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### The Inkwell

Armstrong State University

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# The Inkwell

Armstrong State University’s news source since 1935

WEEK OF NOVEMBER 17, 2016

THEINKWELLONLINE.COM

## Armstrong honors veterans during parade



Armstrong students and Armstrong’s mascot, George the Pirte, wave to the crowd during the Veteran’s Day Parade - Nov. 11, 2016  
(Photos by Katherine Arntzen).

President Bleicken, members of Armstrong’s Student Veterans of America, Veterans Affairs, faculty and students marched in the Veteran’s Day Parade on Friday, Nov. 11. A big event, the parade offers students and other members of the community a chance to celebrate and thank the 24,000 veterans that reside in Chatham county. On Armstrong’s campus alone, there are roughly 1,000

military-affiliated students. President Bleicken was marked honorary marshal of the parade, the first woman and person with no military background to be given that honor. For 2017, Armstrong was ranked number 4 by Military Times in the “Best for Vets” list of top 4 year schools in the United States. In 2016, Armstrong was ranked as number 7.



## Armstrong professor helps build new renewable energy resource

GRACE POWERS  
STAFF WRITER

Armstrong and visiting professors converged in the Ogeechee Theater Thursday, Nov. 10, to discuss the importance of and the technology involved in renewable energy. Armstrong Professor of Computer Science and Information Technology Felix Hamza-Lup; Romanian Professor of Computer Science and Electrical Engineering Paul Borza of Transilvania University; and Professor of Civil Engineering and Construction Management Marcel Maghiar of Georgia Southern University presented their technology. Working together, the professors developed a technology that would increase energy savings and thermal comfort concerning building design. The X3D Sensor-based Thermal Maps are web-enabled thermal simulation systems that work in conjunction with cost-effective sensors that collect data on

temperature and relative-humidity. This program would aid in building constructors and help designers in producing energy-efficient homes during both pre- and post-construction phases. The technology can be utilized in building design through the simulation of 3D thermal maps of a specific area. Sensors can detect areas of energy loss through poor insulation, air leakage, mold and other issues once the building has been constructed. The unique 3D element of their technology allows designers to collect data based on depth, which introduces a massive impact to increased comfort in a practical living situation. Their sensors feature cost-effect and high reliability ratings as well as simplicity of use. The batteries used in the devices can power the sensors for months. The X3D system is an international open standard, meaning it is available to anyone and can benefit a



Prof. Paul Borza explaining energy sources and alternatives during Renewable Energy Sources lecture - Nov. 10, 2016 (Photo by Grace Powers).

wide variety of specific users’ needs. Thanks to the professors’ work, one potential example of this technology’s diverse use could be seen on the Armstrong campus: “Once completed, the system can improve the energy audit process, enabling significant energy savings for the entire Armstrong campus,” Hamza-Lup explained. In addition to introducing the X3D system, Borza spent ENERGY | PG 6

Indo-American relationship has been a “major defining partner” in the world economy and political spheres. Utilizing “U.S. infrastructure and Indian brainpower,” our two nations continue to work together to “strive for clean energy solutions,” beginning the “Smart Cities Mission” to improve sustainability, science and technology and quality-of-life improvements involving public health and food security. While India and the United States are culturally very different, our economies and political spheres are more intertwined and interconnected than ever before. It is vital to learn to maintain our “symbiotic relationship,” as Singh described it, in order

to continue improving relationships. And these relationships, according to Singh, start from the student bodies. “India has over 500 million people less than 25 years of age. Right now there are 23 million in the University education system, but the demand is about 100 million. We simply don’t have those seats. So what happens is when these students go abroad to the United States, Canada or Australia to study [ . . . ] these relationships continue to build,” Singh explained. If students wish to hear more on this topic, Singh will speak again Thursday, Nov. 17, at the Coastal Georgia Center at 8 p.m. Admission is \$10 for the general public and free for students and military.

## Crime Blotter

**Hit and runs on campus** During the month of Sept., 2 hit and runs were reported to Armstrong PD. The first occurred outside University Terrace II on Sept 14. The owner of the vehicle reported hearing a loud noise outside of his building that night between 9:30 to 10:45. The next day he saw that his truck had been struck with either another large vehicle or a truck. Officers have not found the vehicle yet. On Sept 21, the owner reported that she had parked in a visitor’s spot in front of the Police Department on Sept. 19, and that is when her vehicle was most likely hit. Pictures were taken of some paint transferred onto her vehicle. **Banned student strikes again** On Sept. 25, an officer patrolling campus in front of Compass Point noticed a green Honda parked with a black male sleeping in the driver’s seat. After running the tag and identifying the man, Officer Gubko realized he was a former student who had been banned from the residential section on Sept. 1. The driver claimed he had only dropped off a student who was letting him sleep in her car. Gubko served the man a Criminal Trespass notice and said he was no longer allowed on campus or he could be arrested. The man became upset and refused to sign the notice. The officer called Lt. Purtee to better explain the Trespass notice. The driver still refused to sign it. **BLOTTER | PG 6**

## Consul General of India discusses Indo-American relations

ALYSSA SCHIFFMAN  
STAFF WRITER

From Nov. 2–4, Armstrong held the 2016 Symposium on India with many events throughout campus to honor and celebrate Indian culture. The Symposium kicked off Wednesday with an International Café and culminated Friday with the Diwali Festival of lights. One of the main events held Thursday night was a lecture on Indo-American relations presented by the Honorable Consul General of India in Atlanta, Mr. Nagesh Singh. Singh has a long history working in Indo-American relations. Fluent in Hindi, English and French, Singh held

several high-ranking offices within the Indian government prior to being appointed Consul General, including Joint Secretary/Officer on Special Duty to the Vice President of India, Director in the Ministry of External Affairs and more. He holds his degrees in Economics from the University of Delhi and the Delhi School of Economics. Singh also joined the Symposium as a guest speaker for two other events, including a lecture held on Friday “discussing the values of studying abroad in Asia and India.” During his lecture, Singh discussed in-depth the history and importance of Indo-American Relations. With one of the world’s largest

populations, India has grown into an economic and political presence to rival the United States and China since their economic reforms beginning in 1991. A Q&A session followed the lecture where audience members asked questions ranging from those about Indian-Pakistan relations to Indian music genres. Light refreshments were served before the event which included various Indian sweets and snacks. Topics discussed included mutual economic growth, fighting climate change and increasing civic development, all of which, Singh stressed, are “challenges we are taking up together.” According to Singh, the

Indo-American relationship has been a “major defining partner” in the world economy and political spheres. Utilizing “U.S. infrastructure and Indian brainpower,” our two nations continue to work together to “strive for clean energy solutions,” beginning the “Smart Cities Mission” to improve sustainability, science and technology and quality-of-life improvements involving public health and food security. While India and the United States are culturally very different, our economies and political spheres are more intertwined and interconnected than ever before. It is vital to learn to maintain our “symbiotic relationship,” as Singh described it, in order

to continue improving relationships. And these relationships, according to Singh, start from the student bodies. “India has over 500 million people less than 25 years of age. Right now there are 23 million in the University education system, but the demand is about 100 million. We simply don’t have those seats. So what happens is when these students go abroad to the United States, Canada or Australia to study [ . . . ] these relationships continue to build,” Singh explained. If students wish to hear more on this topic, Singh will speak again Thursday, Nov. 17, at the Coastal Georgia Center at 8 p.m. Admission is \$10 for the general public and free for students and military.



# SPORTS & Wellness

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November 17, 2016

## Armstrong Volleyball extends winning streak to five

TIRAE STEVENS  
STAFF WRITER

The Armstrong State volleyball team pushed their winning streak to five matches during the weekend of Nov. 11-12 with victories over the UNC Pembroke Braves and the Francis Marion University Patriots at home in the Pirate Athletic Center. With these wins, the Pirates improve to 22-6 overall and 12-5 in the Peach Belt Conference.

Armstrong State took on the Braves on Friday, Nov. 11 for military appreciation night. Donning new camouflage-themed jerseys, the Pirates topped the Braves three sets to none. Set scores were 25-23, 25-22, 25-11. UNC Pembroke led for most of the first set, but the Pirates got a pair of kills from sophomore outside hitter Raegan Grooms, an ace from sophomore setter Carley Eiken, and a pair of hitting errors from the Braves to take the first set by two.

A Grooms kill finished off the tight second set for the Pirates, 25-22, then Arm-



Raegan Grooms nails a shot back over the net against Columbus State. The Pirates fell to the Cougars 3-2 earlier this year -- Friday, Oct. 28, 2016 (Armstrong Communications)

strong State scored the first six points of the third set on the way to the 25-11 win and the victory. Grooms led scoring for the Pirates with 12 kills, while freshman outside hitter Autumn Mayo added 10 kills. Eiken tallied 36 assists and four service aces, and junior libero Iva Scep-anovic had 11 digs.

The next day, the Pirates welcomed the Francis Marion University Patriots to the Pirate Athletic Center, hoping to get even after the 3-1 loss to the Patriots earlier in the season. It was senior day for Armstrong State, and the Pirates held a ceremony before the match to honor their three senior players: middle hitter

Rachel Thompson, outside hitter Kim Brody, and outside hitter Brittany Hereth.

Francis Marion started off the first set on a 10-4 run, but the Pirates scored eight of the next nine points to take a 12-11 lead and eventually win the set, 25-17. Armstrong State held the Patriots to just nine kills in each of the three

sets and closed out the match by starting the third set on a 10-1 run en route to the 25-17 win and the sweep. The Pirates ultimately took the match 3-0, with set scores being 25-17, 25-21, 25-17.

Sophomore middle hitter Raquel Kulak led the scoring for Armstrong with nine kills. Four more Pirates each add-

ed eight kills to the team total: Raegan Grooms, Autumn Mayo, Rachel Thompson, and Kim Brody. Carley Eiken gave 35 assists, sophomore Kristi Vaughn collected four service aces, and Iva Scep-anovic led the Pirate defense with 23 digs.

“Getting the win on senior day was so amazing,” Kulak said after the match. “Playing beside the seniors all year has been the best, and getting the win today with them was even better.”

“These two wins are just what we needed to keep our momentum going and our spirits high,” Eiken added. “Now we are focused on finishing the regular season strong and getting to conference tournament.”

The Pirates closed out the regular season with a match at home on Monday, November 14 against the Bobcats of Georgia College—a match rescheduled from Hurricane Matthew. They will next return to action to compete in the Peach Belt Conference tournament.

## Women’s Basketball win Battle by the Marsh, fall in home openers



The women’s basketball team celebrates their win over Savannah State in the annual “Battle by the Marsh,” an exhibition game between the two crosstown rivals -- Monday, Nov. 7, 2016 (Armstrong Communications)

TIRAE STEVENS  
STAFF WRITER

The Armstrong State women’s basketball team went 1-2 in games during the week of November 7-13.

On Monday, November

7, the Lady Pirates travelled across town to face Division I rivals Savannah State University in the fifth annual “Battle by the Marsh.” The Tigers held the lead during the entire contest up until the last four seconds of the fourth quarter,

when a basket made by junior Mercedes Jenkins tied up the score at 63-all and forced an overtime period.

The Tigers scored the first five points of the overtime period, but solid defense on the part of the Pirates held

Savannah State scoreless for the remainder of the time. Armstrong State took the clear lead in the last minute of overtime thanks to a layup from junior Lauren Woods. Jenkins then went 3-for-4 from the free throw line to

help the Pirates clinch the 72-68 win. This victory marks the first time the Pirates have won the Battle by the Marsh since the inaugural game during the 2012-13 season.

“A win like this is remarkable, and something our program has been missing for the past few years,” Armstrong head coach Fala Bull-ock said. “I am very proud of how the girls battled back in the fourth quarter to force overtime, and in overtime to get the win.”

Armstrong State returned home on Friday, Nov. 11, to host the PBC-SAC Challenge. Four teams competed on campus throughout the weekend: Armstrong State, fellow PBC member Clayton State University, SAC regular season champions and nationally-ranked Anderson University, and SAC tournament champions Wingate University. The Pirates first took on the Wingate Bulldogs on Friday, Nov. 11.

Armstrong State led by one after the first quarter,

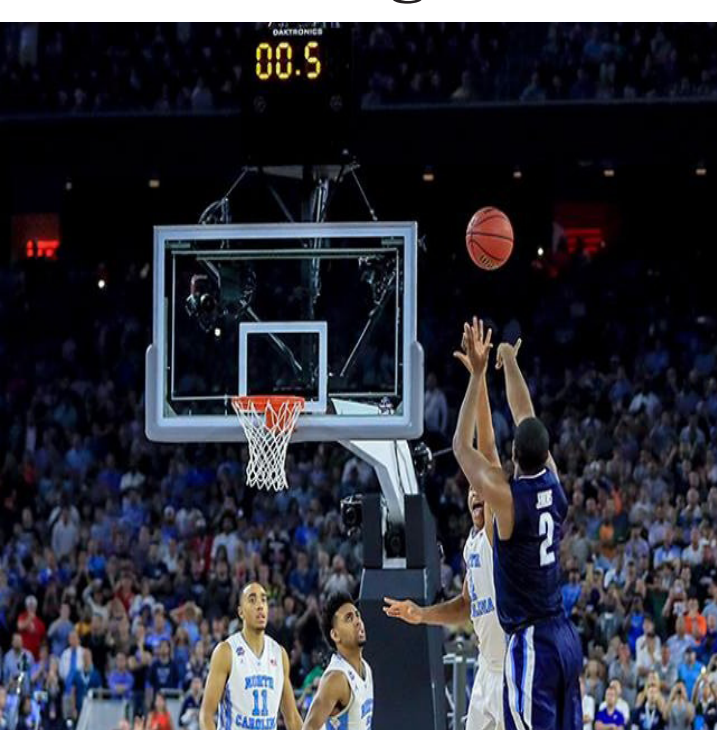
16-15, but Wingate used a late basket by Caroline Averette to take a one-point lead into halftime, 33-32. Junior Machala Raymonville hit three three-pointers in the third quarter to help the Pirates open up a seven-point lead in the third quarter, but Wingate responded with a 7-0 run to tie things back up at 47-all. A three-point play by senior Brigitta Barta helped the Pirates take a two-point lead, 52-50, at the third quarter break.

It was a back and forth battle between the Pirates and the Bulldogs during the fourth quarter. Two free throws from senior Jessica Doyle would give the Pirates the lead with less than 40 seconds left in the game, but two Bulldog free throws would tie the game up again. A jumper from Caroline Averette would give Wingate the lead, and the Pirates would be unable to tie things up again as they ultimately fell to Wingate 76-74. Brigitta Barta led the Pirates. BASKETBALL | PG 6

## OFF THE BENCH WITH

JOHN KEEN

## NCAA college basketball: What to watch for



Villanova’s Kris Jenkins nails the game-winning shot in the NCAA Tournament championship game against North Carolina -- Monday, April 4, 2016 (USA TODAY Sports)

While college basketball is synonymous with the month of March with the NCAA Tournament taking things over during the first

half of the new year, the start of the 2016-17 season offers plenty of reasons to begin watching even in November.

Traditional powerhouses

still reign supreme with Duke, Kentucky, Kansas and last year’s champion Villanova rounding out the top four of the initial Associated Press rankings.

Duke, the reigning champions last season, saw their 2016 tournament run cut short by the Oregon Ducks, who had a historic run through the NCAA Tournament, in last year’s sweet sixteen match-up. Led by junior point guard Grayson Allen and freshman forwards Jayson Tatum and Harry Giles, Duke looks primed to regain its place as college basketball’s elite program.

While Allen is arguably Duke’s best player, Giles may be their most important. Giles’s talent is undeniable, but his injury history also well documented.

Giles suffered a meniscus, ACL and MCL tear in his left knee in 2013, while tearing his ACL in his right knee

last November.

If Giles stays healthy, look for Duke to be national title favorites.

Kentucky is always a traditional power. This year should be no different as they are led by a loaded freshmen class including De’Aaron Fox, Malik Monk, Bam Adebayo, Wenyen Gabriel and Sacha Killeya-Jones.

Fox’s first game was quite impressive for the Wildcats, setting Kentucky’s all-time freshman assist record with 12 against Stephen F. Austin.

Meanwhile, Bill Self’s Kansas Jayhawks, like the Duke Blue Devils and John Calipari’s Kentucky Wildcats, sport its own crop of talented freshmen, led by superstar in the making Josh Jackson.

Jackson’s size, length and athleticism will remind Jayhawk fans of former Kansas star and 2014 top overall NBA Draft pick Andrew

Wiggins.

With senior guard Frank Mason III’s shot creation and Jackson’s athleticism, Kansas potentially owns the nation’s most dynamic duo.

Moving on to last year’s champion Villanova Wildcats. While most of the nation’s top teams are stacked with freshman phenomes, Villanova’s roster is comprised with talented veterans.

Villanova returns senior forward and National Championship game hero Kris Jenkins, scrappy senior guard Josh Hart and talented scoring threat junior guard Phil Booth.

Under Jay Wright’s leadership, look for Villanova to be right back in championship conversation again this season.

No college basketball preview is complete without mentioning North Carolina.

While the Tar Heels are not expected to be National Title contenders this season, Roy Williams group is still talented.

Junior forward Justin Jackson’s, who scored 27 points in North Carolina’s season opener against Tulane, ability to score at will, always gives the Tar Heels a chance to win.

Combine Jackson’s scoring ability with senior forward Kennedy Meeks’s great rebounding, which generates multiple second-chance scoring opportunities, North Carolina could be sneaky good this year.

A lot of freshman look to make major impacts this season, but none may be as large as Markelle Fultz, Washington’s dynamic combo guard.

Fultz possess great handle, elite quickness and streaky shooting ability.

However, Washington does not have a lot of talent surrounding Fultz, so expect some early struggles until he establishes himself.

Whether freshman phenomes or talented teams, the 2016-17 college basketball season offers something for every fan, even in November.



CAMPUS VOICES:

What is your favorite Thanksgiving dish and why?



Everything because it's the only holiday I can eat my feelings without shame. If I had to pick, green bean casserole - but only the top part because it tastes like vegetable chips.

Lila Miller  
Senior professional communications major



Sweet potato casserole because I make it.

Jocelyne Garcia  
Junior business economics major



My favorite is macaroni because I like cheese and noodles. That's like the perfect combination.

Maya Brassell  
Sophomore psychology major



Plain white rice because I love rice so much.

Farren Smith  
Freshman communication sciences and disorders



Ham, I don't like turkey. It's so dry and the ham is juicy.

Nadia Cullars  
Freshman nursing major

Calliope Submissions

JONATHAN HATALA

Good students of Armstrong, I wish you all well and would like to deliver exciting news. Calliope is now accepting submissions for the 2016-2017 academic year. We don't have a particular theme for this year's journal and invite you to share all types of your fancy artwork with us. For those of you familiar with the submission process in past years, I encourage you to take that thought and disregard it completely. We are using a new website this year to collect submissions that is titled Green Submissions. The submission page can be accessed by either of the following links: "<https://bit.do/calliope-subbs>" and "<https://greensubmissions.com/785/calliope/index.php>". Once you've found yourself on this page, you must click the "Signup" button and create an account to submit creative works. If you want to submit works at a later date, you can use the "Login" button and submit again with the account you created. I wish you all happy submissions. Additionally, let us see what the students of Armstrong have; the Calliope staff is hungry for wonderful work. Should you have questions about the mechanics of the website of anything else Calliope-related, feel free to contact Jonathan Hatala at [jh6687@stu.armstrong.edu](mailto:jh6687@stu.armstrong.edu).

CALLIOPE

Armstrong's Journal of the Arts  
Literary and Visual

We Are Now Seeking

STAFF MEMBERS

for the 2016-2017 issue

If interested, please contact our editors:

Jonathan Hatala ([jh6687@stu.armstrong.edu](mailto:jh6687@stu.armstrong.edu))

Jennifer Lempesis ([jl7474@stu.armstrong.edu](mailto:jl7474@stu.armstrong.edu))



REVIEW: Desdemona and the gang in man’s country

ROYCE KING  
STAFF WRITER

It does not take comprehensive knowledge of Shakespeare or the play “Othello” in order to enjoy this previous weekend’s production of “Desdemona: A Play about a Handkerchief” performed by the Armstrong Masquers.

At first glance, this is a play that provides a glimpse behind the curtain at the lives of three women who do not receive a lot of exposition. Junior theater major Kenneth Jones describes the play as, “providing an intense, three-dimensional look at Shakespeare’s female characters.”

The show revolves around three characters: Desdemona (played by Emmi Frankum), Emilia (played by Amanda Gibson), Bianca (played by Brianna McDonald) and of course, a handkerchief.

Each moment these actresses are on stage, the spotlight simply could not be wide enough. The complexity shown in these characters is magnificent. Emilia is a constant source of laughter with her “common folk” dialect but will get bone chillingly serious on the matters of marriage.

Desdemona displays an insatiable longing for something greater than being the wife of a great man and conveys her mischievousness so

well that the audience can see the schemes forming in her head. Finally, Bianca radiates confidence with her facial expressions, laid back attitude and no-nonsense way of doing business. However, she also shows a deep affection for Cassio, which shows a side of the character that goes unseen in “Othello.”

The setting of the show was modeled after a film studio, complete with a camera crew, a live-feed of what was being “recorded,” and even a crew member manning the clapperboard. Each scene would end regardless of emotional context, with the actresses breaking character, joking around, moving props, or preparing for the next scene. This was a very entertaining way of keeping the audience engaged, giving the stars breathing room and streamlining the prop changes between scenes.

The show as a whole was fairly light-hearted, but got “heavy and real” in an instant. It itself portrays these three women just “trying to get through life,” and it offers “different perspectives where they’re in situations where women don’t have a lot of say,” assistant stage manager and sophomore theater major Madison Watkins said.

This is the crux of the play: perspectives. At the heart of this play lie three women trying desperately



Desdemona and the handkerchief’s star actresses, Royce King, Nov. 11, 2016

to assert their existence in a man’s world. Each of them have their own solutions to similar problems. This trio is living in a time when they were a commodity and an afterthought. This leads them to respond differently.

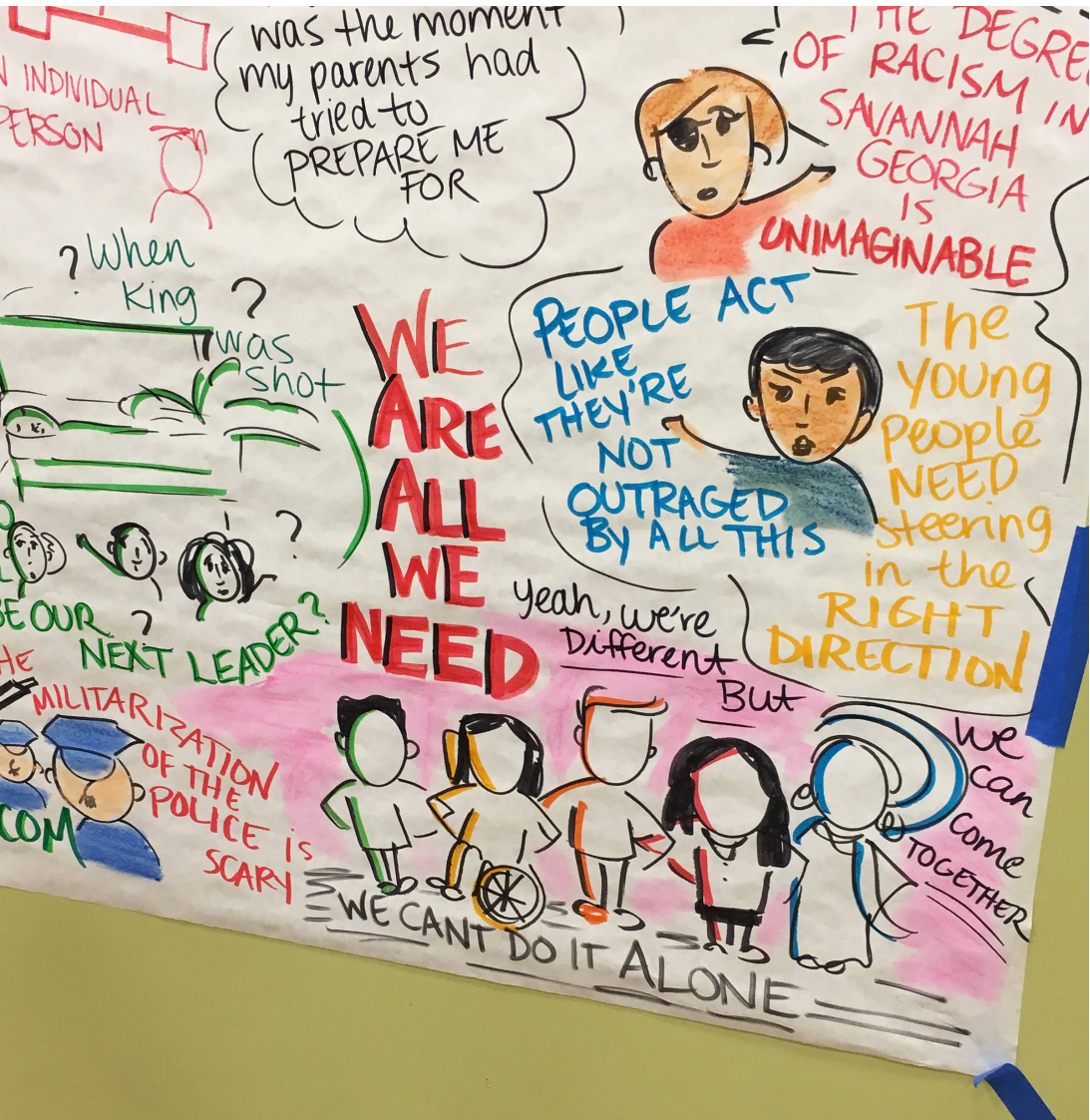
Whether it be by striving to achieve the ideal of a “free woman,” marrying the supposed love of your life, or simply persevering through a marriage you despise and praying your partner dies first, they all have visions of better

lives for themselves but they cannot rise out of their status by their own merit. This is the real tragedy of the show, apart from Desdemona’s untimely and unsettling demise.

A line by Emilia captures this perpetual struggle. She

states that “Women just don’t figure in their heads. That’s the hard truth. Men only see each other in their eyes... Only each other.”

Preview screening of Black America Since MLK: And Still I Rise



Part of a banner by artist Inky Britt during film screening of “Black America before MLK” Lucy Stone, Nov. 10, 2016.

LUCY STONE  
NEWS EDITOR

On Nov. 10, Georgia Public Broadcasting (GPB) and GPB Savannah hosted a preview screening and community conversation of “Black America Since M.L.K.: And Still I Rise” at the Ralph Mark Gilbert Civil Rights Museum. Located in downtown Savannah, the museum marks the history of the Civil Rights Movement in Savannah. The four-hour documentary series broken into two separate parts, was created by Henry Louis Gates, Jr and premieres Tuesday, Nov. 15, and on Tuesday, Nov. 22.

As the audience waited for the program to begin, a slideshow played that fea-

tured historical pictures that included NAACP marches, protests and sit-ins throughout the 1960s. This slideshow offered a lens into Savannah’s past and is available on the SavannahNow website.

The panel consisted of figures who were and are current active members in Savannah’s black community and the NAACP. 83-year-old Mercedes Wright Arnold, named the “Sweetheart of the Civil Rights Movement,” was an active member of the NAACP and key leader of the movement in Savannah.

Other panelists included black leaders in Savannah’s community such as Phillip Davis who started his own non-profit, The Indigos; Monisha Johnson, a business-

woman whose grandparents own the oldest black hair salon in the city; Brooke Ashley Robinson, host of RealTalk, an organization dedicated to reducing violence among youth in Savannah; and George Seaborough who is involved in several advocacy programs for black youth.

Vaughnette Goode-Walker, one of the 9 first black women who were integrated into St. Vincent’s Academy in 1968, was the event moderator. As she began the program, Goode-Walker read a poem she wrote that reflected on the days of segregation, past and present.

“How have we come so far and still have so far to go?” she asked.

The theme of the night



Martin Luther King Jr. at the 1963 Civil Rights March on Washington, D.C. Accessed Nov. 15, 2016.

circled around the two main objectives: one was a question of whether or not there is unfinished business from the Civil Rights Movement, or if there are problems within the black community brought on by its own making. This question was poised to the audience and panelists to answer after watching a 10 minute preview of the “Black America Since MLK: And Still I Rise” series.

The ten minute preview concerned the recent shootings of unarmed black men by police in the United States. It reviewed Michael Brown’s death and the protests that followed, including the creation of Black Lives Matter. Clips of Tamir Rice and Eric Garner’s deaths were included as

well as a brief CNN interview with Civil Rights Activist, DeRay Mckesson.

After the preview screening, several audience members spoke out.

“By acknowledging the word “black” [in Black Lives Matter] we are aware of the racial divide,” a young black minister commented. “But we are raised to be colorblind, right?” he added.

The second theme of conversation revolved around how Savannah is still segregated today. Many agreed that segregation is still adamant in many of Savannah’s schools, neighborhoods and on public transportation.

However, the conversation ended on a positive note of unity. Panelists and au-

dience members alike commented on a need to “come together” to fix racial problems. “We cannot do this alone,” Arnold said. “Call on everyone who can help.”

“It is better to light a candle than curse the darkness,” said author of several books on Savannah’s black history, Charles L. Hoskins.

Author and activist Tim Wise will be speaking on “White Privilege” in Armstrong’s next Campus Conversation Wednesday, Nov. 30, at 2:30 p.m. for those interested in continuing the conversation on race.



ARTS  
& ENTERTAINMENT

THE INKWELL

November 17, 2016

[5]

Album Review: STRFKR’s ‘Being No One, Going Nowhere’



STRFKR’s “Being No One, Going Nowhere” Album cover. Accessed Nov. 15, 2016.



STRFKR band members from their Facebook page, Accessed Nov. 15, 2016.

LILA MILLER  
A&E EDITOR

Long-time indie dream-pop band STRFKR is no stranger to creating dance tunes for indie sub-culture. Some may have heard their danceable cover of Cyndi Lauper’s “Girls Just Want

To Have Fun” on a previous album, or their songs featured in ads and films. Their latest album, “Being No One Going Nowhere” was released Nov. 4.

What began as a solo project by Joshua Hodges of Portland, Oregon, in 2007, has spiraled into the four-

piece band we know today. Other STRFKR members include Shawn Glassford, Keil Cocoran and Patrick Morris.

Hodges and his crew create fun, indie dance tunes but their lyrics are anything but sweet. Much like popular singer Grimes,

STRFKR creates dance songs superimposed over heavy lyrics. Their album “No One, Going Nowhere,” as well as others, draw influence from themes like death, the sense of self, and eastern philosophy.

STRFKR heavily relies on synth sounds, at-

ari-like melodies, as well as upbeat piano, guitar, and higher-octave voice. Some of their songs also splice in excerpts of lecture from British writer and philosopher Alan Watts whose translations of Buddhist and western philosophy made it more accessible to eastern cultures.

“Being No One, Going Nowhere” seems to pick up where their last album “Miracle Mile” left off. “Miracle Mile,” while employing danceable music, included deep lyrics alluding to fearing death and what is to come. “Being No One, Going Nowhere” is a real growing point for STRFKR. While their signature use of various synths, 80s-inspired dance riffs and simple piano sequences keep crowds dancing, it is also worth listening to the complex lyrics.

Hodges wrote most of the album traveling around Joshua Tree and trying to understand a mix of identity and personality. “Being No One, Going Nowhere” alludes to conquering the fear of death, as well as exploring the meaning of a deeper sense of self for Hodges, who writes most of STRFKR’s lyrics.

The sounds within the album are reminiscent of getting lost in an upbeat version of the cosmos, while a faceless nihilist philosopher croons down instructions.

In the album’s first track titled “Tape Machine” Hodges questions the human nature of an old lover, asking, “Was this trouble your nature/ why can’t you shake it/ even like this?”

The album grows darker in the second half. In “When I’m With you,” Hodges muses that “All that I wanted was already alive/ What does it mean then to be yourself?...I become a devil when I’m with you/ Dance around my shadow.”

The album’s closer and title-track “Being no one, going nowhere” ends the album in a solipsist manner, reminiscent of a theory that the self is all that can be known to exist. In the four-minute close, against a soundscape of cosmic synth, piano, and melody, Hodges repeats six times, “You’re alright where you are/Being no one/Going nowhere.”

STRFKR’s “Being No One Going Nowhere” released everywhere Nov. 4, 2017 under Polyvinyl records and can be found at most record stores, as well as on Spotify.

## UPCOMING EVENTS

**Nov. 11-20,** Henry V Presented by Savannah Shakes  
Muse Arts Warehouse

**Nov. 17,** Vinyl Night  
Come listen to records and spin your own  
Foxy Loxy Cafe  
7PM

**Nov. 17,** Baby Baby, Jeff Two Names and the Born Agains,  
And The Gumps play The Jinx  
10PM

**Nov. 18,** A Night of Poetry and Music  
The Foundry Coffee Pub  
7PM

**Nov. 18,** From The Walking Dead:  
Comedian Marvin Lee presents  
In conjunction with Comedy Planet  
Wormhole Bar  
8PM

**Nov. 19** The Gobble Wobble Thanksgiving-themed Bar Crawl  
Barrelhouse South  
4PM

**Nov. 20,** Sarah Domet: Spanning the Mason-Dixon line  
Flannery O’Connor Childhood Home  
4PM

**Nov. 20,** Graphic Novel Book Club  
Featured book: Tank Girl  
E. Shaver’s Booksellers  
4:30PM

**Nov. 22,** Tongue: Open Mouth and Music Show  
Open Mic Night ar The Sentient Bean  
8PM

**Nov. 23,** VuDu Co Open Mic Night  
Hosted by Xulu Jones and Oisin Daly  
Savannah Cocktail Co.  
7PM

**Nov. 25,** Black Friday Record Store Day  
And Xiu Xiu Listening Party  
Graveface Records and Curiosities  
9AM

## Weekly playlist: The Final Countdown

Created by: Lila Miller • 15 songs, 56 min				
	SONG	ARTIST	ALBUM	
+	The Final Countdown	Europe	The Final Countdown	05:10
+	We Will Rock You - Remastered ...	Queen	News Of The World ...	02:02
+	Holiday in Cambodia	Dead Kennedys	Fresh Fruit for Rotti...	04:37
+	Jump Around	House Of Pain	House Of Pain	03:34
+	Gettin' Jiggy Wit It	Will Smith	Gettin' Jiggy Wit It	03:48
+	Deceptacon	Le Tigre	The Punk Singer (Or...	03:04
+	Just Like Heaven	The Cure	Kiss Me, Kiss Me, Ki...	03:32
+	U Can't Touch This	MC Hammer	Please Hammer Do...	04:17
+	We're Not Gonna Take It	Twisted Sister	Stay Hungry	03:39
+	Hey Ya! - Radio Mix / Club Mix	OutKast	Speakerboxxx/The ...	03:55
+	Firework	Katy Perry	Katy Perry - Teenag...	03:47
+	Eye of the Tiger	Survivor	Eye Of The Tiger	04:03
+	Pump Up The Jam - Edit	Technotronic	Best Of	03:35
+	Yeah!	Usher Lil Jon Ludac...	Confessions	04:10
+	Get Down On It	Kool & The Gang	20th Century Maste...	03:33

The final countdown playlist is a nice homage to simpler times, before the crushing weight of academia threatened to overthrow all circulatory and nervous systems into alarm. This playlist represents both a battle-cry and a victory song. It is a battle-cry to get through

the holidays and final exams without drowning in wine, or collapsing outside your professor’s door. May these songs usher in stellar fall-term grades and a gloriously-long winter break. May the odds be ever in your favor, Armstrong.





## Armstrong implements stronger marketing campaigns

GRACE POWERS  
STAFF WRITER

Director of Marketing & Communications Allison Hersh conducted a Fall 2016 Marketing Panel Thursday, Nov. 3. The panel discussed the team’s new “wish list” initiatives for recruitment in the Atlanta, Florida and South Carolina areas, as well as the progress made in newer advertisement campaigns launched in Sept. 2016.

Hersh’s goals for her team’s new advertisements included raising Armstrong’s exposure, positioning Armstrong as prospective students’ first school choice and increasing overall recruitment.

Marketing has designed their application of these goals to reach not only prospective students but also

their parents, prospective donors and community members in general. These are all areas in which Armstrong offers in-state tuition and is recruiting from regularly.

Based on predicted maximum exposure, Hersh determined that TV and YouTube commercials as well as geofencing ads—a newer method of using a specific geographic area to increase views of digital advertisements—were the top three most effective strategies to satisfy marketing goals.

Utilizing 30-second TV commercials in the Atlanta metropolitan area, Hersh’s team broadcasted their Start Strong campaign that shares personal experiences of Armstrong’s current and past students. These commercials air on WTOG, WJCL and FOX 28 during prime-time

programs like “The Walking Dead,” “Bones” and “American Ninja Warrior.”

Similar but shorter 15-second Start Strong commercials can also be viewed as YouTube advertisements in key counties in Atlanta. Launched in Sept. 2016, the campaign has received strong feedback among 16-19-year-old audiences with a video-completion rate of 35%.

Geofencing advertisements in key high schools in the targeted areas broadcast Armstrong advertisements before, during and after recruiter visits. This method has proven most popular on mobile devices and received over 1,000 interactions within its first month of activity.

Interestingly, students in Florida responded most positively with Atlanta being a close second and South Caro-

lina providing the least interaction, with over 250 clicks.

In addition to Hersh’s “wish list” campaign strategies, the team has also launched three other advertisements that utilize billboards, landing pages and a microsite that includes a virtual tour, live social media feeds, student testimonials and TV commercials. From Sept. – Nov. 2016, Hersh’s team has set up billboard ads in four locations including Buckhead, Marietta and metropolitan Atlanta that all showcase Armstrong’s messages. Such phrases include: “Dream Big. Start Strong,” “Get the Armstrong Advantage” and “Fast Forward Your Future.”

Similar messages can be seen in her team’s new landing pages, which are featured on numerous digital

campaigns, including Google AdWords, Carnegie and geofencing campaigns. These landing pages are effective in that they are adaptive to all mobile formats, making them versatile. When clicked, the pages will transport viewers to the new admissions microsite, StartStrongArmstrong.com. This microsite was also launched in Sept. and has attracted 3,441 users and 5,225 views within its first month and has reached a repeating-visitor rate of 16.4%.

With Hersh’s team’s new marketing strategies, all major digital campaigns now direct interactive viewers to Armstrong’s admissions microsite. The microsite has maintained a steady number of pageviews with top interactions from Florida and Georgia areas.

Hersh and her team plan

to continue producing successful marketing campaigns.

“We came in 2nd place to Duke University last year for a national award for Best TV Commercial for our Start Strong commercials,” Hersh explained, and she believes one crucial reason for this success comes from the composition of her marketing team.

“We develop all of our [creativity] on-campus, from start to finish. I lead a creative team comprised of individuals from various departments and offices on campus, which also includes students.”

After the marketing panel, Hersh and her team will continue to broadcast Armstrong’s story and messages to raise awareness and increase admission, interactions and attendance at recruitment events.

BLOTTER | PG 1

and was asked to step out of his vehicle. Gubko smelled a strong alcohol odor and noticed an open bottle of vodka in the driver’s seat that was almost empty. Gubko frisked the man for weapons and found none. He was placed in handcuffs for detainment and agreed to sign the Trespass notice and would leave campus. Gubko called the owner of the vehicle but they did not answer. Officer Gubko and Lt. Duck drove the man home. UPDATE: This banned former student has been spotted on campus twice since this incident. An officer spotted him Oct. 19 in the green Honda Accord, but was on his way to a sick student in Windward and could not stop him.

**Mason jar full ‘o’ something’**

On Sept. 25, as Gubko was doing his final rounds

with RAs, he smelled marijuana coming from one of the rooms in the 1000 building. After identifying where the smell came from, he knocked on the door and asked if the occupant had been smoking marijuana. The occupant then brought the officer a mason jar full of a “green leafy substance” that resembled marijuana. The marijuana was taken and flushed down a toilet. 4 others were identified in the room, one of them getting a second offense for smoking on campus. All offenders were told that an incident report and Maxient report would be written and that the Dean of Students would contact them in the near future.

**Mug theft at Liberty Center**

On Sept. 26 at the student commons area at the Liberty Center building, a Yeti mug was stolen. The victim claims she left the area for 30 min-

utes and when she returned, the mug was gone.

**Stolen tailgate**

On Oct. 3, a tailgate was reported stolen in a Residential Parking lot. The student said he had last remembered seeing his tailgate on Sept. 30 as he left for a dinner off campus. Unfortunately, no camera could have captured the thief on video. No updated information available.

**Mary Jane, how could you?**

On Oct. 3, a strong odor of marijuana was coming from Terrace 1 apartments. An officer and RA knocked on the door and asked the two roommates if they knew why the officer and RA were there. The occupants responded no. The officer responded that they smelled burnt marijuana coming from the room. One of the roommates replied that he had been smoking off campus. Both occupants gave the

officer their information and a Maxient report was done. The officer also told them Student Affairs would contact them both.

**More students smoking marijuana**

At Compass Point on Oct. 16, two officers, Braun and McNamara were dispatched to deal with the situation. They identified the room where the smell was coming from and noticed a towel stuffed under the door. The officers identified themselves and knocked on the door. No one answered. This happened several more times until finally two women came out of the room and quickly shut the door behind them. The officers asked why they did not answer the door immediately and one of the occupants said she was afraid of the police. The officer asked why the room smelled and they responded that it

was because they had been spraying air freshener. The occupants were reluctant to let the officers inside and one of them would not let them in her room. The officers told the occupants a report would be filed and it would be addressed by Andrew Dies and Student Integrity.

**Money stolen from Veteran fundraiser**

Candy bars and money was stolen from an office in the Military Veteran Resource Center in the PAC building on Oct. 17. The candy had been for a fundraiser for veterans. The doors had been securely locked in the office when the staff members left, but 10 candy bars and 90 dollars were stolen. There was damage to the door knob of the office.

**Stolen cell phone**

On Oct. 26, a female student had her cell phone stolen at The Galley. She left

her phone playing music at a booth and when she came back, it was gone. Armstrong PD checked the cameras and could see the men who stole her phone. The victim claims she has seen them on campus multiple times.

**Super speeder caught on campus**

On Oct. 30, Officer Gubko conducted a traffic stop after he observed a car doing an illegal u-turn. The driver did not have a driver’s license but provided the officer with her name. After doing a search through GCIC, Gubko realized the driver was suspended for a super speeder violation. She was handcuffed and transported to Chatham County Detention Center with a bail set at \$1500 and court date for Nov. 30. Neither the driver or the passenger had any affiliation with Armstrong.

ENERGY | PG 1

time explaining the many sources for renewable energy and explained how these resources are currently being utilized.

The key to using renewable energy, Borza explained, is that the methods need to be sustainable, which he defined as the inclusion of being so-

cially acceptable, bearable, environmentally conscious, viable, economically sound and equitable.

Focusing mainly on solar, wind and water energies, Borza divulged several different kinds of technologies that are currently being used to power our world. Through solar panels that utilize PV

solar cells, wind turbines and geothermal power plants that are pioneered in Iceland, renewable energy has begun to shape the world towards a cleaner future.

Energy is also being stored through batteries and ultracapacitors, which are viable options for ensuring a cleaner future.

According to Borza, the world is already facing consequences of energy pollution in the form of “climate changes, increasing power of atmospheric phenomena [such as Hurricane Matthew, which many Atlantic coastal communities are still recovering from], global heating, melting glaciers and ocean

water level changes.”

Hamza-Lup added, “... protecting our planet is essential for future generations. Technological evolution of the past decade allows us to tap on a large scale into the almost infinite sun energy potential.”

Doing all that we can to ensure energy-efficiency in

BASKETBALL | PG 2

offense with 21 points, while Doyle picked up 16 points and Raymonville scored 13 points.

The next day, Armstrong State went against Anderson University Trojans, who are

ranked number 21 in the nation. The Trojans held commanding lead throughout the course of the game; the only time Armstrong State had a lead over Anderson was in the last 12 seconds of the second quarter due to a layup from

Machala Raymonville. The Pirates fell to the Trojans 74-60, putting their record at 0-2 overall.

“Fatigue really got us this weekend,” senior Deundria Clark commented. “We just didn’t play together and

I think some of our bodies were tired. But we’re looking to bounce back with these next games.”

Armstrong State travelled to Newberry, South Carolina on Wednesday, November 16 to play the Newberry Wolves.

They will return to action at home on Friday, November 18, to host Barton College in the third annual BJ Ford Classic.

# GOT AN OPINION? WE WANT TO HEAR IT!

CONTACT:  
CHIEF.INKWELL@GMAIL.COM  
ABOUT WRITING AN OPINION PIECE

## ALL VIEWS WELCOME!