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Basketball star cleared to play

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THE UNIVERSE

Serving the Brigham Young University Community

Scipio Petting Zoo a popular stop for tourists in southern Utah

By THOMAS MADRIGAL

An unlikely attraction sits just a few feet away from the Flying J gas station in Scipio, Utah off exit 188 for drivers heading south on I-15 — a petting zoo.

The Scipio Petting Zoo not only offers a great time for the employees who care for the animals daily but also for visitors from all over the world.

BYU student Ashley Pasley was first introduced to the Scipio Petting Zoo when she was making a trip with some friends to St. George to visit her parents. When her friends saw the zoo from a distance, they decided to stop and take a break from the long drive.

Pasley said she was sleeping when they first pulled up to the gas station and did not expect to see what was there when she woke up from her nap.

"I see all these animals just outside of a gas station, which was so random to me," Pasley said.

Despite the unexpected nature sights, she said it was fun to see on such a monotonous drive. "It was so unexpected for me that it was really cool," she added.

Pasley said she wished she would've known of the petting zoo earlier, so she could've enjoyed seeing more animals during the day instead of just a few at night on her way down south.

"Who doesn't love animals?" she asked. "(It's) something that I want to tell people about," she said.

Owner and founder of the Scipio Petting Zoo Daniel Davis, opened the zoo when he noticed the uninhabited acres which surrounded the gas station he managed. He described the process as more complex than simply building a fence and putting a few animals inside.

Davis and his crew followed the U.S. Department of Agriculture's regulations to ensure they were executing their plans for the zoo safely and effectively. After several months, they were approved as a recognized zoo by the U.S. Department of Agriculture.

DeRay Quarnberg, who started the petting zoo with Davis, said the U.S. Department of Agriculture was helpful as the zoo was getting on its feet.

"(The USDA) had some great ideas



Tiffany Mahikoa, a tourist from Oregon, feeds the Scipio Petting Zoo's camel in southern Utah. Scan this photo with the *Universe Plus* app to listen or read a Portuguese translation of this story.

Sydnee Gonzalea



of their own they've helped us incorporate, not only so it's user-friendly but so it's safe for the animals and safe for the people," Quarnberg said.

Davis expressed that many of their first animals came from donors who simply were trying to get rid of animals they did not want. Eventually, enough animals were donated for Davis and his crew to breed and raise their own.

"When we first started, we didn't know what we were doing, and so we got a lot (of people) who gave us animals," Davis said.

He said he and his crew bottle-fed baby goats as often as six times a day until they were big enough to be left outside. Once the goats moved to outdoor kennels, visiting children passing through town had the chance to feed them, giving the children and their parents something exciting to

do before the long ride to their next destination.

Davis said one of the most rewarding parts of the zoo is seeing the reactions of the children. "It's just nothing but positive."

Even though the zoo has only been open since 2010, Davis is hopeful that it will be around for many years to come and for many more to enjoy.

He said he misses the zoo dearly when he and his wife leave town for the weekend or go on vacation.

"(When I'm) coming down the summit and I see it sitting there," Davis said. "I just get a big smile."

Quarnberg, a Scipio resident, met Davis when he bought the Dairy Queen attached to the gas station Davis was managing at the time. Quarnberg and Davis became close friends and together were able to come up with some ideas on how to get the zoo up

and running.

Despite its odd location, Quarnberg said he loves that people from all over the world come to see the petting zoo's rabbits, baby goats, mini horses and other animals.

"It's cute and it's fun and we get a lot of support from all the people," he said.

Quarnberg said he doesn't plan to retire any time soon and enjoys his time running the Dairy Queen and welcoming visitors from all over the world who come for a quick rest to play with the animals.

Despite the town's tiny population of less than 350 people, the petting zoo has been a great opportunity to help some of the youth learn to work, grow and prepare for their future endeavors.

"Everybody's got to work; everybody's got to do something. But if you do something you love, it's like not even working," Quarnberg said.

Shopping online for engagement rings more accessible

By LISI MERKLEY

Every year retailers have closed brick-and-mortar stores as they try to compete with online shopping.

"(The industry has) lost 70-plus stores in the last five years in the two markets of Salt Lake County and Utah County," Sierra-West Jewelers CEO Timothy Branscomb said. He acknowledged that there were many factors in these stores closing but that one of the biggest was the increase in consumers shopping online.

Branscomb said he sees about 20% of sales at Sierra-West Jewelers coming online.

"There's a big change going on in our industry," Branscomb said. "Certainly this generation wants to do things their own way."

While many jewelry stores are starting to see an increase in online traffic, most companies still see the majority of their profits coming through their brick-and-mortar stores. New jewelry startups are trying to change the way the jewelry industry operates.

Statrice Jewelry, for example, decided to forgo a physical storefront and rely on new technologies to sell their engagement rings solely online. According to Statrice Jewelry co-founder Blake Williams, this decision was an attempt to cater to the way millennials shop.

"We feel like the whole ring process starts online for people," Williams said. "It is a very unnatural step for them to then go and start going into brick-and-mortar shops to try to find the ring style and budget they're going for."

Technologies like computer-aided drafting software and 3D printing allow the whole buying process to happen without the need to go to a physical location.

Potential clients submit photos and pricing restrictions on the Statrice Jewelry website. Within 24 hours, designers send their clients renderings of a custom ring created with drafting software. These renderings allow the customer to see what the ring would look like and to coordinate what they would like changed with the designers.

"These renderings are great, but sometimes people want to try things on," Williams said. "We've had customers that will wear their 3D print until it breaks and then ask for another one."

Williams said these technologies have made the ring-buying process better for consumers because the whole process is customizable, including the method of communication between the customer and Statrice Jewelry.

"Most people don't think of organizing their most expensive purchase to date over text messaging, but that is what's comfortable to people these days," Williams said.

Statrice Jewelry also uses high-quality cameras to show consumers gemstones throughout the world rather than stones a traditional jewelry shop would have on hand.

"We're not trying to sell you what's in our store here based on the 100 stones we have but based on exactly what you're looking for," Williams said.

Online-only stores like Statrice Jewelry offer a perfect fit for some shoppers, but Williams recognizes that there is still a need for brick-and-mortar stores.

"There are people that want to impulse buy," Williams said. "Even though our process is quick, it's not a same-day purchase."

Chantz Davis, a BYU graduate from Arizona, bought an engagement ring from Statrice Jewelry and said he was impressed by the company's customizability and affordability.

BYU grad lands photo internship with Lakers

By ELISA HUHEM

It was NCAA star player Grayson Allen's first game back after his suspension that came from deliberately tripping an opposing player. Everyone in the press room was fighting their way to him, including 20-year-old Abigail Keenan.

This was only the beginning of many experiences where fighting her way through unseen obstacles would lead her to achieve her dreams. Her ability to pivot and find unique opportunities led her to The Bucket List Family and to interning with the Los Angeles Lakers.

With everyone surrounding Allen in the locker room, Keenan had to think fast. She knew that she wanted that shot, but how could she get it?

"This was my first time rushing into the locker room, and I had no idea what to do," Keenan said. "Being the newcomer once again, I saw a three-person deep wall surrounding Allen."

Clawing her way through eager reporters, she still couldn't fight her way through the barricade of people surrounding Allen.

"There was no getting through, so I thought quick: 'shoot under,'" Keenan said.

Keenan reached down and tilted her camera up. She took a chance and shot between the legs of the man in front of her. With her fingers crossed that the angle was right, she snapped a picture hoping to capture where Allen was



Abigail Keenan

Abigail Keenan captures pre-game pictures of the Lakers in March 2019.

sitting. She then looked at the picture on her camera, and to her surprise, the photo was not only in focus but also in perfect lighting. What occurred that day in the press room foreshadowed the rest of Keenan's journey — nothing is off limits.

What felt like a far-fetched dream soon became reality for now 23-year-old Keenan, who scored an internship

with the Lakers right after graduating from the BYU School of Communications in April 2019. However, the path that led her there was anything but conventional.

"A lot of my experiences have been without a press pass. They've been sneaking down and pretending that I had a press pass and being pretty terrified the whole time that someone

was going to kick me out," Keenan said.

This attribute was something that people could see in Keenan from the very beginning. One of her professors at BYU, Miles Romney, said, "When opportunities weren't there, she created her own. She flew herself to Duke and other places to build the portfolio she wanted to have. She didn't wait for official capacities to open up. She found them and created her own opportunities."

Keenan also has a gift for being at the right place at the right time. One of these opportunities presented itself when Garrett Gee, father and member of The Bucket List Family and Scan app founder, hired Keenan right out of Lone Peak High School to photograph the BYU men's soccer team. Gee has acted as a mentor and supporter for Keenan since her start at BYU.

"The first time I came across Abby's photography I instantly fell in love, specifically with her ability to not only capture the beauty of a moment but the emotion," Gee said. "She captures the true essence of events in such a way that it transports you into that experience."

Being able to network and build off of relationships has played an important role in getting Keenan where she is today. She had to work hard to move from one closed door to the next until she found herself on the court capturing the moments she had always dreamed of.

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See RINGS on Page 2

UNIVERSE news briefs

FROM THE ASSOCIATED PRESS



US to begin withdrawal from Paris agreement

For more than two years President Donald Trump has talked about pulling the U.S. out of the Paris climate agreement. The year-long withdrawal process wouldn't be official until the day after the 2020 presidential election.

In the agreement, nearly 200 countries set their own targets for reducing or controlling pollution. It went into effect Nov. 4, 2016.

No country can withdraw in the first three years. Nov. 4 was the first date the U.S. could start the withdrawal process.



Trump tax returns can be demanded says court ruling

A federal appeals court ruled President Donald Trump's tax returns can be turned over to state criminal investigators by his accountant.

The Nov. 4 ruling by the 2nd U.S. Circuit Court of Appeals is certain to be further appealed.

The judges only decided whether a state prosecutor can demand Trump's personal financial records while he is in office. The court did not consider immunity from indictment and prosecution or whether he may be ordered to produce documents in state criminal proceedings.



McDonald's CEO leaves company after scandal

McDonald's chief executive officer has been pushed out of the company after violating company policy by engaging in a consensual relationship with an employee.

McDonald's forbids managers from romantic relationships with direct or indirect subordinates.

In an email to employees, Steve Easterbrook acknowledged the relationship as a mistake.

"Given the values of the company, I agree it is time for me to move on," Easterbrook said.



Former President Jimmy Carter on life after death

Former President Jimmy Carter taught a lesson on life after death on Nov. 3 less than two weeks after breaking his pelvis in a fall.

Using a walker, the 95-year-old Democrat slowly entered the crowded sanctuary at Maranatha Baptist Church in southwest Georgia.

Carter taught a lesson based on the Old Testament book of Job to more than 400 people.

Referring to a 2015 cancer diagnosis, Carter said he is "at ease" with the idea of dying and believes in life after death.



Ellen DeGeneres to be honored by Golden Globes

The Golden Globe Awards will give its new TV special achievement trophy to pioneering sitcom star and talk-show host - Ellen DeGeneres.

The Hollywood Foreign Press Association said the annual Carol Burnett Award honors someone "who has made outstanding contributions to television on or off the screen."

Association President Lorenzo Soria hailed DeGeneres as "a pioneer who has captivated audiences for nearly 25 years with her undeniable charm and wit."

RINGS

Industry shift to online platforms

Continued from Page 1

"It was really personal," Davis said of the design process. "(The consultant) called me by name and said she was excited for the engagement."

Davis said he was so impressed that he also plans to order a wedding band from Statrice Jewelry.

This online-only approach doesn't work for everyone. BYU student Sydney Craig found her ideal ring on Pinterest, but she wanted to actually try it on before buying it. Unfortunately, the shop that sold it was in Mesa, Arizona, and she couldn't find a similar ring at shops in Utah.

"I didn't want to order a ring without trying it on," Craig said. "So I convinced my fiancé that we should take a road trip to Mesa just so I could try these rings on."

After an almost 10 hour drive and an hour of trying on rings, Craig chose a ring that she had first seen online, but that she wouldn't have considered buying if she hadn't tried it on first.

"It didn't call my attention until I tried it on," Craig said. "For me, it was super important to see it on myself rather than just buying it."

BYU ups enrollment, changes application

By REBECCA NISSEN

BYU announced changes to admissions that will affect the number of students admitted to BYU in upcoming years.

Addressing these changes, BYU spokesperson Carri Jenkins said, "BYU will be expanding its enrollment by about 1.5% each year over the next six years. This increase will start Fall Semester 2020, with a moderate increase of a few hundred students."

Though this change will increase the number of incoming freshmen, it is also being implemented as part of BYU's inspiring learning objective, the university said. Part of this objective is to increase student retention rates so the graduation rate can grow.

"We would like to see every student who enrolls at BYU complete their education," a press release says, "which would increase our already high graduation rate of 86%."

Other universities could also be affected as more students see the increased acceptance rate as an opportunity to transfer schools.

Riley Hall, director of admissions at BYU-Idaho, said the

BYU admissions changes could impact the number of students studying at BYU-Idaho; however, he also noted benefits that could come from those changes.

"Our hope is that as BYU admits more people, that's encouraging more people to consider an option within the church education system," Hall said. "We receive some spillover benefit from that if they do."

That spillover would only add to BYU-Idaho's already growing student body.

According to BYU Magazine's "Beyond Checkboxes: BYU Admissions Changes," BYU has also changed its application requirements. Instead of requiring high school accomplishments and checking off boxes, BYU Admissions has changed the process to include "two activity essays" and now requires two additional letters of recommendation: one from a seminary teacher and one from a "core-subject teacher."

BYU director of admissions Lori Gardiner said in the BYU Magazine article that she hopes these changes will encourage BYU Admissions to look beyond affluence and focus on the applicant's true "alignment with our mission and aims."

LSAT goes digital, allows new opportunities

By REBECCA NISSEN

Are you planning on taking the LSAT? If you're not a paper and pencil person, the Law School Admission Council released a digital version of the test on Sept. 21.

Features of the test include highlighting erasing and underlining tools as well as buttons to change the screen brightness, text size and the spacing between lines. Unlike the paper-and-pencil LSAT, the digital LSAT also allows the test taker to flag questions. The digital practice test, also available online, allows users to navigate and become familiar with the new testing format.

Nicole Lagemann, a teacher for BYU's LSAT preparation class, said that although there are benefits to having access to these tools in a digital format, there are also drawbacks — particularly in the reading comprehension section. Because the format is digital, the space for reading the passages is limited. However, it is possible to enlarge the text so it takes up the whole screen.

"But again, it's on a tablet, it's a touchscreen, so that's a pretty easy thing to maneuver, but you still don't have it all right in front," Lagemann said. "So, I think that's a little clunkier. I don't know how you fix that on a test that's digital."

One aspect of the digital test that Stacie Stewart, BYU Law dean of admissions, said she is excited about is the written portion.

"I'm super excited that the



Preston Crawley

Natalie White studies on her laptop in the J. Reuben Clark Law School.

writing sample's going to be online," Stewart said. "Some people just have better handwriting than others. So, I'm actually excited that the writing portion will be on the tablet because it will be much easier to read."

Stewart said that instead of taking the writing portion of the test for every attempt at the LSAT, the written portion can be carried over.

"If somebody took the LSAT two or three times, they would have to do the writing portion two or three times," Stewart said. "Where now that it's digital, they only have to take the writing section once."

According to Stewart, online grading means test takers may be able to receive their scores sooner than the current three-week turnaround as the digital test is more firmly implemented.

Comparing past and future test administration and approximate score release dates, the anticipated 28-day wait time for the test administered Oct. 28, is approximately 10 days faster than the wait time for the July 15 test. The July test occurred during the LSAT's transition to the digital format.

Though the digital format has been released, Sam Damp, a student at the BYU Law School for over two years, said if he had to take the LSAT again, he would still take the written version.

"Maybe that's just because that's what I've already done," Damp said. "At least I would know what to expect."

According to the Law School Admissions Council, the next LSAT will be offered Nov. 25 starting at 12:30 p.m. Unlike the test offered Oct. 28, this will be a disclosed test.

#BYU hacks

The 'how to' at BYU



Scan the picture on the phone using the Universe Plus app to view this hack!

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BYU alum's company Cotopaxi strengthens global communities

wBy NATALIE BAUGH

Davis Smith knew in college that he wanted to start something to give back. Inspired by a BYU professor and philanthropist while doing his undergrad at BYU, he was convinced that he could make a difference in the world through entrepreneurship.

After 10 years of building businesses and gaining entrepreneurship experience, Smith launched Cotopaxi.

As an outdoor gear maker, it also works to build values that impact the world and create inspiring opportunities to do good.

"We integrate the mission in everything we do," Smith said. He shared that his mission was never to sell outdoor gear, rather, it was to move people to do good and inspire adventure.

Cotopaxi team members travel all over the world, finding communities and people to work with. For example, Cotopaxi photographer Mat Kestle and a group of volunteers — Josh Deiss, Meg Tiritilli and Katie Rodriguez recently went to Colombia to meet with locals.

Providing experiences like these is one way the company tries to appeal to younger generations.

"I wanted to launch the brand in a different way," Smith said. "I knew if I wanted to create a brand to connect with millennials and Gen Z consumers, that I had to build something more than just selling things. It had to stand for something; it had to have these values, and I wanted people to be able to go live the values, to go experience them."

Smith grew up in Puerto Rico and spent a portion of his life moving around Latin America. He then met and married his wife, Asialene. He and his wife lived in Peru and in Brazil with their two oldest kids, who are now 16 and 13 years old.

Then they moved to Utah and had two more kids, ages 4 and 1.

Smith said travel has and always will be a big part of his life, and living abroad helped him generate ideas for incorporating service and experience within his company.

Inspiration for accomplishing Cotopaxi's mission, "Do good," stemmed from an



Davis Smith speaks to a crowd at Salt Lake City Questival while holding his son Rockwell.

activity Smith created in grad school at The Wharton School at the University of Pennsylvania. Smith and his classmate created an activity called Culture Quest for classmates to get out and have an adventure experience.

The first Culture Quest Smith created was a race from Belize to Panama. Along the way participants did activities like crossing borders on foot and performing service in the communities. The event was so successful that the business school has continued the Culture Quest every year since.

This event inspired Smith to create the Cotopaxi Questival — a 24-hour adventure race now held in cities throughout the world for competitors to participate in fun activities and acts of service — in Utah during April 2014.

Paul Thorsen, a BYU

computer science student, participated in a 2017 Questival held in Utah and said he enjoyed the experience.

"It was fun to be creative with a lot of the challenges and share those ideas with your team," Thorsen said.

He said the best part of the Questival was doing random activities with friends and growing closer and sharing fun memories with them.

Other students like Jess Davis, a BYU marketing management student, talked about the challenges her group did.

"There are outdoorsy challenges like hiking and camping, food ones, service-based ones like visiting an old-folks home and funny ones like challenging a stranger to a dance battle," Davis said. Her favorite part about Questival was bonding with friends and exploring Utah.



Mat Kestle

The llama, Cotopaxi's mascot, is lifted by several participants as it crowd surfs during the Salt Lake City Questival.

Besides lasting memories, each Questival participant gets a Cotopaxi backpack for signing up. Making the backpacks is outsourced to provide jobs to low-income individuals in other countries. Smith said the company works with a lot of refugees, giving many their first job.

Not only does Cotopaxi provide jobs, but they also make sure the workers are paid good wages and treated fairly. Smith shared an example of a Philippine factory that Cotopaxi outsources backpack production to where this is put in practice.

He said that in addition to giving funds to the factory, Cotopaxi gives money straight to the workers so they get to decide where to use the funds. Cotopaxi also provides an

after-school program for workers' kids where they learn how to use computers and an English class for workers.

Smith emphasized that each Cotopaxi product has an embedded story and that when people purchase Cotopaxi products they get to be a part of the story and share it with others.

In marketing Cotopaxi for a younger generation, Smith said it is best to "empower people to tell stories themselves."

BYU pre-mechanical engineering student Thomas Lundquist had the opportunity to do just that at the Salt Lake City Questival Oktoberfest on Oct. 18. He joined with friends and cousins on a team participating in the challenges.

"It honestly kind of just

reminds me of the movie 'Up.' It really kind of makes you realize that adventure is out there," Lundquist said. "There's so much good to be done and fun to be had, and it makes you realize that it's possible to do good and have fun all the time."

Cotopaxi from the beginning has always had a deeply rooted purpose in moving people to do good and alleviate poverty. Smith said this is his passion and it's built into the brand. He hopes to keep expanding products and be the next big outdoor brand centered on changing the world.

"I think that that's a big part of our purpose here on earth, is to discover the talents we were given and to figure out how to use those to help others," Smith said.

TODAY

UNIVERSITY DEVOTIONAL
Tuesday, November 5,
11:05 a.m., Marriott Center

This event will be broadcast to the JSB Auditorium.



W. Christopher Waddell
Second Counselor, Presiding Bishopric

Bishop W. Christopher Waddell was called to serve as second counselor in the Presiding Bishopric in October 2015. He had previously served as a member of the First Quorum of the Seventy of The Church of Jesus Christ of Latter-day Saints since April 2011, including as a counselor in the South America Northwest Area presidency in Lima, Peru. Bishop Waddell has

served in numerous Church callings, including as a full-time missionary in Spain.

He received a bachelor's degree in 1984 from San Diego State University. After graduation he worked with Merrill Lynch in several positions, including as first vice president of investments.

Bishop Waddell and his wife, Carol Stansel, are the parents of four children and have six grandchildren.

Selected speeches available at speeches.byu.edu

NEXT: PERFORMANCE ASSEMBLY



November 12, 11:05 a.m.
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PLAN NOW TO ATTEND.

Devotional for Prospective Missionaries



Sister Bonnie L. Oscarson
Former Young Women General President

Wednesday, November 13, 2019
WSC Ballroom, 7:30 p.m.

All interested students are invited to attend

Utah artists look to leave a mark on the music industry

By DOLLI PLAYER

Utah continues to turn out talented and high profile musicians that impact the music industry on a major scale. Some even come out of the Utah Valley college scene.

From family groups like The Osmonds to rock bands like The Killers and Neon Trees to solo artists like David Archuleta, all types of musicians have grown their roots in the Beehive State. As the digital age minimizes the difficulty of listening to new groups from other states and makes discovering artists easier, local music scenes like the ones in Utah County and Salt Lake County continue to grow.

“The digital age of music is making the world smaller, and the genres are less homogeneous, which is exciting,” said Tal Haslam, a BYU alumn, solo artist and current frontman of the band Idiot Kid.

“I feel like the Utah music scene is growing in terms of the variety of music being produced here,” he said.

Though the Provo Rooftop Concerts series has now ended, it helped launch local groups and bring back bigger names like The Aces or The National Parks, and created opportunities for venue owners and event planners to join the ranks of artists propelling the Utah music scene further into the national spotlight.

Venues like the Velour Live Music Gallery and Kilby Court continue to host local talent along with visiting artists, making it possible for music junkies to find new bands, and for those bands to find new listeners.

“The music community has started growing in the past few months. There’s more collaborations, group events and networking happening,” said Bri Ray, a local solo artist who performs across the state and was featured on American Idol season 16. “There’s a cool music movement starting to happen within the music community in Utah Valley right now.”

When it comes to the Utah music scene, the divide between the Utah Valley artists and those up north is getting smaller and smaller, although the differing demographics do affect the type



Marisa Lynbone

Bri Ray performs for fans in Rexburg, Idaho, at a one-day festival organized by fellow musician JTM.

of music created.

Ray, who joins the ranks of Utah-based American Idol alumni like Jenn Blosil, James VIII and Ashley Hess, has been a prominent member of the Utah Valley music scene since her days at Timpanogos High School. When she graduated and began attending Utah Valley University in 2015, she began to learn what it meant to be a musician trying to break barriers in Utah Valley.

“Up north, you have a wider range of ages and genres and venues,” Ray said. “I do think that age range hinders the music community in Utah Valley because there’s only so much experience (in those ages). A lot of the community in Utah Valley are still just learning... but there are incredible mentors to be found in Salt Lake City.”

Haslam said the college bubble in the area may hinder musicians until the scenes merge and open the younger residents to the experience of those in Salt Lake City.

“A lot of the producers and venue owners are over 25, and they dictate a lot of what gets created and heard. My worry is that not enough young musicians get a chance and feel discouraged before they really go for it,” Haslam said. “So, if you’re 22 and you are not happy with how your stuff sounds, stick it out.”

As new venues pop up and musicians tour from Springville

to Logan, the separate scenes in Utah continue to collide into a melting pot of music.

When it comes to performing in a conservative state, Utah’s atmosphere is unique. Members of The Church of Jesus Christ of Latter-day Saints hold a majority in Utah, and the Provo scene is full of BYU students, so the normal chaotic atmosphere of a local rock concert is sometimes quieted to a dull roar of clear-headed coeds bobbing their heads to music.

“I’ve performed all over at a ton of venues,” Haslam said. “The venues are usually sober and pretty stoic, but then venue owners are really invested in the scene.”

With a religious culture that overlays much of what Utah residents participate in and listen to, some artists may find breaking out of the Utah bubble difficult.

“Acoustic and band type groups thrive (in Utah) which is great, but if people want to tap into the R&B, pop and rap markets, they are best fitted to go elsewhere,” said Batchlor Johnson IV, an R&B artist and current BYU grad student. “Sometimes the stigma placed on the Utah scene can be limiting.”

However, there is a high level of talent and influence concentrated in the state.

“The idea that Utah has propelled artists to the national

stage is pretty much a myth. Every artist that has broken nationally from here has left for at least two years before they hit it,” Haslam said. “That being said, the producers and talent all has come out of Utah, and the national artists still continue to work out of Utah creatively.”

An example of an artist breaking boundaries without sacrificing dedication to the beliefs of the community is JTM, formerly known as James the Mormon. His take on hip hop tracks with a religious message reached outside of the boundaries of Utah and into Latter-day Saint communities across the globe. After JTM made his debut, more people outside of Utah began looking for artists to follow inside the state.

As the Utah music scene grows to meet the music industry as a whole, the artists are growing along with it. With the potential there, musicians are making a collective call to those in the state to support their own people and do their part in continuing to make the music scene in Utah powerful.

“We are just now starting to get to where we need to be to go nationally. We need more organization and more people stepping up to support the music scene,” Ray said. “It’s a good time now with all the growth at Silicon Slopes. People are ready for something fresh.”



Jennifer Carter

Tal Haslam performs as a solo act at a benefit concert.

Social media takes local musicians to new heights

By DOLLI PLAYER

It can be difficult for the average consumer to sift through the musical talent that Utah has to offer residents. Some may feel the music scene is bursting at the seams. It is important for artists in the digital age to develop a brand and market themselves if they want recognition at even a local level.

More and more artists are beginning to harness social media and promote their posts, curating their content to grow an online audience with hopes to translate that audience into a physical one.

“Social media is everything,” Bri Ray, a local artist and social media influencer with almost 10,000 Instagram followers, said. “A lot of times, labels aren’t looking for talent anymore. They’re looking for audiences. Building up your social media is the best way to gain exposure and to build your audience. If you’re doing music and you’re not on social media, then good luck.”

Other local artists turned influencers include noted hip-hop artist James Curran, or JTM, formerly known as James the Mormon. With a verified Instagram platform and over 63,000 followers, Curran turned his online presence into a devoted audience, grabbing brand deals with cookie company Chip and the Jazz playoff halftime show.

“I feel like social media is for music here the same way it is used in (every other music scene),” Curran said. “I

got my start off with (Latter-day Saints) sharing my early music on Facebook when they were using it to do missionary work.”

With digital media rising in relevance and becoming a major marketing tool, it’s no wonder that Utah musicians are harnessing that power to drive fans to their shows and online streaming platforms.

“Social media is part of the scene in every way. Personally, I just use it to let people know what I’m doing and try and be as transparent as possible about who I am as an artist,” said Tal Haslam, a local solo artist and frontman for the band Idiot Kid. Haslam said he mainly uses his platform to promote new shows, songs and post clips of complicated guitar riffs and covers.

Growing artists, like local R&B singer and performer Batchlor Johnson IV, use their platforms and followers to promote their talents without having to pay huge marketing dollars. This method of mass marketing has gotten many smaller artists in the sights of music executives, as well as other celebrities.

Johnson IV’s Instagram grassroots marketing has gotten his Soundcloud remixes to 10,000 streams, and his freestyle videos more than 2,000 views.

Social media doesn’t only increase local interaction with artists, it also gets their foot in the door at a national level. With online streaming platforms dominating physical album sales, artists know it’s all the more important to translate their Instagram audience into online streams.

BYU ARTS byuarts.com | (801) 422-2981

BYU Symphony Orchestra

This performance will feature the following works: Beethoven’s “Overture to Coriolan,” Grieg’s Norwegian Dances, Warlock’s Capriol Suite, and Mussorgsky’s “Night on Bald Mountain.”



Tues., Nov. 5, 7:30 p.m.
de Jong Concert Hall

dancEnsemble

dancEnsemble students participate in an intensive process of workshoping and faculty mentoring to create a refined and enjoyable contemporary dance program that embodies the eclectic voices of all students.



Fri.-Sat., Nov. 8-9, 7:30 p.m.
Sat., Nov. 9, 2:00 p.m.
Dance Studio Theatre, Richards Building

A Wilder Night: Three Short Plays by Thornton Wilder

Nov. 8-9, 13-16, 20-23, 7:30 p.m.
Nov. 9, 16, 23, 2:00 p.m.
Margretts Theatre

BYU Men’s Chorus and Women’s Chorus

Fri.-Sat., Nov. 8-9, 7:30 p.m.
de Jong Concert Hall

BYU Cougar Marching Band

Tues., Nov. 12, 7:30 p.m.
de Jong Concert Hall

Jazz Ensemble

Wed., Nov. 13, 7:30 p.m.
de Jong Concert Hall

BYU DanceSport Championships

Fri.-Sat., Nov. 15-16, all day
Wilkinson Student Center Ballroom

Syncopation

Fri., Nov. 15, 7:30 p.m.
Madsen Recital Hall

BYU arts

All events are ticketed.



MIXTAPE

Oldies but Goodies



“You Make My Dreams”
Daryl Hall and John Oates
Voices

Released June of 1980, this pop song became number 5 on the Billboard Hot 100 in 1981. This song utilizes a synthesizer and an electric guitar to create that toe-tapping, finger-snapping beat that makes you want to dance. There is no way you can listen to this song without a smile on your face.

Queen’s 1979 hit really made a wave. “Don’t Stop Me Now” was Rolling Stone readers third favorite song of all time by Queen. Freddie Mercury uses the piano with bass guitar and drums to back up the track while still including the classic multitrack harmony vocals for the chorus.



“Don’t Stop Me Now”
Queen
Greatest Hits

This week:



Alena

“Boogie Shoes”
KC and The Sunshine Band
KC and The Sunshine Band... and More

Originally released in 1975 by KC and The Sunshine Band, the song became a hit on the Saturday Night Fever Soundtrack. The song uses a sixteen-bar blues chord progression which gives the song a soul disco feel. If you like the playful lyrics of the original, I suggest listening to the Glee Cast version of Boogie Shoes released in 2012 which has a faster tempo creating a modern twist on this classic track.

Scan the album covers with the Universe Plus app to hear a sample of each song.



WWII rescuer reunites with Jews she saved

ASSOCIATED PRESS

JERUSALEM — One by one, the 40 descendants of a group of Israeli siblings leaned down and hugged the elderly Greek woman to whom they owe their very existence, as she sat in her wheelchair and wiped away tears streaking down her wrinkled face.

Clutching the hands of those she hid, fed and protected as a teenager more than 75 years ago, 92-year-old Melpomeni Dina said she could now “die quietly.”

The emotional encounter one Nov. 3 was the first time Dina had met the offspring of the Mordechai family she helped save during the Holocaust. Once a regular ritual at Israel’s Yad Vashem Holocaust memorial, such gatherings are rapidly dwindling due to the advanced ages of both survivors and rescuers and may not happen again. The soon-to-be-extinct reunion is the latest reminder for Holocaust commemorators preparing for a post-survivor world.

“The risk they took upon themselves to take in an entire family knowing that it put them and everyone around them in danger,” said Sarah Yanai, today 86, who was the oldest of the five siblings Dina and others sheltered. “Look at all these around us. We are now a very large and happy family and it is all thanks to them saving us.”

About 6 million European Jews were killed by German Nazis and their collaborators during World War II. More than 27,000, including some 355 from Greece, have been recognized as “Righteous Among the Nations,” Israel’s highest honor to those non-Jews who risked their lives to save Jews during the Holocaust.

The most famous cases are Oskar Schindler, whose efforts to save more than 1,000 Jews were documented in Steven Spielberg’s 1993 film “Schindler’s List,” and Raoul Wallenberg, a

Swedish diplomat who is credited for having saved at least 20,000 Jews before mysteriously disappearing.

The names of those honored for refusing to be indifferent to the genocide are engraved along an avenue of trees at the Jerusalem memorial. Only a few hundred are believed to still be alive.

“This is probably going to be our last reunion, because of age and frailty,” said Stanlee Stahl, the executive vice president of the Jewish Foundation for the Righteous, which sponsored the event and which provides \$1 million a year in monthly stipends to those recognized.

She said her organization has been doing such reunions every year since 1992, but this one was likely the last of its kind and therefore particularly emotional. Similar reunions sponsored by Yad Vashem of long-lost siblings or other relatives also are coming to an end.

“Either the survivor has passed on, the righteous has passed on or in some instances either the survivor or the righteous gentile is unable to travel,” she said, choking up. “You see the survivors, their children, their grandchildren, you see the future. To me it is very, very, very special. In a way, a door closes, one opens. The door is closing ever so slowly on the reunions.”

The Mordechai family lived in Veria, Greece, near Thessaloniki, where nearly the entire Jewish community was annihilated within a few months in one of the most brutal executions of the Nazis.

When the Nazis began rounding up the Jews for deportation in early 1943, the family’s non-Jewish friends provided them with fake identity cards and hid them in the attic of the old abandoned Turkish mosque. They were there for almost a year, hearing the screams outside of other Jews being rounded up. But eventually they had to leave because their health was declining in the cramped, unventilated attic.



Associated Press

Melpomeni Dina reacts during a reunion at the Yad Vashem Holocaust memorial in Jerusalem, Nov. 3. Dina, a 92-year-old Greek woman who rescued a Jewish family during the Holocaust, has been reunited with two of the people she saved and dozens of their family members.



Associated Press

Melpomeni Dina, center right, is surrounded by family members of Jews she saved during a reunion at the Yad Vashem Holocaust memorial in Jerusalem, Nov. 3.

That’s when Dina and her two older sisters took the family of seven into their own single-room home on the outskirts of the city, sharing with them their meager food rations. One of the children, a 6-year-old boy named Shmuel, became gravely ill and had to be taken to a hospital, despite the risk of exposing his identity. He

died there.

Shortly after, the family was informed upon and Dina’s sisters and their relatives helped them flee in various directions.

Yanai, the oldest, headed for the woods, another went to the mountains, and the mother headed out on foot with her youngest two surviving children

in search of another hiding spot. Dina and her orphaned and impoverished sisters provided them with clothing before their departure. The family reunited after liberation and made its way to Israel, where the children built families of their own.

Yossi Mor, today 77, was just an infant when his family was taken in, but he said he could still remember a few things, such as when his older brother died and the kindness from rescuers, who gave them various forms of refuge for nearly two years.

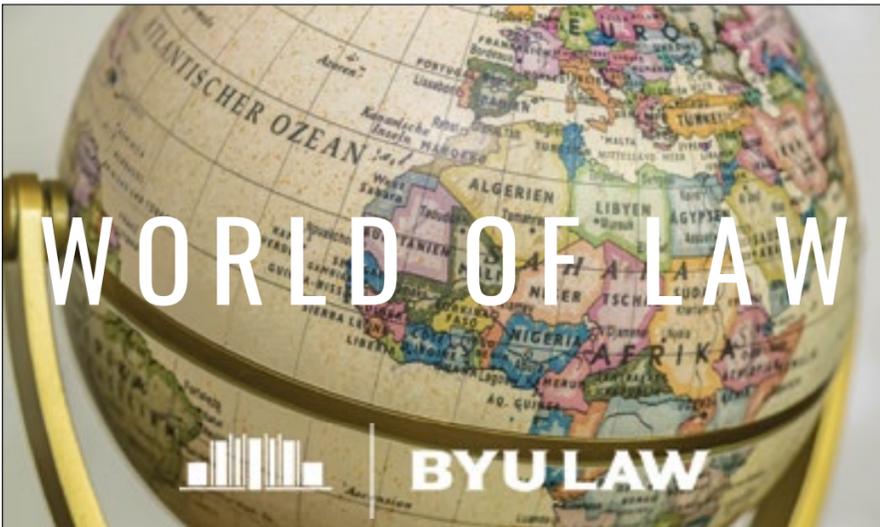
“They fed us, they gave us medicine, they gave us the protection, everything, they washed our clothes,” he said, before gesturing toward Dina. “She loved me very much.”

Mor and Yanai had gotten together with Dina in Greece years ago. But the younger generation of their extended family, which included grade-school children in pigtails and soldiers in uniform, had never met her

before the Nov. 3 ceremony. The two soldiers proudly pushed Dina and Yanai throughout the complex in their wheelchairs.

A special committee, chaired by a retired Supreme Court Justice, is responsible for vetting every case of “Righteous Among the Nations” before awarding the title. Following a lengthy process, between 400 and 500 are typically recognized a year and the process will continue and new stories come to light even for those awarded posthumously, said Joel Zisenwise, the director of the department at Yad Vashem.

“What we see here is moving in the sense that we have evidence of an ongoing relationship of the rescuers with the survivors and the descendants. It is an ongoing form of paying tribute,” he said. “It definitely is moving to see these families coming together knowing that they may indeed be one of the last meetings.”



November 13, 2019

World of Law allows undergraduates to hear BYU Law professors present monthly on a variety of law-related topics. Each presentation is hosted at the BYU Law School.



International Law and National Security

Professor Eric Talbot Jensen

JRCB Room 472

4:00 – 5:00 PM

Pizza will be served!

Prior to joining the BYU law faculty in 2011, Professor Jensen spent 2 years teaching at Fordham Law School in New York City and 20 years in the United States Army as both a Cavalry Officer and as a Judge Advocate. During his time as a Judge Advocate, he served as the Chief of the Army’s International Law Branch; Deputy Legal Advisor for Task Force Baghdad; Professor of International and Operational Law; and more. Professor Jensen is an expert in the law of armed conflict, public international law, national security law, and cyber warfare.

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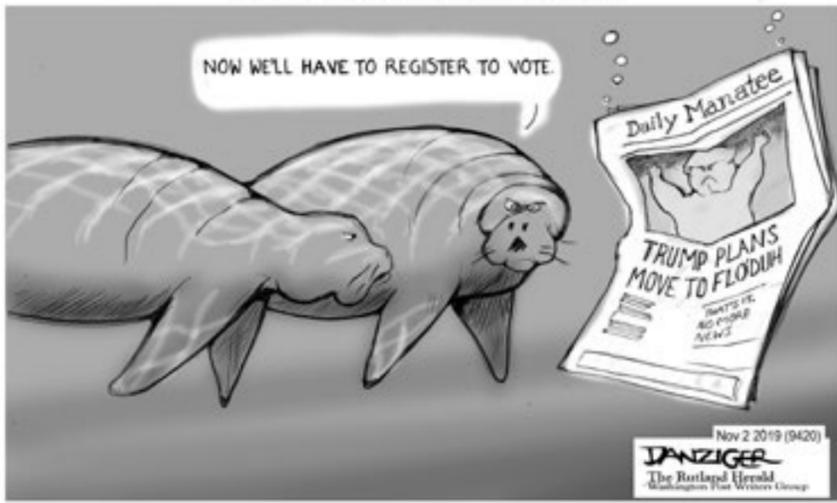
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CLINICAL RESEARCH

Trump Plans to Change Residence to Florida



Tweet Beat

#BYU #BYUprobs

Want to see your tweet in print? Tweet something about life around you with #BYUprobs or #BYU and hopefully it makes the cut.

Leave comments at universe.byu.edu or @UniverseBYU

@noturwaifu69

you're dating for marriage i'm dating for twitter content we are not the same

@alerpinoxy

"There isn't an honor code in Harry Potter's world, so..."
"Maybe I'll get fries..."

@HeardAtBYU

@laney0g

@HeardAtBYU
Girl 1: "Yeah, I was in a rush this morning so I forgot to dress up for Halloween."
Girl 2: "Really? Cause I thought you were a clown, haHA!"
Girl 1: "Nah... being a clown is just my everyday look."

@a_dot_hinman

Student, to another student dressed in a red Star Trek shirt: "I'm worried, is something going to happen to you during class?"
Student 2: "in a Scottish accent" "No, as long as I'm Scottish all day, I'll be fine. The chief engineer never dies."

@HeardAtBYU

@LaVonnnie

I'm dressed up as a devil today, so my professor had me say the opening prayer.

@HeardAtBYU

@BrookeH785

An exchange in my physical science class today:
Prof: "and if the weather forecast is correct in a week and a half it will be 70 degrees"
Girl in my class: WHAT?!?
Welcome to fall in Utah everybody

@HeardAtBYU @byuprofs

@lilliangujensen

"Baby cries"
Girl: that is such a mood

@HeardAtBYU

@gracerlange

"How many of you have seen the matrix? You can raise your hands, I won't turn you into the honor code office" @byuprofs

@fremlo_

don't be mean to me, because I WILL find your email and I WILL sign you up for several random missionary newsletters as revenge

@delicatessan

When the nuns said, "she's always late for everything (except for every meal)" i felt that.

@hankrsmith

Girl 1: "Why were you even dating him?"
Girl 2: "I don't know! I went shopping hungry okay!"

@HeardAtBYU

@Amijaw

"wow, there's little imprints of leaves on the ground"
"yeah, it's so pretty!"
"it's like the bloodstains of crushed dead leaves"
"WHAT?!"

@HeardAtBYU

@ethanwalker

"I love my wife, but honestly being a math major would be easier if I wasn't married"

- @HeardAtBYU

@faulty_humor

"Are Ski masks against the honor code?"
"No ski masks are the ultimate in modesty"

@HeardAtBYU

@brianne_ritchie

The person playing "This is Halloween" on the Carillon Bells right now didn't have to go that hard, but they did. They did it for us.

@HeardAtBYU

@lucyanannk

"Studies have shown that about fifty percent of people are.... women."
-Brother Griffiths

@HeardAtBYU

@byuprofs

@saimyguy

People love to say that our education at BYU is subsidized as if we don't pay it all back with parking tickets

@shayla_who

The fact that the Whos appear in both "Horton Hears a Who" and "How the Grinch Stole Christmas" leads to the irrefutable fact that there exists a Dr. Seuss literary universe (DSLJ). In this essay I will

@ahwritemusic

"I didn't pay attention in calc. I was dating a girl." @HeardAtBYU

@kaylamcdonough_

"my knowledge starts and ends at yeet"
@HeardAtBYU

@factaurial

"Why would you drink alcohol when you could drink milk?" @HeardAtBYU

@abbermac

Girl on the phone: "I can probably write a paper about it off the Sparknotes right?"
The lifelong question.

@HeardAtBYU

@AdamChappell4

"When girls cut their hair it's not statistically significant"

@HeardAtBYU

Tweets are unedited

READERS' FORUM

Requirements for religion professors

Recently, I drew attention to the startlingly few female faculty members who teach in Religious Education here at BYU. Something that also should startle us about Religious Education is the degree that qualifies the professor to teach the subject.

While many professors studied areas relevant to the classes they teach such as Hebrew Studies, Mesoamerican Archaeology, Egyptology, American History, etc., several other professors earned degrees in unrelated fields such as education or law.

As the university says that religious education courses should "be credible, rigorous, university-level experiences in learning," I do not think students can have experiences like this without faculty members who have done Ph.D. work directly related to what they teach. Simply put: we wouldn't have a law professor teach chemistry, so why should they teach religion?

Anyone can teach the Gospel of Jesus Christ, but in order to differentiate religious education courses from Sunday School, seminary or institute courses, I think we need professors who spent their graduate work examining the culture, context and language of the texts that the courses center around.

Without doing this, the university does not facilitate scholarly conversations with the texts we study and instead, focuses almost entirely on the experience of a text. This is necessary for believers, but more serious academic rigor is needed for students.

Inspirational speakers who use eisegesis and experiences to create warm feelings are great, but not necessarily in the classroom. No subject should be taught without the Holy Spirit, but that requires the subject be taught.

—Hanna Seariac
Boston, Massachusetts

The truth about studies abroad

You never know until you try — isn't that how the saying goes? The same is true of one of the greatest opportunities BYU students have — the opportunity to study abroad.

When one hears the words "study abroad," the initial reaction usually has to do with a fear of the bill attached, but through BYU, the costs will be half that of other universities. While one could travel in New Zealand for a moderate \$12,000 with any other program, BYU's Kennedy Center and wonderful donors have dropped that

price to as little as \$5,000. For a semester in a new land with thousands of unique experiences every day, that's too good an offer to pass up.

Not only is the cost vastly reduced for students, a study abroad can grow students' skills in their fields. Studying in a new culture opens the eyes to new understanding and literally opens new pathways of learning in the brain.

You don't need to be at the top of your class or the most popular person around to go. You've seen the study abroad backpacks around, haven't you? They're everywhere! And if you ask any of those people if their experience was worth it, they'll probably tell you it was worth every penny.

—Ryan Magleby
American Fork, Utah

Were we actually prepared for college?

Young adults graduate from high school academically primed, but emotionally unprepared for college; the lack of emotional preparation found on college campuses can be alleviated through educating college-bound high school students about homesickness, depression and culture shock. Due to an increasing focus on college admissions, high school programs fall short of equipping students with the necessary skills to emotionally succeed in college.

As high school graduates transition into college life, they are bombarded with emotional hardships. While settling into their new lives, the majority experience a common issue — homesickness. Common derivatives of homesickness are depression and culture shock.

BYU notified all of its freshman students about the commonality of this emotional situation via email during the third week of the 2019 school year. According to this email, "research shows that 69 percent of first year college students report feeling homesick." With such a commonality among college freshmen there is a disconnect with the prevalence of the conversation had before hand. Earlier education of how to recognize and cope with the symptoms of homesickness would help new students experience to a lesser degree.

The attributes of going off to college are not diluted if there are greater mental preparations had in advance. Instead, the transition to a new lifestyle would be less strenuous, and students would experience greater enjoyment in the present. In addition, a realistic portrayal of college would enable incoming students to better prepare for the journey ahead.

—Abigail Lee
Dixon, California

OPINION OUTPOST

The Opinion Outpost features opinions and commentary on the latest hot topics from state and national news sources.

Rising sea levels

The seas are rising, and will continue to rise, because hotter temperatures melt land-based ice and expand the volume existing ocean water takes up. But while much study has examined the shift in amount and warmth of seawater humans will face, there is another variable scientists must get right to assess the risk to humanity: just how many people live in low-lying areas. A new paper suggests previous estimates of land elevation — and, therefore, the number of at-risk people — were wrong.

—Editorial Board
The Washington Post

Homeland Security

In the Trump administration,

little at Homeland Security has gone smoothly, with high turnover, vacancies in key posts and a growing number of "acting" officials running major divisions.

... Mr. Trump has made clear he likes things this way; he can exert greater control over what amounts to glorified temp workers, and he doesn't have to bother with obtaining the Senate's approval of his appointees. But it is a lousy way to run a department.

—Editorial Board
The New York Times

Salt Lake City homeless shelters

The desire of some state and local officials and business leaders to be done with the emergency shelter model of serving Salt Lake City's homeless population and move to an approach that stresses real, long-term housing is something that, in years to

come, we may well look back on as a major accomplishment.

But not right now. Not this month, with temperatures plummeting and the replacement system of service centers for the homeless still not fully up and running.

—Editorial Board
The Salt Lake Tribune

Impeachment

Talk of impeachment seems to be hogging all the air in Washington. We do not wish to downplay the importance of that matter. The sooner it can be resolved, the better for the entire nation.

But impeachment cannot be allowed to be the only item on the agenda as the year ends and another, hyper-politicized election year is ushered in.

Americans elect representatives to do the hard work of governing. They deserve to see that work being done.

—Editorial Board
Deseret News

Drug cartels

Mexican drug cartels murder Americans, corrupt governments, and spread human misery. They are, according to the US Drug Enforcement Agency, "the greatest criminal drug threat to the United States."

... The Trump administration's obsession with preventing immigrants from reaching the United States is creating serious problems in Mexico, forcing the

country to divert resources from the far more important work of combating cartels.

—Editorial Board
The Boston Globe

Political advertising

Facebook has become a prime outlet for presidential campaign messaging, with President Trump and his Democratic rivals collectively spending more than \$1 million every week on targeted ads, according

to published reports. So it was disturbing, to say the least, when Facebook altered its rules recently to exempt politicians and political parties from its ban on false advertising.

Not to put too fine a point on it, but the change amounted to a standing invitation for politicians to lie on Facebook — something it doesn't allow any other advertisers to do. And this isn't about free speech.

—Editorial Board
Los Angeles Times

WE WANT TO HEAR FROM YOU

The Universe encourages students, faculty and BYU staff to add their voice to ours by writing letters to the editor and guest editorials, or by submitting editorial cartoons.

- All letters should be submitted by email to universe.ideas@gmail.com. The topic of the letter should be included in the subject line.
- Letters should also include the author's name, hometown (for students), campus position (for faculty and staff) and phone number. Anonymous letters will

not be published.

- Letters should be no more than 250 words and may be edited for length, clarity or style.
- Guest editorials should be 500 to 700 words and are encouraged from individuals with professional or academic expertise on the topic.
- Original cartoons are also welcome.

Opinion editor Karina Andrew can be reached at universe.ideas@gmail.com.

‘Red Coat Cougar’ receives BYU blue coat



Hans Olsen

Brooke Anderson, in her red coat, waves her arms at the BYU football game vs. Boise State.



Hannah Miner

Brooke Anderson, right, in her new BYU coat, stands beside Senior Associate Athletic Director Liz Darger.



Preston Crawley

Brooke Anderson, right, is wearing her new coat at the BYU football game against Utah State on Nov. 2. The coat was a gift from BYU Athletics.

By ELISA HUHEM

BYU fan Brooke Anderson became known as the “Red Coat Cougar” after a video of her flailing her arms at a football game went viral. BYU Senior Associate Athletic Director Liz Darger saved the day by presenting her with a blue coat to wear while cheering on the Cougars.

Darger invited Anderson to her office in the Student Athlete Building on Wednesday, Oct. 30 to give her the coat. Based on their shared love for BYU sports, there was an instant connection.

Being an avid BYU sports fan, Anderson was excited to come to BYU to receive the coat and see the athletic department.

“I meant what I said,” Darger said in relation to her intent of following through with her tweet saying she would get the coat to Anderson.

Darger proceeded to give Anderson a Nike BYU jacket, a football signed by football head coach

Kalani Sitake and a card signed by him that said, “Brooke, I wore red once too. Glad we’re both in blue now. Thanks for the passion. Go Cougs!”

After Anderson and Darger laughed and talked together for a while, Darger concluded their meeting by showing Anderson around the athletic facility.

Anderson said her family made fun of her because she didn’t need someone to buy her a jacket. Her original red coat just happened to be the wrong color to wear as a Cougars fan at a BYU football game. Anderson said she is happy she can now wear the BYU blue coat to the games.

“It was really cool and Liz made it very personal,” Anderson said. “I didn’t really know what to expect, but I’m way happy with how it went.”

Anderson said she is excited she got to witness the Cougars beat Utah State 42-14 in her new coat on Nov. 2. Next football game it might be a little harder to spot the “Red Coat Cougar” fan in the crowd, but Anderson’s crazy flailing arms in her new BYU coat should help.

LAKERS

Communication grad lands NBA team internship

Continued from Page 1

“I realized that if I could make a portfolio of the work that I wanted to get, people in that stature would see and respect that,” she said.

Her first time shooting the Lakers was another backdoor opportunity. One of her close friends who works on marketing for athletes was trying to work with NBA player Kyle Kuzma. He was in contact with Kuzma’s agent and reached out to Keenan about the possibility of shooting some photos of the Lakers.

“I got into the (arena) and just shot pre-game and then was too scared to go down to the court. I just pretended to know what I was doing down in the court,” Keenan said.

She tweeted some of the photos that she took of LeBron James and received a message on Twitter from the vice president of marketing for the Lakers saying they liked the photos and asked her where she was located.

Ecstatic, she took an expensive Uber ride from Orange County up to Los Angeles to meet the vice president of marketing and soon discovered that he was also a BYU grad. He expressed that they really liked her work, but there just wasn’t a spot open for her. However, soon an internship position opened. She immediately jumped on the opportunity to apply. Keenan was thrilled when she was offered the internship and her journey with the Lakers began.

“I’ve learned to trust that when someone says ‘no,’ you have to believe that you will get something greater down the road,” Keenan said.

Even with her dream job working with the Lakers, however, everything is not exactly as she expected. She said she has had to put in extra time and energy in order to succeed as a woman in a male-dominant sports industry.

Keenan said she needs to really know all of the athletes and put in extra time to succeed. In the sports industry, Keenan said that it seems like if a girl doesn’t know a face, it is assumed that she isn’t educated. However, if a male doesn’t know a face, it is just assumed that he must have blanked.

“Being a female in the sports world, I have always used my position as a fresh set of eyes and a different perspective,” Keenan said. “Just because I am a girl doesn’t limit me. I have to know my stuff that much more and keep up to pace in certain things so



Abigail Keenan

Abigail Keenan takes photos on the Lakers court on Sept. 14.

that I am taken seriously.”

Another hurdle has been accepting that it is OK not to get personal recognition for her work.

“It’s hard because there’s an assumption that when you post photos of these massive athletes that they see everything, but as of right now none of them have posted my work,” Keenan said. “LeBron waved at me and it made me want to cry. So, for now, that’s good enough for me.”

She has sent photos to NBA stars like Anthony Davis and Kyle Kuzma and realized she could not take it personally when they did not respond or jump at the opportunity to post her work. She said they have a million people giving them content all the time and that she realized there were more important things to worry about than getting credit.

She may not receive the photo credit for all of the content that she is creating, but Keenan said that having the opportunity to work on something bigger than herself is the greatest benefit and makes her work worth it.

“I don’t really even care if my name isn’t on everything or if it isn’t posted the way I want. My job is so satisfying,” Keenan said.

Keenan is proof that somebody can go a long way when they don’t get caught up in who gets the credit.



Abigail Keenan

Abigail Keenan captured pre-game shots of Kyle Kuzma in March.

Her example also serves as proof that there are no limits when you are willing to work hard and be relentlessly persistent.

“The sky is the limit for her. She can go as far as she wants to go. It takes sacrifice, hard work and risk and she is not afraid of that,” Romney said.



Hannah Miner

Arizona transfer Alex Barcello dribbles the ball during a basketball practice.

Alex Barcello, BYU basketball react to NCAA approval to play

By CHELSEA KERN

Alex Barcello has been cleared to play for the BYU men’s basketball team for the upcoming 2019-20 season.

After recent injuries and setbacks for their starting lineup, the BYU Cougars received news that the Arizona transfer had met an exception of the NCAA transfer rule and will be eligible to suit up for the first game on Tuesday, Nov. 5.

The good news couldn’t have come soon enough.

“Well, it actually made our average height smaller,” head coach Mark Pope joked about Barcello being eligible to play. “He gives us a real physical presence in the backcourt, which is a huge gift.”

The 6-foot-2 guard played his first two years of college ball at Arizona. As a sophomore in the 2018-19 season, Barcello averaged 3.3 points and added 26 rebounds, 15 assists and 10 steals over 30 games. Pope said the junior is bringing a physicality to the team that the Cougars desperately need.

Unsured of whether the NCAA would accept BYU’s petition, Barcello said it was a special moment, and a huge surprise, when they got the big news.

It occurred as follows: nonchalantly BYU’s assistant athletic director for compliance, Chad Gwilliam, asked Barcello how he would feel if he were able to play on the court this

year. Barcello replied, “Shoot, I’d give anything.” It was then Gwilliam told the athlete, “Well, get ready. You’re going to suit up.”

The team was ecstatic and Twitter blew up with positive responses.

Barcello said while he enjoyed playing on Arizona’s team, he was excited to make the switch and felt compelled to come to BYU because of the combination of each of the vital aspects of the BYU basketball program, namely the optimal coaching staff, the motivated teammates and the committed fan base.

Surrounded by support on and off the court, Barcello said he feels extremely motivated to put in daily hard work to perform well in front of the Cougar fans, or as Barcello called them the “best fans in the country.”

Sophomore Kolby Lee said as soon as they saw Gwilliam enter the practice facility the team was expecting additional bad news. Luckily, they were pleasantly surprised.

“Let’s go!” Lee yelled. “We were pumped. We’re pumped.”

With the team headed to season play next week, Lee said Barcello will be a valuable asset with his good shots and great passes.

“I love playing with him just because he turns off ball screens downhill quick,” Lee said, speaking of Barcello. “He’ll find you when you’re open, so he’s nice to play with.”

The basketball home-opener game will be on Tuesday, Nov. 5 at 7 p.m. against Cal State Fullerton.



Jenae Hyde

Three cheerleaders wave the BYU flags after a score during the BYU vs. USC game on Sept. 14.

Cheer and stunt prep for intensive game days

By ANNEKA CUSICK

BYU cheer and stunt is a major face of BYU. They are there cheering on the Cougars for football, women's volleyball, men's basketball and women's basketball, not to mention the countless appearances they make throughout the year on the university's errand. This week The Universe looked into what the BYU cheer and stunt team does to prepare for game day.

The team starts practice at 7 a.m. four days a week and spends hours perfecting its routines and stunts before performing them in front of fans. In addition, team members condition and lift weights to stay in shape.

Every game is a scripted performance. Cheer and stunt plans performances and stunts for the home football games. All of the routines the fans see have been practiced hundreds of times before they make it out on gameday.

"Everything that we do is scripted. We don't do any time-outs that aren't planned for

in the script. It all needs to be done exactly on time. We run out, begin, perform and finish all at exact times that we plan out beforehand. It all comes back to just a lot of preparation and is scripted down to a T," head coach Jocelyn Allan said.

Home games result in a very long day for the BYU cheerleaders. They begin performing two and a half hours before kickoff as they contribute to the college football atmosphere by interacting with fans.

In addition to being cheerleaders, two team members are also equipment managers. Austin Maser and Austin Harmon spend extra time preparing by arriving earlier than the team to set up signs, banner and pyrotechnics placed in the flags.

BYU cheer and stunt is the only part of the BYU Spirit Squad that travels to away games. In addition to all the work that goes into home games throughout the football season, 12 cheerleaders are selected to travel to each away game.

"We make a lot of memories when we travel," Harmon said. "We have a lot of time to

go explore and experience the new places too."

The traveling cheerleaders often do activities that are unique to the region, like zip-lining through the Smokey Mountains of Tennessee or even taste-testing cheese in Wisconsin.

Nearing the end of football season, members of BYU cheer and stunt often find themselves incredibly busy as they attend sporting events for football, volleyball, men's basketball and women's basketball simultaneously. Nevertheless, this is when cheer and stunt begins prepping for its own competition.

Cheer and stunt competes separately at sporting events. This year, the team will compete in cheerleading competitions as well as STUNT.

STUNT is a new way for cheer and stunt to compete. BYU finished last year's STUNT season ranked No. 6 despite only competing once during the season. This year, they have high goals for themselves and have already begun work for the competition by using current performances as preparation.

Mixed martial arts helps Lehi man fight depression, find purpose



Carson Hardman

Carson Hardman, a Latter-day Saint MMA fighter, competes at SteelFist Fight Night in Salt Lake City.

By ANNEKA CUSICK

The bright lights overhead illuminated the ring and constant cheers erupted from the crowd as Utah County native Carson Hardman attacked his opponent in a flurry of kicks and punches.

Carson Hardman is a Lehi resident who has been participating in mixed martial arts, formerly referred to as cage fighting, for more than a decade. He believes his training has helped him significantly improve his mental health and lifestyle.

Hardman said he started training in MMA almost by accident. After recovering from a skateboarding injury, he began looking for a hobby that didn't require another expensive piece of equipment. Kickboxing initially sparked his interest, but after learning that his friend's gym no longer offered it, Hardman's friend referred him to an MMA gym.

"That's where I got to know what MMA was all about. It wasn't as violent or aggressive as it was perceived to be after I learned about the different respects and mentality of it all," Hardman explained. "As I continued to train, it just hooked me, and I especially noticed that my mental health was doing better."

Mental health is a huge reason why the 24-year-old trains in MMA. He said he started struggling with depression at a young age but noticed that training immediately improved his mental health. This new activity gave him purpose and something to live for.

Growing up, Hardman worked every day to help run the family farm by fulfilling his duties in the early morning. His depression didn't excuse him from pulling his own weight, but it made the work extremely challenging. He credits MMA for the



Carson Hardman

Carson Hardman competes against opponent Cisco Alcantara during SteelFist Fight Night in Salt Lake City.

physical and mental benefits that helped raise him out of the darkness that often surrounded him.

"Training created a new connection to my body, and I felt empowered," Hardman said. "I didn't feel as negative because it provided a different kind of confidence and drive. MMA was something to look forward to, even adding a new purpose to my life."

The MMA competitor took a two-year break from fighting to serve a mission for The Church of Jesus Christ of Latter-day Saints in Lubbock, Texas. Although he did what training he could while serving, Hardman was excited to continue his MMA journey when he returned home, finding a balance between God, family, fighting and friends.

Learning to balance everything is tricky for the athlete. His weeks are filled with church callings, family, work and twice-a-day trainings. In addition, Hardman and his wife have a 5-year-old son.

Hardman recognizes his

wife, Jamie, and son, Bentley, as his biggest supporters, even deeming Jamie his personal nutritionist. They have been especially helpful during the past few weeks as Hardman recovers from an injury that caused him to pull out of his last fight in September at the Maverik Center.

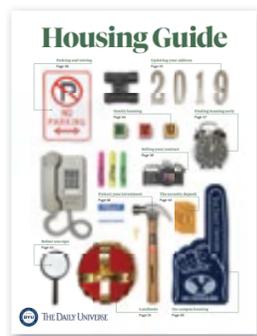
Despite his injury, he works every day to become a better fighter and accomplish his dreams. Right now, Hardman is mainly focusing on recovery, but he has set high goals for himself for the future.

Hardman is currently the No. 2 welterweight fighter in Utah, according to Tapeology.com.

"I have one big goal: I want to be champion of my weight class for the UFC," Hardman said. The Ultimate Fighting Championship is an accredited league for mixed martial arts fighting. "I believe that I can be there with these top-level athletes. They have more experience than me, but I believe with a few tweaks and tons of practice that I can be the best."

Tired of parking tickets?

Pick up Housing Guide for tips on parking in Provo.



2019 edition available on racks throughout campus.



Simple Bites

Recipe Column



This week:
Coconut Curry Chicken

Ingredients	For 1	For 2	For 4
Olive oil	2 tsp	1 tbsp	2 tbsp
Onion, thinly sliced	1/4 med	1/2 med	1 med
Garlic, minced	1 tsp	2 tsp	1 tbsp
Boneless, skinless chicken breast	1/4 lb	1/2 lb	1 lb
Ginger, fresh ground	3/4 tsp	1 1/2 tsp	1 tbsp
Coriander	1/2 tsp	1 tsp	2 tsp
Coconut milk	4 oz	8 oz	one 13 oz can
Red bell pepper, cut into thin strips	1/3 cup	3/4 cup	1 1/2 cups
Thai red curry paste or powder	1 1/2 tsp	1 tbsp	2 tbsp
Salt	1/2 tsp	1 tsp	2 tsp
Black pepper	1/4 tsp	1/2 tsp	1 tsp
Fresh spinach	3/4 cup	1 1/2 cups	3 cups
Lime juice	3/4 tsp	1 1/2 tsp	1 tbsp
Cilantro, fresh chopped	1/2 tbsp	1 tbsp	2 tbsp

Directions:

In a medium size pot, heat oil, add sliced onion and garlic, saute for 2 minutes.

Cut chicken into bite-sized pieces, add to pot.

Saute, stirring often, until chicken is completely cooked through, about 5-6 minutes.

Add ginger, coriander, coconut milk, bell peppers and curry paste, mix well.

Reduce heat and simmer about 5 minutes or until liquid has reduced and thickened.

Add spinach, salt, pepper and lime juice, mix well.

Cook until spinach has completely wilted, about 2 minutes.

Serve hot over white rice (Jasmine or Basmati is best) or with naan bread.

Scan this photo with the Universe Plus app to see our video of how to make the curry chicken.

Dilbert®

Panel 1: DILBERT: DID YOU KNOW THAT 85% OF THE MATTER IN THE WORLD IS DARK MATTER, AND WE DON'T EVEN KNOW WHAT DARK MATTER IS?
Panel 2: PHIL: I KNOW WHAT IT IS. YOU DO?
Panel 3: DILBERT: IT'S WHEN THE LIGHTS ARE OFF. DUH.
Panel 4: PHIL: I'M GOING TO GO TALK TO SOMEONE ELSE NOW.
Panel 5: DILBERT: THEY SAY 85% OF THE MATTER IN THE UNIVERSE IS DARK MATTER, AND WE DON'T EVEN KNOW WHAT THAT IS.
Panel 6: PHIL: WELL, IF IT'S THE MOST ABUNDANT THING IN THE UNIVERSE, IT HAS TO BE MADE OF STUPIDITY.
Panel 7: DILBERT: WHY WASN'T THAT OBVIOUS TO ME? BECAUSE YOU'RE 85% DARK MATTER.

Peanuts®

Panel 1: CHARLIE: YOU'RE MY DOCTOR, SIR, AND I RESPECT YOU...
Panel 2: WOODSTOCK: HOWEVER, I'VE COME TO SEE YOU BECAUSE I HAVE TO KNOW WHY YOU AND THE SCHOOL BOARD BANNED THE SIX BUNNY WINNIES FROM OUR LIBRARY...
Panel 3: CHARLIE: KLUNK!!
Panel 4: WOODSTOCK: SOMEHOW, YOU NEVER EXPECT A DOCTOR TO FAINT...
Panel 5: CHARLIE: NURSE! HURRY!! THE DOCTOR HAS FAINTED!
Panel 6: WOODSTOCK: IS HE ALL RIGHT? WAS IT SOMETHING I SAID?
Panel 7: CHARLIE: I SEE... I UNDERSTAND
Panel 8: WOODSTOCK: HE'S A GREAT PEDIATRICIAN BUT CHILDREN MAKE HIM NERVOUS!

Garfield®

Panel 1: GARFIELD: I WONDER WHAT DAY IT IS?
Panel 2: GARFIELD: WELL, DUH.
Panel 3: GARFIELD: REMEMBER, KIDS...
Panel 4: GARFIELD: ALWAYS GIVE 100 PERCENT!
Panel 5: GARFIELD: UH, EXCEPT WHEN DONATING BLOOD.
Panel 6: GARFIELD: THANK YOU, CAPTAIN OBVIOUS.

Pickles®

Panel 1: PICKLES: IS THAT A NEW BLOUSE?
Panel 2: MRS. PICKLES: YES, DO YOU LIKE IT?
Panel 3: PICKLES: YOU LOOK GOOD IN PURPLE.
Panel 4: MRS. PICKLES: THIS IS BEIGE.
Panel 5: PICKLES: YUP, YOU LOOK GOOD IN PURPLE.
Panel 6: PICKLES: WHAT'S ON YOUR MIND, NELSON?
Panel 7: NELSON: GRAMMA'S ON THE COMPUTER AND SHE WON'T GIVE ME A TURN.
Panel 8: PICKLES: SO YOU'RE TATTILING ON GRAMMA?
Panel 9: NELSON: WELL, I'M TRYING, BUT DON'T TELL HER.

Non Sequitur®

Panel 1: SWEARING IN AT A CONGRESSIONAL HEARING
Panel 2: DO YOU SWEAR TO TELL THE TRUTH, THE WHOLE TRUTH, AND NOTHING BUT THE TRUTH?
Panel 3: WELL, I SUPPOSE THERE'S A FIRST TIME FOR EVERYTHING.
Panel 4: CLOSE ENOUGH.
Panel 5: EVERY ONCE IN A WHILE, I'M REMINDED WHY I'M GLAD WE'RE NOT MAN'S BEST FRIEND.

Zits®

Panel 1: THUD! GAH!
Panel 2: MOM? WHAT HAPPENED?
Panel 3: I TRIPPED AND FELL!
Panel 4: BUT I WAS IN MY ROOM!
Panel 5: FOR ONCE, IT WASN'T YOUR GIANT FEET.
Panel 6: THAT LOOKS PRETTY BAD.
Panel 7: WELL, DO SOMETHING!
Panel 8: OK YEAH
Panel 9: SOMETHING BESIDES POSTING A PICTURE!
Panel 10: FIRST THINGS FIRST, MOM.

Sudoku

Use the numbers 1-9 once in each row, column and marked grid of 9. Puzzles increase in difficulty from left to right. Solutions are at universe.byu.edu/sudoku.

3		2	1					9
	5	2	8	6	1			
9					3			
6			4					8
	8	6		5	7			
5			9					4
	1				2			
	7	3	6	4	8			
2		7	8					5

		5	1	6	4			
		6				3		
8	9						1	2
9			7					8
			5	9	3			
4			8					1
3	2						6	5
		8				1		
		1	8		9	2		

	4						9	
5			4	2			3	
			9	1	5			
9	5					2	3	
		4	3			8		
2	7					9	6	
			6	9	8			
6			1	4			9	
1							5	

		6					4	9
						2		3
1	3	4	8	5				
		2						5
		2	8	7	9			
	4		9					
4	7	6	3	2				
2		3						
5	9							7

The New York Times Crossword

Edited by Will Shortz No. 0930

ACROSS

- Den
- Some HP products
- Wardrobe supplies for Batman
- vera
- "Like I told you!"
- Player at Baltimore's Camden Yards
- Bash some tobacco holders?
- Name on a 24-Across container
- Bash some small trucks?
- Something a prospector stakes
- NaCl
- "O.K., got it"
- \$
- Functions
- Went on horseback
- Small town
- Winner's two-finger gesture
- Ace's value, at times
- Bash a laundry room brand?
- Down Under hopper
- Rachel Maddow's channel
- Bills with Alexander Hamilton
- Soph's, in two years
- Disavow
- You need to sit down for this
- Brownie mode
- Particle that's positive or negative
- Slices of time
- Calf-roping rope
- Bash an Alex Haley classic?
- \$
- Peter of "Lawrence of Arabia"
- Bash a bug repellent brand?
- Prepared for planting
- Tibetan beast of burden
- Lake (what separates Ohio and Ontario)
- Monica in the International Tennis Hall of Fame
- Soph's, in two years
- Disavow
- You need to sit down for this
- Brownie mode
- Particle that's positive or negative
- Slices of time
- Calf-roping rope
- Bash an Alex Haley classic?
- \$
- Peter of "Lawrence of Arabia"
- Bash a bug repellent brand?

DOWN

- You need to sit down for this
- Brownie mode
- Particle that's positive or negative
- Slices of time
- Calf-roping rope
- Bash an Alex Haley classic?
- \$
- Peter of "Lawrence of Arabia"
- Bash a bug repellent brand?
- Malia Obama's sister
- Gator's cousin
- Action accompanied by a "Mwah!"
- White House V.I.P.
- Marry on the cheap, say
- Have a feeling
- Steel rebel
- Wilt CIAOS
- Slip
- All Prado style
- Blather skite
- Revs name it
- Malawi CASK MFA
- Uses chatterbox
- Sigh eerie deli
- Easy shlep adds
- John who arrived on the Mayflower
- Slugging stat
- Adam's madam
- Improvement, as in the economy
- GPS suggestion: Abbr.
- Clubs at a country club
- Vice-presidential family of the 1990s
- Features of peacock tails
- That's just wrong!
- Classic TV brand
- Cause of a Mar. clock change
- Bill Clinton's 1996 opponent
- Like some bagels and newlyweds
- Chopped
- Nonkosher sandwiches, for short
- Mined find
- Telltale evidence of a shark
- Adorable sort
- Island with a lagoon
- Fast-food chain with a cowboy hat logo
- Type of clean energy
- Bullring cheers
- Acorn-producing trees
- Mined find
- Telltale evidence of a shark
- Adorable sort
- "Sisters" co-star Tina

ANSWER TO PREVIOUS PUZZLE

M	A	N	E	S	P	O	O	L	S	I	A	M
A	W	O	L	A	R	G	O	L	E	D	G	E
T	A	L	K	A	H	O	L	I	C	Z	E	A
E	R	A	T	A	P	E	T	H	W	A	R	T
S	E	N	I	O	R	R	U	T	H			
B	L	A	B	B	E	R	M	O	U	T	H	
S	T	E	E	L	R	E	B	E	L	G	A	Y
W	I	L	T	C	I	A	O	S		S	L	I
A	L	L	P	R	A	D	O	S	T	I	L	E
B	L	A	T	H	E	R	S	K	I	T	E	
R	E	V	S		N	A	M	E	I	T		
M	A	L	A	W	I	C	A	S	K		M	F
U	S	E	S		C	H	A	T	T	E	R	B
S	I	G	H		E	E	R	I	E		D	E
E	A	S	Y		S	H	L	E	P		A	D

PUZZLE BY LYNN LEMPEL

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The New York Times Crossword

Edited by Will Shortz No. 1001

ACROSS

- Travel aimlessly
- Melville captain
- Credit alternative
- Defamation League
- gras
- Loud public argument
- Device for tapping groundwater
- Lovers' rendezvous
- Debate
- Pop hit?
- "Nopel"
- What Apple's mobile devices run on
- \$\$\$ pro, for short
- Hippo campus?
- Vexation
- This-and-that dish
- In disguise for a mission
- This-and-that dish
- Only four-term prez
- Echelons
- Period after a championship
- Sky hue
- Seabird of colder climes
- Singer Eartha
- What's hung on a clothesline
- Don't go
- Kitchen counter crawler
- General whose orders are sometimes carried out?
- "Plot twist!"
- "How you livin'?"
- Midmonth occasion
- Some party hires, for short
- Not perfectly round
- They may protect diamonds
- They usually attract (not in this puzzle, though)
- Visually assess
- Weirdo
- "Dibs!"
- Papa
- Airport approximations: Abbr.
- Part of BFF
- Sashimi, e.g.
- The slightest amount
- Map books
- "Cool" amounts
- Updo styled with an elastic band
- polloi
- Is down with something
- Its capital is Belmopan
- Spring forward/fall back inits.
- Beigeish shade
- Fans of singer Knowles, collectively
- Actuary's employer
- Holds in place
- Prepare for printing
- Amer. currency
- "Seriously!"
- Crunches work them
- Tater
- Help out, as a bench-presser
- Partner for life
- Do recon
- Rocket's escape vessel
- Abbr. between two singers' names
- Surrounding glow
- Signature shots of Kareem Abdul-Jabbar
- Looked forward to
- One-named star of HBO's "Euphoria"
- Said aloud
- "Dead event!"
- Loses slack

ANSWER TO PREVIOUS PUZZLE

S	P	C	A		A	G	R	A		P	A	W
A	K	R	O	N	I	R	A	N		F	A	T
L	E	A	D	A	P	R	O	N		R	S	V
F	I	N	A	L	P	H	A	S	E		E	A
I	N	K		M	O	N	O		O	E	D	
E	S	S	O		L	E	M	O	N	O	Z	E
N	E	V	E	R		L	I	E	N	E	E	
M	Y	R	T	L	E	S		R	I	O	T	A
P	E	A	H	E	N		H	E	N	N	A	
H	O	M	E	G	A	M	E	S		G	I	L
S	T	Y		A	R	T	E		F	E	E	
D	O	H	A		G	R	E	E	K	C	R	O
O	H	O	K		P	I	T	A	G	A	I	N
T	I	R	E		A	N	I	S		V	A	L
S	O	N		S	E	C	Y		A	L	I	N

PUZZLE BY ERIK AGARD

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Twitter pulls back on political ads, but pitfalls await

ASSOCIATED PRESS

SAN FRANCISCO — Twitter announced an end Oct. 30 to political campaign and issue ads on its service, calling it an important step in reducing the flow of election-related misinformation.

But some of its users might face an unintended consequence or two.

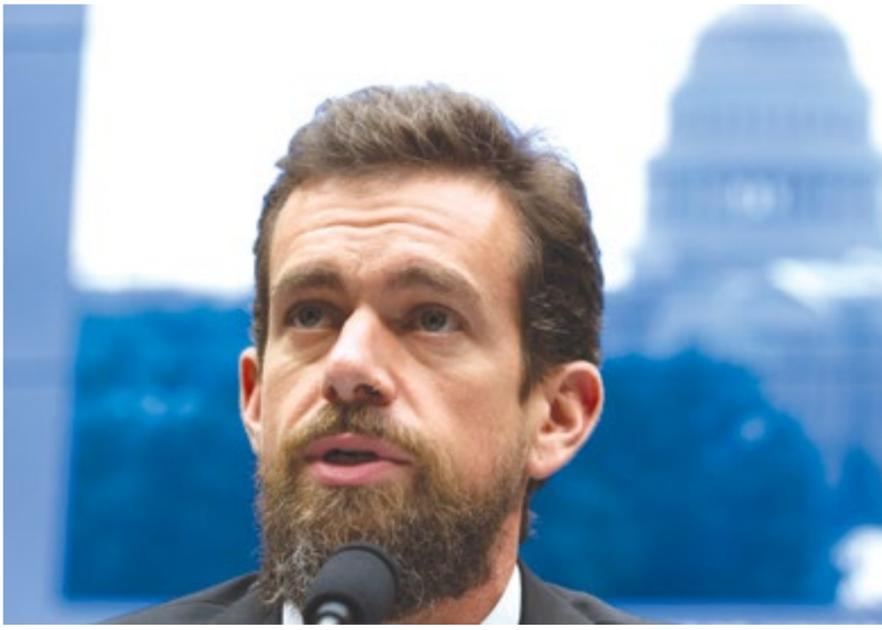
Among those potentially affected could be public-interest nonprofits eager to reach an audience larger than their official followers, challengers to incumbent officeholders, and — obviously — political consultants who make a living placing ad buys for their candidates.

Twitter CEO Jack Dorsey said in a series of tweets that paid political messages in the targeted environment that social media enables can be fraught.

“While internet advertising is incredibly powerful and very effective for commercial advertisers, that power brings significant risks to politics, where it can be used to influence votes to affect the lives of millions,” he wrote.

Security and privacy researchers and some Democratic politicians hailed Twitter’s decision as an important way to prevent campaigns from feeding streams of misinformation to targeted voters. The move drew a sharp contrast between Twitter and its much larger rival Facebook, which has come under fire in recent months for its policy of not fact-checking political ads.

Facebook CEO Mark Zuckerberg shot back quickly, using an earnings conference call on Oct. 30 afternoon to offer an



Associated Press

Twitter CEO Jack Dorsey testifies before the House Energy and Commerce Committee in Washington on Oct. 30.

impassioned defense of what he called his company’s deep belief “that political speech is important.”

“This is complex stuff. Anyone who says the answer is simple hasn’t thought about the nuances and downstream challenges,” Zuckerberg said. “I don’t think anyone can say that we are not doing what we believe or we haven’t thought hard about these issues.”

Google did not have an immediate comment on Twitter’s policy change.

Trump’s campaign manager called Twitter’s change a “very dumb decision” in a statement on Oct. 30.

“This is yet another attempt to silence conservatives, since Twitter knows President

Trump has the most sophisticated online program ever,” campaign manager Brad Parscale said.

Political advertising makes up a small sliver of Twitter’s overall revenue. The company does not break out specific figures each quarter, but said political ad spending for the 2018 midterm election was less than \$3 million. It reported \$824 million in third-quarter revenue.

Candidates spend significantly more purchasing ads on Facebook than on Twitter, company records show.

In a semi-annual report on enforcing its guidelines, Twitter said on Oct. 31 that more than 50% of the tweets it removes for abuse are now “proactively” flagged using technology such as artificial intelligence rather than needing someone to report problems. That compares with 20% a year ago, it said.

“Our continued investment

in proprietary technology is steadily reducing the burden on people to report to us,” Twitter said.

The report, covering the first six months of the year, also said accounts either locked or suspended for violating Twitter’s rules more than doubled from the previous six months.

The political advertising issue rose to the forefront earlier this fall when Twitter, along with Facebook and Google, refused to remove a misleading video ad from President Donald Trump’s campaign that targeted Democratic presidential candidate Joe Biden.

In response, Democratic Sen. Elizabeth Warren, another presidential hopeful, ran her own ad on Facebook taking aim at Zuckerberg. The ad falsely claimed that Zuckerberg endorsed President Donald Trump for re-election, acknowledging the deliberate falsehood as necessary to make a point.

Dorsey said the company is



Associated Press

Twitter is banning all political advertising from its service, saying social media companies give advertisers an unfair advantage in proliferating highly targeted, misleading messages.

recognizing that advertising on social media offers an unfair level of targeting compared to other mediums. It is not about free expression, he asserted.

“This is about paying for reach. And paying to increase the reach of political speech has significant ramifications that today’s democratic infrastructure may not be prepared to handle,” he tweeted. “It’s worth stepping back in order to address.”

Zuckerberg said he has also considered banning political ads, but remains wary of the move’s impact. “It’s hard to define where to draw the line,” he said. “Would we really block ads for important political issues like climate change or women’s empowerment?”

A ban on such “issue ads” could limit the ability of such groups to reach wider audiences or disadvantage them in other ways. Ryan Schleeter, a spokesman for the environmental group Greenpeace, said a lot will depend on how Twitter defines “political.”

What the group doesn’t want to see, Schleeter said, is major oil companies being able to run misleading ads, while those who confront them are censored.

Political challengers will also find themselves at a disadvantage, since they don’t generally have the name

recognition or money that their opponents do, said Matt Shupe, a Republican political strategist.

“If you’re a challenger, advertising allows you to make up that difference,” he said. “It’s very hard to organically grow an audience for a state assemblyman campaign.”

Shupe, whose public relations firm has won awards for its use of ads on Facebook, called Twitter’s decision “incredibly dumb.”

Twitter said it will make some exceptions, such as allowing ads that encourage voter registration. It will describe those in a detailed policy it plans to release on Nov. 15, and the policy will take effect Nov. 22.

Twitter will still allow politicians to freely tweet their thoughts and opinions, which can then be shared and spread. Trump’s Twitter feed in particular is known for often bombastic and controversial tweets that are shared widely.

Federal campaigns are expected to spend the majority of their advertising dollars on broadcast and cable channels during the 2020 election, according to advertising research firm Kantar. About 20% of their total \$6 billion in ad spending are expected to be on digital ads.

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IT TAKES

TWO

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