideas at a lower funding level rather than receive an outright investment. That incubation phase didn’t exist when Vogel was a Hatchling.

“Elsa’s kind of the reason we have incubation now,” Malm said.

But Vogel did her own incubation, shifting her clothing line idea to jewelry, because she knew she needed to get her icons out into the world.

“I’m not a jewelry designer,” she said. “That was just the vehicle that made sense for the process, which I think that’s something unique for me among my competitors…they all started as jewelry designers…but that’s not my story.”

While her husband Steve would say he was her biggest inspiration, Vogel said she owes her clothing line idea to jewelry, because she designed icons based on the personality traits her family and friends saw in her, both positive and negative. After that, she designed a pattern and put it on a dress, which she proudly wore during her Hatch presentation.

“It was that class that broke that mold of thinking and lets you get to a point that you had no idea you could get to,” Vogel said. “And that’s how I run the business and think through any design problem or growing pieces of me.”

Malm is another asset to Pieces of Me when it comes to growth.

“I help her think through issues for the kind of processes we need, the kinds of markets that we should be looking at, how we could think about packaging the product and think about different opportunities with it,” Malm said. “But all the day-to-day operation, Elsa and her team run, so I am just an advisor.”

Pieces of Me has had steady growth since the investment. By February of this year, Vogel’s company had taken in the same revenue it had during all of 2017. It has also expanded into 30 retail stores across Ohio and Michigan this year alone.

While Vogel’s immediate goal is to grow the jewelry line, she hopes to build the brand in the future and even come back to products like the clothing she originally focused on, allowing customers to “wear who you are.”
The importance of the campus climate survey

By April Leygraaf
Reporter

The 2018 campus climate survey is available for students and staff to complete, with a prize incentive for students who participate. The survey is a tool the Office of Equity, Diversity and Inclusion use to gauge how comfortable different students are on campus.

“We need to see if people are having different experiences based on who they are,” Christina Lunceford, assistant to the President of Diversity and Inclusion, said.

“We need to see if people are having different experiences based on who they are.”
-Christina Lunceford-
Assistant to the President of Diversity and Inclusion

Lunceford said they will be using the data from the survey to determine types of training programs the staff should undergo and where the University should be directing its resources. They also plan to use the data for recruitment and retention.

The survey is part of the strategic planning initiative the University adopted under former president Mary Ellen Mazey. It has since been passed on to President Rogers.

President Rogers has been hosting forums throughout the month of April to introduce the University community to his plans during his time as president.

The campus climate survey falls under the Office of Equity, Diversity and Inclusion and one for faculty and staff. In 2015, a campus climate survey was sent to the faculty and staff of the University, but this is the first time students will be taking the survey.

“It is extremely important we learn about our campus community so we can make informed decisions about what we are doing well, what we need to improve on and where we should direct our resources,” President Rodney Rogers said in an email to students.

The Office of Equity, Diversity and Inclusion will be sending out the survey every three years and will use other methods to gather qualitative data about the campus climate during the off years.

“We need to see if people are having different experiences based on who they are.”

The campus climate survey falls under the Office of Diversity and Inclusion and educating the campus community on the importance of diversity.

The Office of Equity, Diversity and Inclusion is hoping that 30 to 35 percent of students will respond to the survey, but an even larger response would be better. This year’s survey will serve as a benchmark for the next survey to see how the University has improved or not.

Those who complete the survey will have the opportunity to enter into a raffle to win an iPad, and residence halls will be hosting competitions for completion of the survey by floor. The survey is open until April 24.