Panic! at Perry
Falcon marching band kicks off season with Panic! at the disco themed show. | PAGE 2

New IOS update, displeased advertisers | Football finishes off non-conference schedule | Graduate student devotes research to algal blooms
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GRADUATE AND PROFESSIONAL SCHOOL FAIR
Thursday, Sept. 28 | 11 a.m. - 2 p.m.
Lenhart Grand Ballroom, Bowen-Thompson Student Union

BGSU, as well as 50 other regional graduate colleges and universities, will be in attendance promoting their graduate degrees and certificates.
Falcon marching band starts season with two new leaders at the helm

By April Leygraaf
Reporter

The first Falcon home football game on Sept. 9 kicked off the 2017 Falcon Marching Band season with their first show which was Panic! at the Disco themed.

The band is led by director Dr. Michael King and drum majors Thomas Maddigan and Rebecca Shields. Both Maddigan and Shields are juniors, and this is both of their first years as drum majors. However, Maddigan had a previous student leadership role in the band.

"Well they’re both fantastic musicians, they’re both fantastic leaders, they’re both wonderful conductors... and they both know when it's important to be a showman or showwoman, but they also know when to step back out of the limelight and give credit where credit is due, to the band as a whole," Dr. King said on why he chose the two as the 2017 drum majors.

The drum majors have many duties besides conducting the band.

“During fundamentals especially we are just another set of eyes and teachers. We go around to every section musically and marching wise and just provide any insight we might have on what is happening,” Shields said. Maddigan said they also assist with Falco, which is a small ensemble of students that play at University and community events.

The band is doing five shows this year: Panic! at the Disco, video game themed, Falcon Flames, Anniversaries and the final show will be titled “To Mars”. “To Mars” will be a competition style show because this year the band has the opportunity to perform at the Grand National Bands of America competition at Lucas Oil Stadium in Indianapolis. The band is not competing there, but they will be performing in front of a band-oriented audience so they will be working on more complicated drill for that show.

Both the director and drum majors have ambitious goals for the band this year.

“We’re looking to kind of clean up what we normally do and just kind of strive for the best... We want to sound good, we want to look good, we’re trying to just be the best band we can be,” Maddigan said. With roughly 250 students in the band, it is important for every member to work hard and be cooperative so their performances look as smooth and clean as possible.

The drum majors said they are also expanding their horizons on who is arranging the music and writing drill. They now have some students who are getting involved in those processes.

Dr. King is confident that their shows will resonate with the audience.

“The audience can expect to be entertained, I think the audience can expect variety, I think the audience can expect to see at least one thing that each of them can latch onto throughout the season, and I think as always they can expect a group that’s extremely supportive of the University as a whole,” King said.

The group’s next performance will be at the home football game on Sept. 30 against the Akron Zips.
No-dak Yellow: why Cardi B is just a fad

By Chase Bachman
Guest Columnist

This past week, reality television star and “rapper” Cardi B’s single “Bodak Yellow” rose to the number two position on the Billboard Hot 200. The hit song was most people’s favorite song of the late summer and is now more popular than ever. The song that speaks of her social dominance and spending power was described by one New York Times author as “the rap anthem of the summer.”

The great success of this song has propelled the “Love & Hip Hop: New York” star to new levels of fame she has never before experienced. With the money made from the hit song, Cardi B (real name Belcalis Almanzar) paid in full for a bright orange Bentley reportedly worth $250,000. When asked about how she celebrated the success of her song, the artist replied very bluntly that she engages in certain NSFW activities. Believe me when I say her fame won’t hold, because it won’t hold up. Quite frankly, I can’t wait for her to be irrelevant again. I feel like a kid on Christmas Eve just thinking about it. Surely, there will come a time when Cardi B is just a memory. For now however, enjoy Cardi B while her music is on the radio.

“Cardi is a near-talentless fad, who will prove once again that everyone gets their fifteen minutes of fame.”

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“All of this music and success is great for Cardi B, and she has every right to celebrate however she wants. I’m sure if I were half as famous as her, I’d be celebrating more than she would. But the fact of the matter is, Cardi B is an near-talentless fad, who will prove once again that everyone gets their fifteen minutes of fame. I, like many other people, are hoping and pleading that her fifteen minutes is up sooner rather than later.

The artist’s rise to fame is not unprecedented; many untalented people have become famous. It just takes a great combination of marketability, cultural taste, and timing. Luckily (or perhaps unluckily), Cardi B possessed all three. Being this famous for such little accomplishment reminds me of other celebrities, musicians, and reality television stars. When you see her, one artist most people point to is Iggy Azalea. The indecent lyrics, the hip hop style, the fake body parts: it’s all there. I know I’m dating myself with an old celebrity you’ve never heard of, but the celebrity that first came to mind for myself was Pauly Shore.

Pauly Shore, known for his role as Bobby in Disney’s A Goofy Movie series, was also one of the biggest celebrities to young people for a short time. He hosted his own show on MTV, travelled the country performing his own vulgar style of stand-up comedy, and went on to star in famously bad comedy films. That last endeavour is what eventually killed his fame, and career in entertainment. Nowadays, you can’t talk about Pauly Shore without talking about how irrelevant he is. The bigger they are, the harder they fall.

It’s celebrities like him that lead me to believe Cardi B and her rap music are just another fad in the treadmill of popularity. Cardi B will continue to make music, and continue to date Offset of Migos (although she’s said she doesn’t really date). And she won’t cease to talk about how awesome she thinks she is, and she’ll even talk about how being a former stripper is part of who she is. But for how much longer?

Cardi B doesn’t appear to have the talent or the creativity that a Rihanna or a Nicki Minaj has to last long in the entertainment industry. Like I said before, she’ll epitomize the “15 minutes of fame” phenomenon. That, along with her personality, and my belief that her obnoxious antics make her flat-out unlikeable, are a solid recipe for becoming unimportant.

For now however, enjoy Cardi B while her music is on the radio.

“Cardi B is a near-talentless fad, who will prove once again that everyone gets their fifteen minutes of fame.”

AMBER BLACKBURN
Senior, Visual Communications

“Kayluv14, because my uncle called me Kayluv.”

KAYLA RUFFIN
Freshman, Criminal Justice

“Cardi B is a near-talentless fad, who will prove once again that everyone gets their fifteen minutes of fame.”

HANNAH CROYLE
Sophomore, Human Development and Family Studies

“Bubbleswimming12, because I was twelve and had two fish.”

DANI DELOZIER
Sophomore, Nursing

“Shortpinklover1, because I’m short, love pink and I am number one.”

“ndfan1300, because I am a huge Notre Dame fan.”

By Chase Bachman
Guest Columnist

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Internet advertisers are facing setbacks, users rejoice

IOs 11 is coming out this week—and for once (in my humble opinion) it has a useful new feature. However, advertisers are worried the update will completely ruin the advertising model currently in use.

The new update will stop targeted advertisements from following users from webpage-to-webpage while using Apple's Safari. The feature has been dubbed "intelligent tracking prevention."

Targeted ads are unsettling. I know my internet history is being stored or tracked all the time, but targeted ads are a reminder of how our data can be put into use. For example, I always get ads for the college I used to attend. It's even more unsettling when you mention a product or show to a friend, and then an ad for the said product appears. I could conspire about it for ages, but rather than putting on my tinfoil hat, I'll present a more likely explanation.

What we experience is most likely the "Baader-Meinhof Phenomenon." This term describes instances when we learn about a new concept or idea, and we notice it coming up in conversation constantly. With the internet, it's much easier for the phenomenon to take effect, especially due to ad algorithms.

The phenomenon can be seen as a synchronicity with an underlying meaning, but I doubt God is sending me a sign to buy leggings or a shirt that says "Daddy" in Barbie font.

Apple's new update may combat the Baader-Meinhof Phenomenon. However, according to an article in The Guardian, six advertising firms have already contacted Apple with concerns about the update.

Relatable memeing, not so relatable

Most people don't like tacos as much as they say they do. Yet, there are taco graphic tees, and they've even become a topic of conversation. The taco craze is admittedly dying down, but it is symptomatic of a larger societal push: extreme relatability on the internet.

Memes are a cultural phenomenon most people are aware of but is defined as "an element of a culture or system of behavior that may be considered to be passed from one individual to another by nongenetic means, especially imitation," by Google.

Most people assume memes are images or some text that is spread quickly with some variations but is still recognizable.

There are many memes that don't rely on being relatable to be shared, especially the more surreal and ironic memes, such as the "meme man" or "deep fried memes" that make surreal images grainy and distorted in color.

But many of the more widespread and enjoyed memes are extremely relatable. Just saying or replying the word "same" to something human or non-human was a meme. Older and long-outdated internet memes, even Rage Comics, were still based in being relatable. "Forever alone" was meant to appeal to pretty much anyone who had been lonely before but with a focus on single people.

Many more current "relatable memes" saying "mood" when something describes how we feel, even if it seems to be surreal or unrelated.

But even talking about how much you love tacos, pizza or chicken nuggets is a relatable meme. Sure, these are foods that taste good, but they are always talked about. When they are mentioned, most people love to talk about how much they love "x" food.

This isn't necessarily a problem, and seeing your moods in weird pictures on the internet can be very funny. There is an underlying need for people to feel like they fit in and like what they do is similar to others. In turn, we try to make everything relatable and similar. We act shocked and dismayed when someone doesn't feel like they love tacos or chicken nuggets. Memes are essentially one big in-joke, but when the joke becomes about how relatable something is, we move away from the humor and towards being more similar.

So keep memeing, keep being relatable, but keep in mind that what makes us different is important, and we don't all have to love tacos.
Two hurricanes striking the United States within a matter of weeks and has left millions of Americans struggling to recover and rebuild their lives.

We can each play a small part by participating in BG Cares: A Hurricane Relief Drive. Coordinated through BG Falcon Media, we are asking each student to take a small amount of time and a small amount of money to help citizens who are in need.

Each student can contribute a combination of food, cleaning or medical supplies equal to $5. We will be at a table in the Union Oval Monday, Sept. 25, 11 a.m. to 3 p.m. and in the Union table area Tuesday through Thursday 11 a.m. to 3 p.m.

Each day, the first 50 students contributing will receive a free pop socket for their phone. Over the four days, we will give away 200 pop sockets. Those not among the first 50 can enter a drawing to receive one of another 50 pop sockets given away at the end of the week.

We’ll also have a hurricane relief banner on which those who donate can sign their name, pen a message or even draw something in support of those who will receive our donations.

We are working with Impact With Hope in nearby Waterville, Ohio, an organization with more than 35 years of experience delivering food and aid to victims of natural disasters around the world.

Check out the list of acceptable donations at this url: https://goo.gl/qrjgty

Campus groups can also compete for the largest number of contributions in three categories of small (10-20 members), medium (20-50) and large (50 plus) group memberships. The groups with the largest number of contributions will receive a $100 donation to their favorite charity.
Over 500 University students participated in education abroad programs last school year, acquiring course credit, internship experience, language skills and more.

“I was involved in two internships…I learned a lot from that, from getting to meet a lot of different people and challenge myself,” senior Maya Danner said.

Danner studied abroad last spring in Alcalá de Henares, Spain. While there she participated in an elementary school internship teaching English, took classes and traveled while living with a host parent.

“Everything’s just really easy and accessible and at your fingertips,” Danner said. “If you want to go somewhere you can… I got myself immersed within the culture, which was hard but really worth it.”

The study abroad office holds information sessions four days a week for students interested in studying abroad.

“Anyone can study abroad. This can be for any major, any class level,” said Michelle Ploeger, coordinator of education abroad. “There is something for everyone, it’s accessible to everyone.”

Ploeger also said that with the new January session coming in 2019, even more opportunities will be available.

The over 500 programs scattered among 50 countries include BGSU abroad campuses, exchange programs, affiliate programs and faculty led trips. For those students who opt for BGSU abroad campuses or exchange programs, they will pay the same for tuition abroad as they do at the University.

“Anyone can study abroad. This can be for any major, any class level.”

— Michelle Ploeger —
Coordinator of Education Abroad

Steps to go abroad:
1) Attend an information session.
2) Research programs.
3) Schedule an appointment with the education abroad advisor.
4) Meet with academic advisor.
5) Begin application about a year in advance.
6) Explore financial aid and scholarships.
7) Attend a pre-departure orientation.
8) Attend an on-site orientation.

Information Sessions Held in 402 University Hall:
• Tuesdays at 2:00 p.m.
• Wednesdays at 12:00 p.m.
• Thursdays at 12:00 p.m.
• Fridays at 10:00 a.m.

Application Deadlines:
• Spring semester: October 1
• Summer and Fall: March 1

Housing options:
• Matched with a host family
• Dormitory with other students
• Apartment with other students

Duration options:
• Full Academic year
• One semester
• Summer semester
• Winter session
• Spring break

Financials:
• Maintain all federal aid.
• May drop out-of-state fees.
• Apply for institutional scholarships.
Soccer loses to Notre Dame

By Jamison Terbrack
Sports Reporter

After a pair of losses the week before, the Falcons soccer team made the trip to South Bend, Indiana to face the number one squad in the country, the Notre Dame Fighting Irish, on Tuesday night.

The Falcons gave it everything that had in this one, as they were in the game the whole way until at the very end when the Fighting Irish pulled away.

“We had a good plan to get into their box,” Falcons head coach Eric Nichols said.

The Falcons got the first shot of the game at the seven minute mark as junior midfielder Peter Pugliese got a pass from junior Tate Robertson and fired it on cage only to be blocked.

At the 16 minute mark sophomore goalkeeper Anthony Mwembia got to show off as Notre Dame got back-to-back corner kicks. Each one was fended off by Mwembia.

“We certainly conceded some possession tonight,” Nichols said. “They were getting a lot of corners, which they are dangerous on, but we defended those well.”

Then the boys from South Bend got the opening salvo at the 21 minute mark as Jon Gallagher got the ball past Mwembia.

At the 29 minute mark of the game, the Falcons got a familiar face back as key cog on the back line as junior defender Moe Mustafa checked in for the first time in three matches while being caught by injury.

Three minutes before the first half ended, Notre Dame ripped a shot that was saved by a goal tenders best friend, the goalpost.

Finally, at the 51 minute mark sophomore forward Chris Brennan put the biscuit in the basket. The ball was played up by Mwembia to senior forward Keaton Reynolds to Brennan. Brennan ran the ball up field before depositing it into the right side of the net. “I don’t usually do a player of the match, but if I did it would be Keaton tonight,” Coach Nichols said.

The Falcons have relied on a few freshmen to relieve the starters at times, but freshman midfielder Zach Buescher has been a staple in the lineup. At the 73 minute mark Buescher got a pass from fellow freshman Chris Sullivan, and got a tough shot off that just sailed wide.

The Falcons’ hearts were broken at the 77 minute mark as Notre Dame retook the lead to make the score the 2-1 that it would finish at.

“The Falcons tried to knot the score up at the 86 minute mark at Pugliese got the ball and found Reynolds who then got the ball to Brennan who then got called for a foul.

“Notre Dame is number one in the country for a reason,” Nichols said. “We went toe-to-toe with them... I’m definitely pleased with the demeanor we took on this game.”

The Falcons next take on the Ohio State Buckeyes on Friday at 7 p.m. in Columbus.

PHOTO BY VIKTORIIA YUSHKOVA

Junior forward Tate Robertson looks to shoot in a game earlier this season.

PHOTO BY VIKTORIIA YUSHKOVA

Junior midfielder Peter Pugliese fights for the ball in a game earlier this season.

Upcoming Games

FRIDAY, SEPTEMBER 22
7:00 PM @ Notre Dame

WEDNESDAY, SEPTEMBER 27
7:00 PM @ Duquesne

SATURDAY, OCTOBER 7
7:00 PM CT @ SIUE

TUESDAY, OCTOBER 10
7:00 PM @ Wright State

SATURDAY, OCTOBER 14
7:00 PM Vs. West Virginia
Football finishes nonconference games

By Zane Miller
Sports Editor

The Falcons football team will finish off their non-conference schedule against the Middle Tennessee Blue Raiders on the road on Saturday night.

Middle Tennessee has also had a difficult start to the season, going 1-2 coming into their matchup against the Falcons; however, the Falcons feel that it will not stop their aggressive approach on defense.

“They're going to bring pressure, and they're going to try to lock up man to man,” Falcons head coach Mike Jinks said. “What we've got to do is learn from the South Dakota game and maybe do some things different from our splits, make sure we don't get run throughs and keep the run game simple because as the game is going on, we may be able to lean on him a little bit.”

While the team is coming off of a 49-7 loss to the Northwestern Wildcats last Saturday, the team feels that they were able to get a better understanding on what they have to work on the most before going into playing Mid-American Conference opponents.

“I'm okay with the yardage,” Jinks said. “I really don't look at the yardage that we give up, you don't want it to be that high of a number, obviously, but it's the explosive plays that we gave up on two back to back series in the second quarter in which the game got out of hand, I'd rather see us play coverage there, attack the ball underneath... they move the ball down the field, keep playing and then you get a stop.”

The team was also able to take a positive sign from that they were able to create more turnovers against Northwestern.

“We won the turnover battle,” Jinks said. “At the end of the day, it's going to pay dividends for us come conference play. So keep playing hard and in the second half, we made those adjustments, we made them keep everything underneath and they drove, but we created turnovers. You'll be amazed at how those things seem to happen.”

However, the team knows that they must play well against Middle Tennessee in order to get the most momentum going into the MAC play.

“We've got to get ready to go,” Jinks said. “We need a positive performance. One of the things you can see and what usually happens when you have these dropped passes and things of that nature, especially from an offensive standpoint, is that it's a confidence killer. They've got to believe in the precedent, so we need them to relax and we need them to play football.”

Head coach Mike Jinks coaches in a game earlier this season.

Football Schedule

SATURDAY, SEPTEMBER 23
7:00 PM @ Middle Tennessee

SATURDAY, SEPTEMBER 30
6:00 PM Vs. Akron

SATURDAY, OCTOBER 7
12:00 PM @ Miami

SATURDAY, OCTOBER 14
3:30 PM Vs. Ohio

SATURDAY, OCTOBER 21
TBA Vs. Northern Illinois

TUESDAY, OCTOBER 31
7:30 PM @ Kent State

TUESDAY, NOVEMBER 7
7:30 PM @ Buffalo

WEDNESDAY, NOVEMBER 15
7:00 PM Vs. Toledo

TUESDAY, NOVEMBER 21
7:00 PM @ Eastern Michigan

SATURDAY, DECEMBER 2
TBA MAC CHAMPIONSHIP
How a ‘Nerd Like That’ takes care of business

A graduate student delves into the world of cyanobacteria in Sandusky Bay

By Courtney Brown
Campus Editor

Sandusky Bay isn’t ‘pretty blue’ right now, Michelle Neudeck said. Instead, a pesky microorganism took over and painted the bay an unattractive bluish-green color, and it doesn’t look like it is budging anytime soon.

Microbiology major and graduate student Neudeck, 48, devoted her entire research to the stubborn microorganism “Planktothrix agardhii,” which is the cyanobacteria behind the bluish-green algae bloom in Sandusky Bay’s waters.

The algae gives off a toxin, and while water treatment plants keep the algal blooms from harming people who get their water from Sandusky Bay, it can still cause several problems.

Sitting in the Falcon Media newsroom for about an hour, Neudeck delved into the microscopic world of cyanobacteria as she described several problems caused by the algal blooms.

“First of all, the Planktothrix blooms… are natural,” the graduate student said, “but the reason why it matters is because there’s 12 million people around Lake Erie using it as a water source. The problem with this cyanobacteria is that it produces a toxin, so if you ingest too much of it then it can cause damage.”

Even though Planktothrix agardhii are natural and have been around for millions of years, they’ve been growing prolifically throughout the past decade, she said. The challenge for scientists is figuring out how to reduce it back to manageable levels.

This microorganism also happens to produce the same toxin as its partner-in-crime “Microcystis,” which causes the algal blooms in Lake Erie.

Understanding Sandusky Bay’s Planktothrix agardhii has proven to be both

Continued on page 11
“Think of it as a middle-aged older person. You get older, the bay is getting shallower,” Neudeck said. “(The water) is leaving nutrients behind, and it’s not refreshing itself as easily.”

Far from being deterred, Neudeck decided to put her brain to work in hopes of finding a solution. Her way of finding a solution was to discover her sea legs.

“We have to load up all the scientific equipment into an Ohio Department of Natural Resources boat, and they take us out onto the bay,” she said. “We go visit eight different sites where we’re going to take water samples, light meter readings, and we’re going to measure for dissolved oxygen and pH and conductivity.”

Neudeck is out onto the bay by nine in the morning, and she is not done filling water bottles with samples until about two or three in the afternoon. Then, when all her sampling is done, she gets to play around with the samples by extracting the Planktothrix agardhii’s DNA and RNA.

“It’s so much fun,” she said. “I just think that cyanobacteria are cool—I’m a nerd like that.”

The graduate student leads quite a busy life as she studies for her master’s degree while teaching for Lorain Community College. Her life has long been leading her towards this point in her microbiology career, but it definitely didn’t start out with cyanobacteria.

“For me, personally,” Neudeck said, pausing, laughing a bit. “So, I kind of have a weird life. Rarely have I ever gone through and pursued a job; I haven’t pursued a job since I graduated college. Since then it’s always been people asking me to do things, and I said, ‘Sure, why not?’”

After three years of teaching, she decided to go after her master’s degree at the University.

“It’s not like I woke up one day and said, ‘I want to go do cyanobacteria!’ It’s one of the things that my life just led me that way,” Neudeck said.

Bullerjahn saw the passion she put into her work and didn’t let Neudeck’s efforts go unnoticed.

“She works hard. I’m glad she’s in the lab,” Bullerjahn said. “She’s been able to adapt to all the different challenges; (the job) is a combination of field work, lab work, and computer work. She’s able to do all of those things—cheerfully as well.”

Neudeck was indeed cheerful in the Falcon Media newsroom as she explained her passion:

“I am just fascinated with the organization of microorganisms, and DNA and how DNA works—and how DNA gets transcribed into RNA, and how RNA gets translated into proteins and that’s what makes everything in life work.”

She’s spent hours and hours getting to this point in her career, but she is now here. She’s teaching, getting her master’s degree and filling a lot of water bottles with cyanobacteria from Sandusky Bay. It’s what she does.
Go to: my.bgsu.edu

1. SELECT > student center
2. SELECT > enroll
3. SELECT > add

You can access everything that you need via the “Student Center” at the MyBGSU portal.

Start Dates

| October 16  | Graduate Students |
| October 16  | Non-Degree Graduate Students |
| October 17  | Seniors |
| October 19  | Juniors |
| October 24  | Sophomores |
| October 25  | Freshmen |
| October 27  | Guest Students |

Open Registration
October 27 thru January 14, 2018

Questions?
Call the Registration HOTLINE: 419-372-4444
8 am - 5 pm | Monday - Friday