

IOWA STATE DAILY



‘Polar’ opposite
Iowa’s weather sees a 100 degree temperature change over the course of five days.

>> WEATHER Pg3



Courtesy of Wikimedia Commons
Fyre Festival had to be moved to Great Exuma in the Bahamas from Norman's Cay after Billy McFarland breached contract with the owners by referring to it as "Pablo Escobar's private island."

Fyre Festival debacle reveals power of social media

BY TREVOR.BABCOCK
@iowastatedaily.com

When dueling documentaries detailing the disastrous Fyre Festival released on Netflix and Hulu in January, viewers learned about the power of influence.

Through viral marketing techniques and social media influencers, Fyre Festival creator Billy McFarland tricked hundreds of rich millennials into spending thousands of dollars only to become stranded at an unprepared music festival in the Bahamas.

“It seemed almost like an exclusive Woodstock,” said Michael Wigton, lecturer in advertising, public relations and social media at Iowa State. “They weren’t really selling the music, they were selling the experience; being able to tell people later ‘Hey, I was at the Fyre Festival and you weren’t.’”

The ‘fear of missing out’ (FOMO) is a social media phenomenon Wigton said is the biggest motivator for social media users



and is common with the millennial generation. FOMO is an anxiety triggered by exclusion or missing an opportunity. Social media is the main channel in which people experience FOMO.

“You’re always connected because you don’t want to miss out on anything,” Wigton said. “That’s why millennials tend to sleep with the phone right next to their ear.”

Millennials, born in the early 1980s to the mid-1990s, were easy targets for McFarland’s young,

entrepreneurial mind to sell to.

“They were definitely tapping into the mindset of younger people,” Wigton said. “For [millennials] it’s more about how cool the product is than how it works, and the Fyre Festival was cool.”

Billed as a luxurious and immersive music festival, the Fyre Festival aimed to change the landscape of music events and deliver an experience talked about for years.

The festival’s selling points included partying with famous Instagram models, a million-dollar

>> FYRE Pg8

Student Government delays election timeline by one week

BY ISD STAFF

The Election Commission met to discuss delaying the 2019 Student Government Election by one week Thursday and Friday.

Election Commissioner Emily Rizvic said this past week of bad weather, a change in commissioners and a canceled information session was the reason for the change in schedule.

Following the resignation of previous Commissioner Bradlee Fair, Rizvic was installed as the election commissioner during the Jan. 16 meeting.

The Student Government election was originally scheduled for March 6 and 7, but the Election Commission moved to push the election dates

back a week, to March 12 and 13. In that meeting, Rizvic said the election date was the only part of the election cycle that would be affected; the candidates would still be able to start campaigning on Feb. 4. The motion was passed with a vote of 4-0-0.

The Election Commission met again Friday to update the rest of the election cycle to reflect the updated election date. The commission voted unanimously to move the first day of campaigning to Feb. 11, the due date for statement of intent for senators and executive slates to 9 p.m. Feb. 11, the due date for referenda and student initiatives to 5 p.m. Feb. 22 and the due date for candidate petitions to 5 p.m. Feb. 25.

The presidential debate will still be held Feb. 26 and the vice-presidential

debate will be Feb. 19.

The information session slated for Wednesday was canceled due to the severe weather conditions and university-wide cancellation of classes. During the meeting, the commission discussed adding an additional information session next week to make up for the canceled one.

Noah Collins, a member of the Election Commission, will be working on a video of the information normally shared in information sessions in order to make the information more accessible to students, according to an email from Rizvic.

This is not the first time this year that deadlines have been pushed back to allow candidates more time.

The original deadline for executive Student Government candidates to declare their intent to run was Jan. 18, which has been pushed back twice this election cycle, first to Jan. 25, then Feb. 1, then finally to Feb. 11, the same date that senators must declare their intent.

Last semester, five amendments were made to the 2019 Election Code during the Nov. 15 meeting, including the following amendments:

Sen. Jacob Schrader introduced an amendment to allow candidates the ability to utilize private funds for their campaigns rather than taking funding from Student Government. If a candidate wants to use private funding, however, they must collect an additional 150 signatures on their campaign bid.

Sen. Analese Hauber proposed an amendment that would require campaigns to provide “gift in-kind letters” and copies of the checks for the Election Commission if campaigns received private funding and allow the list of checks and letters to be displayed to the public if needed.

Sen. Courtney Beringer proposed an amendment allowing the two required hours of outreach to be satisfied through events and other social media outreach activities that are approved by the Election Commission.

Students seeking more information on how to get involved in Student Government can contact Election Commissioner Emily Rizvic.

CALENDAR

2.4.19
Faculty workshop: Advancing Your Career at ISU, *Campanile Room, Memorial Union at 1 p.m.* Associate provost Dawn Bratsch-Prince and LAS associate dean Amy Slagell will present on best practices for putting together a portfolio, opportunities for faculty to be more engaged as their careers develop, and the new term faculty tracks.

Lecture: Materializing Time and Space, *130 Design at 5:30 p.m.* Emily Hermant, an interdisciplinary artist whose large-scale work explores themes of communication, gender, labor and the spatial experiences of the body, will talk

about the past decade of her arts practice, which spans textiles, sculpture, installation and digital technologies.

Monday Monologues series, *Grant Wood Foyer, Parks Library at 12:15 p.m.*“The Music of Poetry, The Poetry of Music,” Debra Marquart, professor of English. Experience original music from jazz-poetry rhythm and blues project, The Bone People. Marquart will discuss the process of writing poems and songs, and demonstrate how the band adapts auditory landscapes for her performance poems.

All events courtesy of event.iastate.edu

POLICE BLOTTER

1.30.19
An individual reported being harassed at Wallace Hall (reported at 7:45 p.m.).

Dylan Patrick McBride, age 21, of 2017 Hawthorn Court Drive Unit 5332 in Ames, Iowa, was arrested and charged with harassment - personal contact at 53 Frederiksen Court (reported at 9:32 p.m.).

An officer investigated a report of suspicious activity at Wallace Hall (reported at 9:16 p.m.).

Ames, Iowa, was cited for possession of drug paraphernalia and possession of a controlled substance at S Sheldon Avenue and Hunt Street (reported at 12:42 a.m.).

An officer investigated a property damage collision at Lot 93 (reported at 3:58 p.m.).

An individual reported the theft of an ISU card at the Memorial Union (reported at 4:56 p.m.).

An individual reported a fraud at Buchanan Hall (reported at 4:11 p.m.).

An officer investigated a report of suspicious activity at Lot S7 (reported at 5:26 p.m.).

1.31.19
Brandon Stark, age 18, of 325 Ash Avenue in

CORRECTIONS

The Iowa State Daily welcomes comments and suggestions or complaints about errors that warrant correction.

To submit a correction, please contact our editor at 515-294-5688 or via email at editor@iowastatedaily.com.

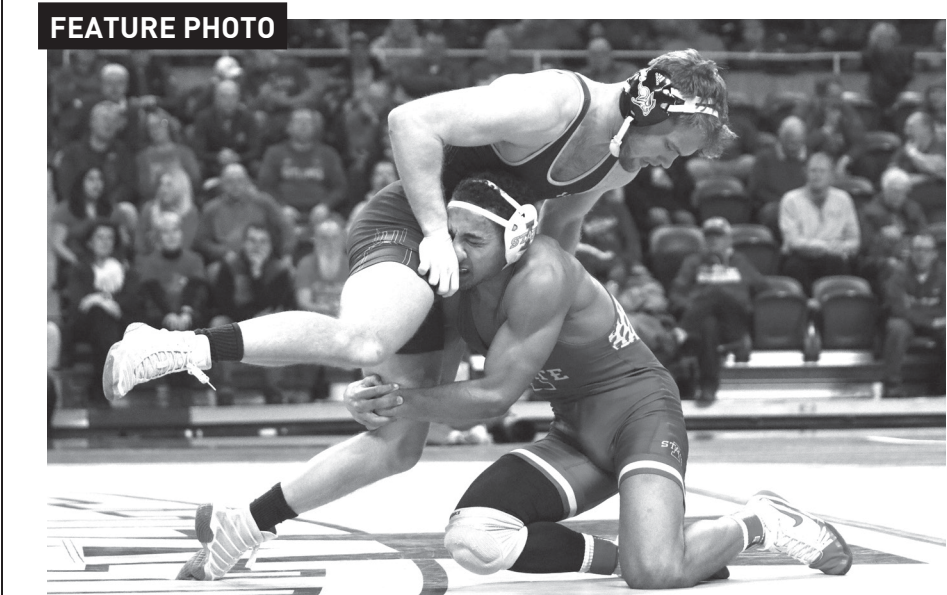
Crossword

1	2	3	4	5		6	7	8	9		10	11	12	13
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Across					20
1 Like bars in noir films					Platte River settler
6 Brouhaha					21 Spoil, with “on”
10 Workout woe					22 “Cagney & Lacey” Emmy winner
14 Salsa singer Cruz					23 Scripture section
15 BMW competitor					25 “I am just ___ boy, though my story’s seldom told”: “The Boxer”
16 Invalidate					27 See 49-Down
17 See 49-Down					31 ‘60s-’70s “Fearsome Foursome” NFL team

- 34 Reported for the first time
- 35 Payable now
- 36 Is after
- 37 Oyster’s spot
- 38 Peak in a Trevanian title
- 40 Capri crowd?
- 41 “The Birdcage” wrap
- 42 Emerges from the wings
- 43 See 49-Down
- 47 Cosmetician Elizabeth
- 48 Governor who opened the Erie Canal
- 52 Jazz pianist Ahmad ___
- 54 Moscow news acronym
- 55 Court
- 56 See 49-Down
- 60 1-Down holder
- 61 Exxon forerunner
- 62 Hosiery thread
- 63 Bottom of the sea?
- 64 Hardly a sophisticate
- 65 Really worry

Down				
1 Ice cream serving				
2 Conductor Zubin				
3 Spreads on the table				
4 Flesh and blood				
5 Sail supports				
6 Get together				
7 Rapper ___ Fiasco				
8 Gator chaser?				
9 Paparazzo’s prize, briefly				
10 Land of Arthurian legend				



KATLYN CAMPBELL/ IOWA STATE DAILY

>> Twisted tango
Iowa State redshirt freshman Marcus Coleman takes on South Dakota State redshirt freshman Samuel Grove as a part of the 174-pound weight class during the first period of their match Friday at Hilton Coliseum. Coleman won the match.

IOWA STATE DAILY BUSINESS DIRECTORY

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Sudoku
by the Mephram Group

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

Complete the grid so each row, column and 3-by-3 box (in bold borders) contains every digit, 1 to 9.

For strategies on how to solve Sudoku, visit www.sudoku.org.uk

IOWA STATE DAILY
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Publication: ISU students subscribe to the Iowa State Daily through activity fees paid to the Government of the Student Body.	Summer sessions: The Iowa State Daily is published digitally on a daily basis. Opinions expressed in editorials belong to the Iowa State Daily Editorial Board.	Subscription costs: Subscriptions are 40 cents per copy or \$40 annually for mailed subscriptions to ISU students, faculty and staff. Subscriptions are \$62 annually for the general public.	Postmaster: (USPS 796-870) Send address changes to: Iowa State Daily 2420 Lincoln Way, Suite 205 Ames, Iowa 50014
Fall & Spring sessions: The Iowa State Daily is published Monday through Friday during the nine-month academic year, except for university holidays, scheduled breaks and the finals week.	The Daily is published by the Iowa State Daily Publication Board, 2420 Lincoln Way, Suite 205, Ames, Iowa, 50014.	The Publication Board meets at 5:15 p.m. on the fourth Wednesday of the month during the academic school year.	PERIODICALS POSTAGE

PRESIDENTIAL PLANS

Carol Faber lays out goals as Faculty Senate president-elect

BY KAITLYN.HOOD
@iowastatedaily.com

A room full of leafy greens and eclectic decor is a home away from home for Carol Faber in the College of Design.

When she is not out teaching, advising or working on her most recent project, Faber can be found beside stacks of books at her desk, waiting for any student or faculty member to strike up a conversation or for a chance to offer advice.

“The smallest thing can make someone’s day,” Faber said. And she intends to do just that.

Faber has served on the Faculty Senate for six years. She has served on the Governance Council and is currently the chair of the Judiciary and Appeals Council. At the Jan. 22 Faculty Senate meeting, Faber was elected as the president-elect for the upcoming term.

“I never saw myself going into a position like this,” Faber said. “You never know what one small thing is going to lead to.”

She also said that she has no regrets in her journey to where she is, and the only change she would make is to get involved sooner.

“I enjoy what I’m doing now. And if I can do something that helps what’s next I will,” Faber said.

Faber grew up in Sioux City, Iowa, with her siblings, mother and father. Her father died when Faber was 12 years old, and he was one of the biggest influences on her love of art.

He got her into art through 4-H, where she did matting and framing, which is constructing the frames where paintings and photographs are displayed.

Even though Faber’s father was a farmer, he wanted his kids to pursue their passions. For Faber, that turned into art. Her love of art grew from drawings with crayons and paper on the weekends to more complex



JORDYN DUBOIS/ IOWA STATE DAILY

Faculty Senate President-Elect Carol Faber discusses her plans as Faculty Senate president. She tells her experiences at Iowa State and how she loves to advise people. She says you can never underestimate the little things.

pieces as she began to learn more. Her seventh grade art instructor encouraged her passion and got her to attend art camps at the Sioux City Art Center, where she later worked throughout high school.

After high school, Faber was not sure if she wanted to go on to college, so she took a year off to decide if college really was the next step for her. In that year she was able to gather her thoughts and make the next step in her life — attending Morningside College with a major in visual studio arts and a minor in mass communication.

She then worked as a visual arts instructor and gallery director at North Iowa Area Community College (NIACC) until June 2005. While working there, she also obtained her Master’s of Fine Arts in drawing, painting and printmaking.

“When I was still a faculty at NIACC, I applied for a one year faculty development leave and pursued a Master of Fine Arts degree from Iowa State University in Integrated Visual Arts,” Faber said. “It took from August of 2001 to May 2004 because I was part time for part of the degree because I was a full time faculty at

NIACC. In 2005 I applied and was hired as a tenure track faculty at ISU.”

Fourteen years later, Faber is still working hard and is now an associate professor of graphic design, a position where she is able to combine two of her passions: art and people.

“My experience at Iowa State has been excellent,” Faber said.

From getting into exhibits, research and papers to students and the classroom, Faber said she enjoys it all. She is always willing to learn from students and about what they do.

“I always try to remember what it was like to be a student and do what I can to make class fun and interesting,” Faber said.

Some of her favorite memories have been teaching in the Core Design Program with brand new students who are discovering what they want to do.

When she is not teaching, Faber is an advisor to many students in the College of Design, even if they are not her advisees. She is always willing to lend an ear and give advice when she can.

“Never forget about the little things that make the difference,” Faber said.



KENNEDY DERAEDT/ IOWA STATE DAILY
David Martin, 3rd Ward representative, at a city council meeting on Jan. 15.

City council to discuss budget over 3 days

BY TALON.DELANEY
@iowastatedaily.com

The Ames City Council is having three special budget meetings this week to discuss how federal, state and local funds will be dispersed in the city’s budget.

The meetings occur on Tuesday, Wednesday and Thursday in the City Council chambers and will begin at 5:15 p.m. each night. The meetings are all open to the public, but public input is reserved for a meeting on Feb. 12 during the budget wrap up.

The final budget hearing and adoption of the fiscal year 2019-20 budget will be held on March 5.

Tuesday’s meeting mostly includes financial allotments to the city’s utilities and transportation programs. The council will also discuss funding for the Ames Public Library and internal government services, such as finances for the vehicle fleet and utility customer services.

Transportation costs in the budget include traffic engineering and maintenance, parking maintenance and airport operations. The council will also discuss how Iowa State enrollment is affecting CyRide revenue.

“Decreasing ISU enrollment has lowered CyRide’s student revenues and will challenge the system to maintain its current services as well as the enhanced services implemented this year under CyRide 2.0,” according to city documents.

Wednesday’s meeting will disclose budgetary spending regarding Parks and Recreation, public safety and community housing, which includes the first ever dispersal of Home Investments Partnerships Program funds.

Ames residents met at a public forum last December to discuss how they want Home funds to be spent. They emphasized housing for low-income and homeless populations as a priority moving forward.

Thursday’s meeting will focus more in depth on internal government services, this time prioritizing funding for things like health insurance, legal services and risk management. The council will also continue budget discussion regarding public safety on issues such as street lights and the city’s storm warning system.

\$600,000 in unused funds still remain from the budget for fiscal year 2018-19. The city can either program these funds back into the 2018-19 adjusted budget or absorb an amount into the 2019-20 budget, which would lower property tax rates. However, this could result in property tax increases in the following year.

“This strategy, however, would only lead to a larger increase in the following year when this one-time balance would need to be replaced with a more permanent revenue source,” according to city documents. “Therefore, the staff recommends that the one-time available balance be used for one-time expenses.”

The overall economic conditions of the city is strong, according to city council documents, and the city is predicted to incur a three percent growth in 2019.

‘Polar’ opposite weather strikes Ames

BY DEVYN.LEESON
@iowastatedaily.com

From a dry, record-setting cold, to a humid 50 degrees in February, Iowa is experiencing more of its sporadic weather events.

In typical Iowa fashion, a -50 degree wind chill Wednesday turned into a 50 degree Sunday, making Iowa temperatures effectively undergo a 100 degree change over a four-day period. Even without wind chill this difference is 80 degrees — a change National Weather Service meteorologist Alex Krull called “abnormal.”

“While it isn’t wildly unusual, the difference is still out of the ordinary,” Krull said.

These temperatures were reliant largely on the location



KENNEDY DERAEDT/ IOWA STATE DAILY

Story County is under a Dense Fog Advisory, the fog was caused by a 100 degree shift in the temperature.

of the jet stream: The cold air of the Arctic moved with the faster winds that crept south for days, but now the jet stream is moving further north than usual, causing the warmer air to move across Iowa.

Overall, Sunday’s temperatures are about 20 degrees higher than average for this time in February, and other weather conditions

are occurring because of these sudden changes.

Dense fog, created by the ice and snow that started to melt Saturday and coupled with a humid front of warm air, occurred Saturday night into Sunday morning.

“We have a lot of moisture that has come into the air right now,” Krull said. “Fog, and even

dense fog is occurring across the state with those conditions.”

These weather anomalies will be gone as quickly as they came, however. Current projections show temperatures creeping back to their usual levels — 20 to 30 degrees — as the week progresses, and the humidity will adjust with expected snow falls Tuesday through Thursday.

Associate dean for research named

Joey George assumes new role in Ivy College of Business

BY KIRSTIE.MARTIN
@iowastatedaily.com

Iowa State's Ivy College of Business has named Joey George the new associate dean for research. George is the John D. DeVries Endowed Chair in Business and a professor of information systems.

"My job is to understand what the faculty and college do in terms of their research and find ways to help them find the resources they need to do their job better," George said.

George has served as the director of the Ivy doctorate program since 2013 and interim academic director of the college's Business NeuroLab since 2015. George said his main focus in his new position is on promoting and enhancing research.

"One thing about the job is it's externally focused," George said. "A lot of faculty spend a lot of time focusing on what they do every day, but this job is very much focused on what is going on throughout the college but also anything in the University that deals with research."

While it was announced that he would be taking over this position on Jan. 3, George has only been on the job for three days. However, George is already coming up with new ideas and goals for his position.

"One thing that I want to do is

meet with the faculty, especially in departments outside of my own," George said. "I want to come up with a unified picture that tells me what we need, where I need to focus my energy and what it will take to make faculty more successful."

George said he wasn't planning on applying for this position, but when the opening came along, he decided to apply.

"This was an opportunity to change jobs and still stay at Iowa State," George said. "All while doing something different and interesting, and actually giving back to the institution as well."

George said the new position is a nice way to pull everything in his career together.

"I cannot think of a more qualified person to lead these important efforts for the college," Raisbeck Endowed Dean David Spalding said in a press release. "[George] is an extremely talented professor who is highly respected around the world. He has 32 years of experience at four different universities. He has served as a department chair and president of his discipline's professional association. He is experienced in leading doctoral programs, international conferences and academic journals. I look forward to working with [George]



TAYLOR HAGIE/ IOWA STATE DAILY

Joey George, new associate dean of research for the Ivy College of Business has been at Iowa State since 2013. He

in this new capacity."

This is the fourth university where George has worked as a professor. The other universities have all been in the South, which is also where George was born.

"I've never had an experience like the last two days," George said, referring to the recent cold weather.

In 2011, when George was in the market for a job, Iowa State was one of the schools hiring.

"It was a relatively new business school in terms of the United States, still developing and growing," George said. "It was a really good opportunity to come to an institution like that where so much

was going on."

While there is currently some opportunities for undergraduate research in the Ivy College of Business, George said there are not as many as he would like.

"That might be something that I can work on while in this office," George said.

One Iowa to put on LGBTQIA+ Career Fair

BY LOGAN.METZGER
@iowastatedaily.com

One Iowa and UnityPoint Health of Des Moines will be hosting a career fair for LGBTQIA+ community members.

"The goal is to help connect LGBTQIA+ individuals with employers who are really focused on creating inclusive spaces," said Daniel Hoffman-Zinnel, executive director of One Iowa.

The career fair will take place from 4 to 6 p.m. Monday in the Iowa Methodist Education and Research Center. Directions, parking and a map for the Education and Research Center can be found here.

"This LGBTQ Career Fair will give you the chance to speak directly with Des Moines area employers about their [LGBTQIA+] policies and workplace cultures, ask questions, and find out about job openings that may be a good fit for you," according to the Facebook event page.

There is no sign-up necessary for the career fair and the event is free.

For attendees who sign up at the event and need help with interviewing, Lynette Plander, from Iowa Vocational Rehabilitation Services, will provide mock

interviews. While attendees who want an extra pair of eyes on their résumé can receive help from Manpower, a staffing agency.

"One of our priorities is working within workplaces to create more inclusive environments for LGBTQIA+ employees," Hoffman-Zinnel said.

A list of 26 confirmed employers was stated on the Facebook page: Athene USA, Bankers Trust Company, Central Midwest HERC, Collins Aerospace, Corteva Agriscience, Des Moines Area Community College, Dwolla, FedEx, Grinnell College, Grinnell Mutual, GuideOne Insurance, ITA Group Inc., Lutheran Services in Iowa, Manpower, Mediacom, On With Life, Planned Parenthood of the Heartland, Primary Health Care, Inc., Principal Financial Group, State of Iowa, UnityPoint Health of Des Moines, Urban Dreams, Turner Construction Company, Veridian Credit Union, Wellmark Blue Cross and Blue Shield and Wells Fargo.

Hoffman-Zinnel said last year's event had 20 employers attend. He also said he hopes to continue growing each consecutive event.

Following this year, Hoffman-Zinnel plans on making having a career fair bi-annually.

Public input sought for comprehensive plan

BY TALON.DELANEY
@iowastatedaily.com

The city of Ames is asking for public input regarding the new Comprehensive Plan, which lays out infrastructure goals for Ames into the year 2040. The council is hosting two open houses in the Ames Public Library on Tuesday, the first from 3 to 5 p.m. and the second from 6 to 8 p.m.

This is the first opportunity for public input into the Comprehensive Plan. The city had to pursue a new plan in 2018 because the current Land Use Policy Plan didn't foresee such large changes in Ames' population and urban development.

The Ames population has increased by more than 16,000 people since 2010, and developments like the Furman Aquatic Center and more than 2,200 new single-family homes weren't compatible with the goals of the Land Use Policy Plan.

"Planning for the future is always challenging, but having a common vision for the community helps local leadership make decisions when opportunities are presented," said Planning and Housing Director Kelly Diekmann in a press release. "Ames Plan 2040 is a multi-step

effort that will empower residents to identify community interests and priorities related to Ames' future and growth for the next 20 years."

The city council approved a \$250,000 contract with RDG Planning and Design last October to work on the Comprehensive Plan. Associates from RDG, an architecture company with offices across the Midwest, displayed a planning timeline last December that aims to wrap up the planning process by 2020.

The city council voiced concerns that the timeline might not offer enough public input, but RDG assured the council that the schedule was purely tentative, and they plan to adjust the timeline to meet with as much of the community as possible. They also emphasized that they want to encourage community involvement throughout the planning process.

"For us, focus groups are an immersion of the issues," said Marty Shukert, an RDG planner, in city council meeting last December. "We'll need [the council's] help getting in touch with groups and people we need to talk to."

COLUMN



COURTESY OF WIKIMEDIA COMMONS

Columnist Melanie De Anda shares the history of groundhog day and the joy of six less weeks of winter.

The history of Punxsutawney Phil

No shadow means an early spring for Groundhog Day believers

BY MELANIE.DEANDA
@iowastatedaily.com

On the second of February, Punxsutawney Phil had his say after not seeing his shadow. First thing Saturday morning those in Punxsutawney, Pennsylvania, gathered

around to see if their beloved groundcaster would predict six more weeks of winter, or if spring would come soon. For those who don't know who Punxsutawney Phil is, you might know him as the groundhog weather forecaster. According to the National Oceanic and Atmospheric Administration (NOAA), Groundhog Day is a celebration that occurs at the midway point of the winter solstice and spring equinox. At its early emergence, our now groundhog was once a hedgehog. It began in Germany during Candlemas Day where a clergy would bless and distribute candles that were needed for winter. To add on to this festivity of theirs, they

used a hedgehog to predict the weather. Once Germans reached Pennsylvania through the years of 1725 and 1775, they kept their traditions but adapted a new animal to determine their weather: a groundhog. In February 1886 the first groundhog day was recorded and throughout time other places across North America have adapted their own hibernating weather forecasters. In Staten Island, New York City, they have groundhog Staten Island Chuck — formally known as Charles G. Hoggs. Then, In the Birmingham Zoo in Alabama they have Birmingham Bill as well as Birmingham Jill: a opossum. Another groundhog that also makes predictions would be Shubenacadie Sam from Canada.

This year around, Birmingham Jill, who took Birmingham Bill's place while he snoozed, predicted that winter would stick around for another six weeks. Meanwhile Pennsylvania's groundhog: Punxsutawney Phil, predicted that spring would be soon to come. Although the groundhogs weather predictions are usually more wrong than right, it still gives me the tiniest shred of hope that soon enough I will no longer have to worry about how cold it'll be or how much I should bundle up. Whether spring comes around soon, or we have another six weeks of bad, dreadful weather, it'll be nothing we haven't experienced before.

EDITORIAL

Students, get involved with Student Government elections

Attention, students: Today would have marked the first day of the Student Government election cycle. However, the date has been pushed back an additional week to allow for students to have more time to submit statements of intent and prepare their campaign, in part due to a change in election commissioner, bad weather and a canceled information session. Even so, this is not the first time this year that the deadlines have been pushed back. The original deadline for executive slates to declare their intent to run was Jan. 18 — a date that has now been pushed back three times to eventually fall on Feb. 11. So what does this all mean? You have more time to run for Student Government yourself, and more time to prepare to get to know your candidates. What Student Government does affects you, even if you have never once interacted with a senator or cabinet member. How so? If you are in a college, you have a senator. If you live on campus or off campus, you have a senator. If you are in a club or organization that requires



MIKINNA KERNS/ISD
Voting stands are set up at the Collegiate United Methodist Church on Lincoln way to let members of the Ames community for the Primary Elections on June 5. funding, you've most likely requested it from the Senate. If you have never interacted with your senator, or if you are unsure who they are, that is on the both of you. Student Government is required to reach out to constituents when considering issues, but it is an impossible task to hear the perspective of everyone. Pay attention to what's happening on campus and reach out when you feel that something isn't right, or could be improved. Better yet, get involved yourself and be a part of the change that you'd

like to see at Iowa State. If the time commitment is overwhelming, at least take the time to find out who is running. The Daily will provide information on each candidate running for senator, as well as in-depth coverage of the executive slates. Two years ago, the Student Government elections had a turnout of nearly 25 percent. Last year, the number decreased to 17.8 percent when considering spring enrollment numbers — a difference of 6.2 percent. Iowa State, we cannot continue this trend. We are the first in the nation to caucus in the presidential election, which means we carry a heavy responsibility to be civically engaged and involved with the issues plaguing our nation. Carry this responsibility into your campus engagement. While it is not opportune that the election cycle has been pushed back, use this as a chance to make your voice heard on campus and learn how you can get involved — the ISD Editorial Board hopes to see your name listed as a candidate next Monday, as well as your vote in March.

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COLUMN

ISU shows growth against Texas

Cyclones play as two different teams this season

BY AARON.MARNER
@iowastatedaily.com

There's a developing theme with Iowa State basketball.

There are two Cyclones teams, either of which can show up at any time. Some days, the good team shows up. Days like the 77-60 win over No. 5 Kansas, for example, show how much potential lies within coach Steve Prohm's team.

On other days, like the 58-57 home loss to Kansas State on Jan. 12, the Cyclones look more like a team coming off a 13-18 season would normally look.

However, Iowa State's win over Texas Saturday afternoon showed something new.

The Cyclones played poorly. They shot 43 percent, were outscored in the paint by 10 points and only got 12 points (3-of-14 shooting) from Big 12 leading scorer Marial Shayok. Normally, that's a recipe for a loss, even at Hilton Coliseum. It looked like that was bound to happen Saturday as well.

Until they won.

"We really were in the same position two weeks ago and weren't able to finish," Prohm said. "Their focus was better ... we're making strides."

"Talen [Horton-Tucker] had a great game, but when the building was getting the most alive, he was the one off the bench, leading the cheers. That's when you know you're getting closer to where you need to be."

That's the first time I can remember seeing Iowa State close out a nightmarish game all

season. It shows a change within the team.

Iowa State's leading scorer for the afternoon was Horton-Tucker, who finished with 15 points. He sat on the bench for the final two minutes. It's rare — really rare — for a team to voluntarily send its leading scorer to the bench in a five-point game with two minutes to go, but this is a team that looks fully bought-in.

A lot of that, I think, is due to the player leadership on the team. That starts with redshirt senior guard Nick Weiler-Babb.

"He's been here the longest," Prohm said. "I think he feels an obligation to the past probably more so than any of these other guys, because he was around those guys that won so many games."

"There's this [sense of] 'I can't let the past down.'"

Weiler-Babb did his part. He hit the tying 3-pointer with 5:16 left after the Longhorns had taken a lead. Then, with the Cyclones leading by one in the waning moments, Weiler-Babb banked in a wild runner to extend the lead to three.

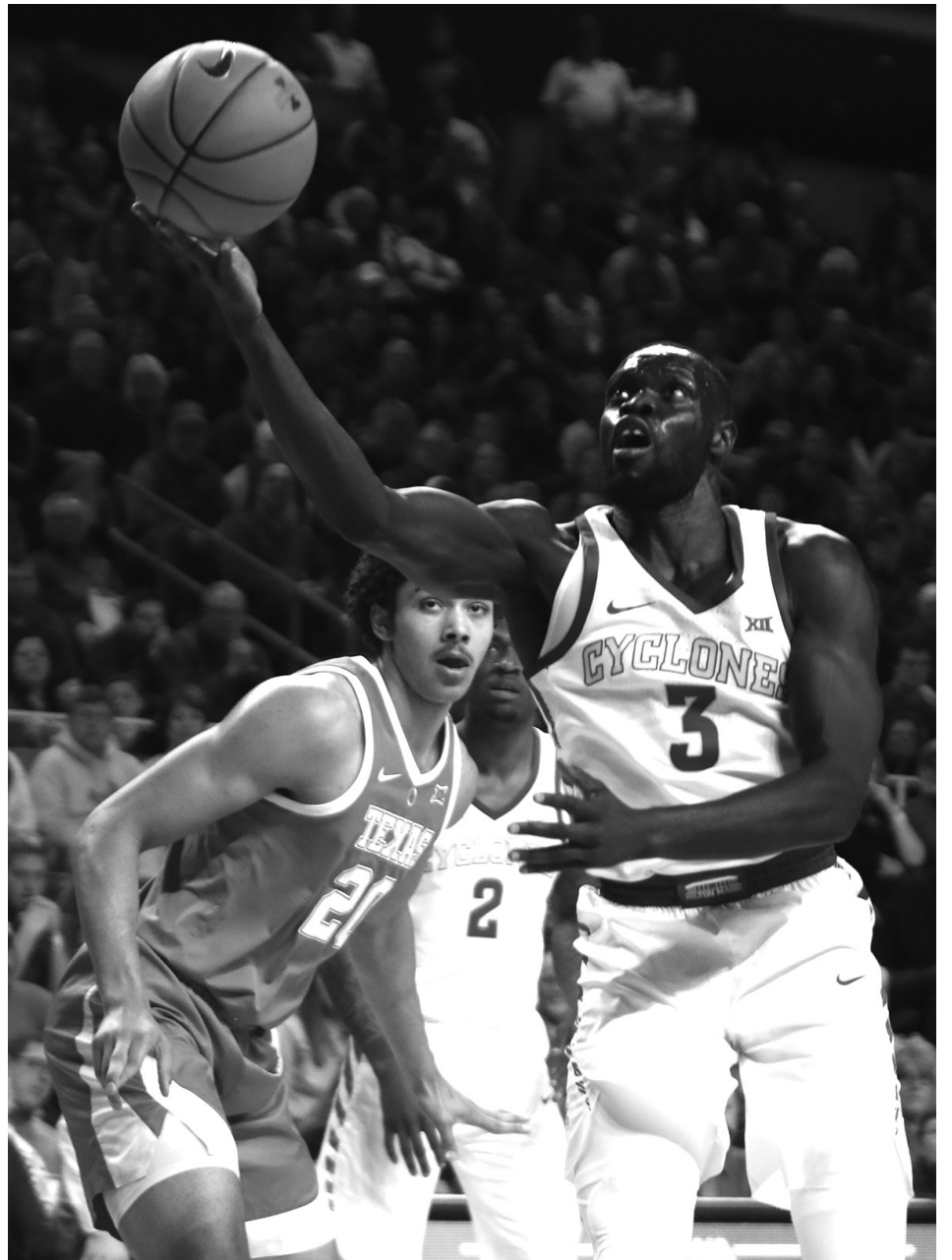
He said he had practiced the shot two years ago and had seen NBA players, namely LeBron James, make the same shot in the playoffs.

"It's kind of a shot you mess around with," Weiler-Babb said.

That shot, and Weiler-Babb's description of it, just about sums up the entire game for Iowa State. It wasn't the type of game the Cyclones want to be in, but they still managed to come out with an important win.

Iowa State still has holes. The team frequently goes cold for prolonged stretches, and rebounding is often a chore with the four-guard lineups. Still, there's something to be said for a team that beats a .500 Big 12 team while shooting 42.6 percent and getting off nights from its two most talented players (Shayok and sophomore guard Lindell Wigginton).

"This is a great win," Prohm said. "I'm really proud of our team."



CHRIS JORGENSEN/ IOWA STATE DAILY

Iowa State senior Marial Shayok flips the ball up to the hoop during the first half against Texas on Saturday. The Cyclones defeated the Longhorns 65-60.

Cyclones swept at home by No. 1 Lindenwood

BY STEPHEN.MCDANIEL
@iowastatedaily.com

The Lions clinched the conference title after their win over the Cyclones Friday.

The No. 4 Cyclones faced the No.1 Lindenwood Lions in the second game of their American Collegiate Hockey Association top five and Central States Collegiate Hockey League series. The Lions swept Cyclone Hockey, winning 2-1 in a shootout Friday and 5-3 on Saturday.

LIMITED OPPORTUNITIES

One problem that stuck with the Cyclones throughout the weekend was their limited scoring opportunities.

The Lions spent most of both games with the puck, and when the Cyclones managed to get possession, they weren't able to do as much as they hoped.

"They're the No. 1 team in the nation, they don't give [the puck] up very easily," said senior forward Tony Uglem. "They keep pressure on us, so it's tough to get the puck out and even tougher to set up offense when they're coming at you that quick."

Throughout the weekend, the Cyclones managed 52 shots on net and the Lions saved 48 of those shots, whereas the Lions managed 76 shots



PATRICK SCHMIDT/ IOWA STATE DAILY

Cyclone forward Andrew Lee poke checks Lindenwood defender Austin Wilk in the third period Saturday.

PLAYING SMART

Despite the outcomes, the Cyclones showed discipline throughout the weekend.

The Cyclones managed to commit only one penalty over the two games. They committed the one penalty during Saturday's game and managed

to kill it off, going one-for-one on the penalty kill.

Avoiding the box made it so the Lions were rarely able to play with the man advantage. The Lions have shown throughout the season that they will take advantage of those opportunities.

Senior forward Trevor Sabo said the Lions managed to take full advantage of the power play during one of their games against the University of Central Oklahoma during the previous weekend.

Taking away those scoring opportunities from the Lions went a long way in keeping the games close.

"They got a great power play, so it would've very different if we were in the box," said coach and general manager Jason Fairman.

OPTIMISM MOVING FORWARD

Even though the games may not have ended up how the Cyclones wanted them to, they were still able to find silver linings throughout the weekend.

"Battling through a lot of adversity and the injuries, kind of played with the hand that we were dealt, especially going up against a team like [Lindenwood]," Sabo said. "We showed a lot of grit, and I'm pretty proud today that we didn't give up."

The Cyclones were able to show off some of the potential the team knows they're capable of achieving.

"We had our moments," Fairman said, "There were times we played the way a team is going to have to play if they want to win a national championship."



PHOTO COURTESY OF BAYLIN ARTISTS MANAGEMENT

Cirque Mechanics: “42ft” pushes the boundaries of circus performance. Each show features aerialists in high flying acts, acrobats, strongmen, a rotating stage and a giant mechanical horse.

A mechanical marvel takes stage at Stephens

BY MEG.GRICE
@iowastatedaily.com

A new circus inspired by American innovation will be rolling into Ames on Monday.

According to its website, Cirque Mechanics: “42ft” is “the American Circus, reinvented in timber, steel and ingenuity.”

Though Stephens Auditorium previously hosted Cirk La Putyka and FLIP Fabrique in 2017, Cirque Mechanics had yet to make a stop until now.

This performance was made possible through a partnership with Student Union Board, allowing Stephens to add an acrobatic element to their 2018-19 season as well as offer student tickets at a reduced cost.

Tammy Koolbeck, the executive director for the Iowa State Center, speaks nothing but praise for the show. With Iowa State being a scientific and technological university, she says this show is a great tie-in to the mission of innovative engineering.

“It’s just incredible to watch them,” Koolbeck said.

“[They] look fantastic, so I’m really looking forward to seeing the show.”

Additionally, Koolbeck mentions the importance of showcasing a variety of productions, and Cirque Mechanics: “42ft” is no exception. With a run-time of 100 minutes, including a 20-minute intermission, this show is an optimal fit for families with children. Koolbeck would like to see students finding their way over to Stephens as well.

Koolbeck emphasizes the superb control and physicality of the aerialists and acrobats and says that “42ft” is a marvel of circus elements, mechanical surprise and of course, clowns.

The company contains 12 on-stage performers, including two members from Mongolia and one artist from a circus family from Russia.

Chris Lashua, founder and creative director of Cirque Mechanics, said he has been a fan of the circus world since he can remember. He recognizes the troubles of the modern circus and wants to pay tribute to the timeless art form through evolution.

The story of the performance centers around a circus hopeful as he attempts to make his mark. Other acts include a Russian swing, telephone poll juggling and Lashua’s act of preference.

“My favorite is a juggling act that is performed atop our mechanical horse as it gallops around the ring ... which is the perfect way for us to pay tribute to the animal act that is at the center of what we know as the circus,” Lashua said.

Laura Ernst, a circus artist from Des Moines, will also make an appearance as a pre-show speaker. Ernst won first place at the World Juggling Federation in 2008 and performed on “America’s Got Talent” in 2010.

The show begins at 7:30 p.m. in Stephens Auditorium with doors opening at 6:45 p.m. Tickets for Cirque Mechanics: “42ft” run from \$30 to \$50 for the general public and can be purchased via Ticketmaster.com or by calling the box office. Student tickets are still available for \$25 dollars, and student rush tickets will be available for \$10 the day of the performance.

‘Velvet Buzzsaw’ makes broad strokes with a dry brush

BY ALEXANDER.GRAY
@iowastatedaily.com

Jake Gyllenhaal puts on a delightfully bizarre and intense performance, but Netflix’s newest thriller is just a little more interesting than watching paint dry.

Director Dan Gilroy reunites with Gyllenhaal and Rene Russo for “Velvet Buzzsaw,” a new Netflix Original. The thriller/slasher is a satirical take on the creation and criticism of modern art, but comes up short, often as unaware and obnoxious as the art it pokes fun at.

Gilroy, Gyllenhaal and Russo previously worked together in 2014’s “Nightcrawler,” featuring a dark, neo-noir take on Los Angeles. Gilroy returns to LA with “Velvet Buzzsaw,” shifting the lens to show an entirely different side of the city.

Morf Vandewalt (Gyllenhaal), a critic in the Los Angeles art scene, makes or breaks artists’ shows. A secret gallery from a recently — and mysteriously — deceased artist is discovered by an ambitious assistant, and Morf’s former lover, (Zawe Ashton) with

lofty aspirations of becoming a critic.

The new collection lights the critical world on fire and “Velvet Buzzsaw’s” colorful cast becomes obsessed with the art of Vetril Dease. But it seems with obsession comes a steep price; the paintings have a murderous agenda of their own.

Through its parodies on artists and critics, the movie tries to ask the question, “What is the real value to art?” Any sort of real commentary Gilroy tries to make is lost in obscurity as characters are taken out one by one in art-themed “Final Destination”-style scenes.

These parodies are often too on-the-nose, one of the gallery owners confusing a pile of garbage for some kind of high art.

Most of the characters are onenote and insufferable, making it easy to root for the cursed paintings as “Velvet Buzzsaw” tediously slashes toward its anti-climatic end.

The movie finds a high note when it shifts into its B-movie murder sequences, which are as entertaining as they are ridiculous. After the first scene, anticipation is built to



SCREENSHOT FROM NETFLIX

Rhodora Haze (Rene Russo) and Morf Vandewalt (Jake Gyllenhaal) admire one of Vetril Dease’s cursed paintings in “Velvet Buzzsaw,” a new Netflix Original directed by Dan Gilroy.

see what the next fatal portrait and who its victim will be.

Gyllenhaal doesn’t disappoint, bringing his usual intensity to Morf, capable of instantly switching from carrying out eccentric conversation to utterly losing it.

“Velvet Buzzsaw” is a case of a movie not knowing what it’s supposed to be. It lacks the edge a satire needs to make any real commentary, and the enjoyable B-movie slasher scenes are too few and far between to make the two hour runtime worth the watch.

VERDICT: 4/10

>> **FYRE** Pg 1

treasure hunt and being a part of an exclusive, culturally-relevant event. Tickets for the festival sold for up to tens of thousands of dollars. Wigton said they weren't just selling a concert or a music festival, but a lifestyle.

But when attendees arrived at the Fyre Festival they learned that all musical acts had pulled out, they would be sleeping in disaster relief tents and the food and water supply was limited.

Beatriz Pereira, assistant professor in marketing and researcher of consumer behavior, said the Fyre Festival was a straightforward case of over-promising and overconfidence that tricked investors and costumers.

“Here you have an entrepreneur who is a sociopath and a compulsive liar,” Pereira said. “It gets everything to an extreme level. There were a lot of red flags, but when people are optimistic then they don't want to see it. People bought into it, but it wasn't a very rational decision. It was like a gut reaction that ‘I need to be there because everyone that matters is going to be there.’”

Wigton explained that marketing and public relations campaigns that make the best connection with their consumers do so through emotional connection. The actual product matters less than the way it makes you feel.

Pereira said the Fyre Festival didn't appeal to positive emotions such as joy or excitement, but to negative emotions as well.

“There's a lot of competition in social media,” Pereira said. “It's the ‘I want everyone else to be anxious about me’ feeling. They made it successful by making it very exclusive and scarce. People just overvalued it.”

To promote the festival, McFarland paid social media influencers on Instagram to post an orange tile disguised as a Fyre Festival advertisement to their millions of followers. This tactic created a feeling of exclusivity, furthering the FOMO. The use of paid social media influencers is important,



COURTESY OF WIKIMEDIA COMMONS
Billy McFarland and Ja Rule were both major proponents of Fyre Festival. On Feb. 1, Ja Rule addressed the fraud at a performance, leading his fans in a chant of “Let me hear you say ‘F*** you, Ja Rule!’”

Wigton said.

“It was just that ‘Oh this is cool, I know what this is and not everybody else does,’ it's like being in an exclusive club,” Wigton said. “I think there is an appeal for a lot of people on social media to have that underground knowledge. Once something hits mainstream then a lot of people aren't as excited about it.”

The power of influence has always existed in media through celebrity endorsements, Wigton said. However, influencers on social media, whether it be YouTube or Instagram, provide a sense of authenticity traditional media doesn't.

“Now you don't necessarily have to be a celebrity, and actually, sometimes that helps,” Wigton said.

A social media influencer could be anyone from a famous model on Instagram plugging

makeup products or a YouTuber who plays Fortnite reviewing a headset. Wigton said influencer advertisement is less overt. Instead of directly promoting the product, influencers show how they use it in their lifestyle, creating an authentic feel to the advertisement.

Pereira finds consumer's trust in influencers amazing.

“You've made that public commitment of ‘This someone I follow, this is someone that I like,’ so it takes a lot for you to break that trust,” Pereira said. “That's why it's so powerful because it precedes any attempt of coercion. You see all these everyday celebrities sponsoring products, it starts really small and suddenly everything is being paid for. ‘They're just like me, they are not a company, they have their own voice, they have their own brand.’ This completely disregards

the fact that those people are being payed and therefore they should also be professional.”

Pereira said that regulations are likely to follow something disastrous such as the Fyre Festival occurs. Social media influencers are now disclosing when they are being paid to promote a product. Consumers will also be much more skeptical in placing their trust in social media personalities.

In the perfect storm of the right situation, the right people going and tapping into the right mindset or targeted audience, Wigton said an event like Fyre Festival could happen again. He advises young consumers to get their news from multiple sources and search for information outside of social media.

“Just be an informed consumer,” Wigton said.

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COURTESY OF WIKIMEDIA COMMONS
Fyre Festival attendees expected to be taken to Great Exuma in a private jet. When they arrived for their flight, they were met with a standard Boeing 737 airliner, decked out in Fyre's branding.

FYRE FESTIVAL FACTS

Billy McFarland began the marketing campaign for Fyre Festival in late December 2016, only six months before the festival's planned opening. Instagram influencers, including Kendall Jenner and Bella Hadid, were paid to post a plain orange tile, accompanied by “#FyreFesitval.” Poorly planned and outrageously under-budgeted, McFarland and Ja

Rule's festival fell apart before it even started. Attendees who eventually arrived at Great Exuma island were greeted with FEMA tents for housing and no musicians to perform. Once the illusion of a “luxury music festival” had been shattered, quickly devolved into an almost “Lord of the Flies” situation with attendees rioting and looting the festival grounds.

- More than 400 influencers were paid to promote Fyre Festival
- Influencers received a base pay out of \$20,000 for posting an orange tile
- Kendall Jenner was paid \$250,000 for a single post
- Attendees paid between \$500 and \$2000 for tickets
- Organizers initially expected to sell 40,000 tickets
- Ultimately only sold 8,000 tickets
- Fyre Festival organizers face \$100 million in lawsuits