Inclusivity training offered in wake of Charlottesville unrest

Pointers football victorious in home opener

Isherwood stream controversy escalates

An analysis of the new Taylor Swift

Explore with UWSP Adventure Tours

College is a key period in life, full of expanding horizons and a developing sense of freedom in a vast world. Often times, a little guidance can be of great aid.

The University of Wisconsin-Stevens Point Adventure Tours aims to provide just that, adventure, to students and the community.

Founded 32 years ago, Adventure Tours has long been a facet of the School of Health Promotion and Human Development, planning and facilitating tours as well as promoting wellness. Over the years, the program has grown to include domestic and international travel opportunities that continue to incorporate components of an active lifestyle, such as hiking, biking, snorkeling, and zip-lining.

"Explore and be well" is the program's motto.

While Adventure Tour trips are open to the public, allowing
Back to School Tips

- Get 8 hours of sleep
- Eat fuel food
- Be Active
- Socialize
- Don't forget to relax
- Find a study buddy
- Get Involved
- Manage your time efficiently
- READ THE POINTER!

PROTECTIVE SERVICES REPORT

Sunday, August 27

A faculty member called to report 3 unidentified persons with Minnesota plates attempting to take a canoe parked at the North East Corner of the Wood lab. When confronted the 3 persons returned to their car and left the area.

Monday, August 28

An individual was golfing on the intramural fields.

Wednesday, August 30

Staff member called in a marijuana smell coming from a room in Baldwin Hall.

Thursday, September 1

Individuals that live by Hyer hall contacted for shooting lasers at passing cars.

Staff member from Hyer requested officers do a welfare check on a young female that is walking alone without shoes on. Caller attempted to talk with her but female is not listening.

Call came in at 8:35 that three pick up trucks were doing burnouts on portage street heading east.

Protective service sent to check on a man believed to be living in his car in lot Q.

Editorial Policies

The Pointer is a student-run newspaper published weekly for the University of Wisconsin - Stevens Point. The Pointer staff is solely responsible for content and editorial policy.

No article is available for inspection prior to publication. No article is available for further publication without expressed written permission of the Pointer staff.

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Letters to the editor can be mailed or delivered to The Pointer, 308 CAC, University of Wisconsin - Stevens Point, Stevens Point, WI 54481, or sent by e-mail to pointer@uwsp.edu. We reserve the right to deny publication of any letter for any reason. We also reserve the right to edit letters for inappropriate length or content. Names will be withheld from publication only if an appropriate reason is given.

Letters to the editor and all other material submitted to The Pointer becomes the property of The Pointer.

Trump Card

Tuesday, August 22

German police stopped a vehicle Saturday night. Inside the vehicle officers discovered roughly 5,000 ecstasy pills stamped with Donald Trump's face.

Thursday, September 1

Trump proclaims September 3, 2017, as a National Day of Prayer and pledges to donate one million dollars of his own money to Hurricane Harvey relief.

Sunday, September 3

In response to North Korea's hydrogen bomb test, Trump tweeted, calling North Korea a "rogue nation which has become a great threat and embarrassment to China, which is trying to help but with little success."
Diversity Training Creates a More Inclusive Campus

KIRBY LICHON
REPORTER
klitch651@uwsp.edu

As a new school year approaches the campus, it means a lot of heavy lifting and new students entering the world of college. Before incoming freshman can start classes it is time for UWSP Welcome Week.

Welcome Week is five days of events to help new students become introduced to campus. One of the events scheduled on Friday, Sept. 1 was a diversity training put on by the Student Government Association. This is the second year this event has been on campus, the first year was organized by the previous inclusivity director Ta Xiong. This year it was held by Gigi Stahl, senior psychology and English majors. Stahl explained her plans for this event, and the variety of subjects covered during the training.

"I will be introducing the students to the new Director of Diversity and College Access Dr. Lizette Rivera, then I will continue with talking about micro aggression and with an exercise in empathic listening," Stahl said.

According to the Merriam-Webster Dictionary, a micro aggression is "a comment or action that often unintentionally expresses a prejudiced attitude," while empathic listening is simply active or reflective listening.

Stahl explained that she is dreaming big with her plans for spreading diversity on campus and the possible changes she would like to see from this training.

"Hopefully it will plant seeds for students to know where to look for support and advice if they come across an issue. Also to encourage students to continue an education in the specific topic because there is no way a full training in diversity or cultural competency can happen in one hour to 1,000 people," Stahl said.

When asked if she believes this diversity training has become more important after recent events such as Charlottesville's Unite the Right Rally Stahl said, "I believe the diversity and inclusive training is just as important now as it has ever been. I do believe it is relevant now in the public sphere then it has in past years, however I think the need is just as high as it has ever been."

The understanding of diversity goes beyond a one-hour training session, but having a source on campus to explain these issues is important. It only takes a small number of people to start a wave of difference in a community.

Students and Staff Reflect on Passing of Dean Cirmo

AARON ZIMMERMAN
NEWS REPORTER
azimm667@uwsp.edu

Christopher Cirmo, 63, was the dean of the College of Letters and Science until his unexpected passing in May. Cirmo passed away on May 26 while jogging, according to the Stevens Point Journal.

He had served as the Dean of the College of Letters and Science since 2009. "Eric Yonke took over as current acting dean," said Todd Good, the associate dean for budget, personnel and facilities of the College of Letters and Science.

"I worked with him quite a bit since 2009. He was very gregarious and outgoing, he loved to help out students who were first generation students in their families but he had a passion for any higher education," said Good.

Good said that Cirmo was great at fostering discussion on difficult topics and communicating with others.

One of his biggest accomplishments was helping the new chemistry and biology building get off the ground.

"He was very instrumental in that project, working with the Chancellor and the state to get it moving," said Good.

"He also introduced a civil discourse initiative where he would discuss how to engage in conversation with someone who doesn't have the same views as you," said Good.

His most recent discussion took place last fall. The session dealt with presidential politics.

"I remember one of the projects Cirmo didn't get the chance to start, was moving to get a center for ethics on campus. This would be an interdisciplinary department on campus. It would deal with any subject or major that would deal with ethics. Like science and business majors for example.

"I met Dr. Cirmo at a College of Letters and Science meeting after I'd been chosen to be the student representative for the Department of World Languages and Letters. He always showed interest and passion for diversity and inclusivity on campus," said Carlui Pimentel, a student of College of Letters and Science.

"I remember one of the meetings we were discussing students of color on campus and I was the only person of color in that room and I didn't feel comfortable speaking for all of the students of color on campus. But Dr. Cirmo made me more comfortable when he shared his experiences as an Italian-American and how it changed his views of the world," said Pimentel.

"He was all around a good person and had a way of making people feel special," said Pimentel.

"Every time we would run into each other he would put a smile on my face." Christopher Cirmo will be missed, but well remembered by all those whose lives he touched.

In Memoriam
Dean Chris Cirmo

Christopher P. Cirmo, who served as dean of the UW-Stevens Point College of Letters and Science since 2009, died unexpectedly in late May.

Dean Cirmo was a man of integrity, honesty and compassion. Chris was an ethical leader who always advocated for students.
New Semester, New Opportunities, New Honors Program

OLIVIA DE VALK
NEWS EDITOR
odevalk@uwsp.edu

The fall semester will mark the start of a new chapter for many incoming freshman. For some of them, it will also be the start of their four-year journey through the university’s honors program.

The University of Wisconsin-Stevens Point’s new honors program was designed for high-achieving students who want the rigorous curriculum of a larger school like UW-Madison without the size or cost.

Incoming students who have achieved an ACT score of 28 or higher are automatically reserved a spot in the University Honors Program, if they choose to participate. Students with ACT scores of 26 and 27 are encouraged to apply, but must write a 500 word essay.

The program comes after the academic “fork in the road” faced by the university in the fall of 2016. This “fork in the road” was brought up by Chancellor Patterson when he posed the problem of declining enrollment to the Strategic Planning Committee.

The committee responded to Chancellor Patterson’s challenge in February of this year. One of the two options the committee responded with was to recruit students with higher ACT scores. The second option was to identify and market signature programs that are both unique to, and excel at the University.

The program is similar to one established at the University of Wisconsin-Eau Claire, which automatically invites students with ACT scores of 28 or higher who rank in the top 5 to 15 percent of their high school class. The Eau Claire Honors program has grown to include over 700 students.

There are 126 students currently enrolled in the program. Sydney Richetto, freshman English and biochemistry major, said the honors program played a big role in her decision to attend UWSP.

Richetto took full International Baccalaureate, or IB courses in high school. When it came time to consider colleges, she applied and was accepted at Marquette, Madison and Minnesota, but ruled out those three because of cost.

After that decision, Richetto was between UW-La Crosse, Eau Claire and Stevens Point. She eliminated La Crosse because it didn’t offer an honors program and ultimately selected Stevens Point over Eau Claire because she preferred the swim coach and team.

“It’s gonna make a lot better, it’s going to put me ahead of some other students when applying to the medical schools,” Richetto said about the Honors Program. “It’s a good way to get into another community of people who are going for the same goal of being more academically inclined for the future.”

Environment

Elk Released Near Clam Lake Wisconsin

NAOMI ALBERT
REPORTER
nalbe203@uwsp.edu

This July, 31 elk were released near Clam Lake, Wisconsin for the first time in more than 20 years.

The recent elk release is part of an effort which began in 1995 to reestablish elk in the region.

European settlement drove elk from the state in the 1800s through over-hunting and habitat loss. The Wisconsin Department of Natural Resources believes that before the effects of settlement, elk could be found in the majority of Wisconsin counties.

Thanks to the reintroduction project beginning in the 1990s, elk can again be found in Wisconsin. However, they inhabit just a fraction of their previous range. The DNR said that Northern Wisconsin has the most potential for elk reintroduction since agriculture and high population density leaves little habitat for elk in Southern Wisconsin.

Now, elk inhabit just two areas in Wisconsin, the Clam Lake Elk Range in Northern Wisconsin, and the Black River Elk Range located in West-Central Wisconsin’s Jackson County.

A DNR news release estimated that the Clam Lake Range is home to 165 animals.

The DNR has a goal of increasing this population to 1,400 animals. A hunt will only be considered once the population surpasses 200 individuals.

Since the initial release of 25 animals in 1995, the DNR reports that the Clam Lake Herd has grown an average of 13 percent per year, but in recent years the population has slowed. For this reason, the department hopes to release up to 75 more animals into the range over the next several years to improve genetic diversity.

Reception of elk has not been entirely positive. Most concerns have arisen from cranberry growers in Jackson County whose crops have been damaged by elk. In response to the damages, the Department of Natural Resources agreed to fund fencing on cranberry farms in the county.

Elk could also draw tourism to small communities like Clam Lake which is the self-proclaimed “Elk Capital of Wisconsin.” Clam Lake’s website includes a full page on elk information including updates on the herd and the best locations to spot elk.
Foxconn, the Taiwan-based electronics giant plans to invest $10 billion to build a new manufacturing plant to produce LCD panels in southeastern Wisconsin.

The proposed deal includes relaxing some environmental regulations which has environmental implications, ranging from chemical usage to the impact a plant of this size will have on the surrounding watershed. The exemptions could mean the destruction of state-regulated wetlands, dredging a stream and changing the course of a stream without obtaining a state permit.

Wisconsin's offer to Foxconn includes up to $1.5 billion in income tax credits for job creation, $1.35 billion in income tax credits for capital investment and up to $150 million in sales tax exemptions for the purchase of construction materials. The incentives would be pro-rated and therefore based on how much is spent and how many jobs are created.

Justin Seis, senior sociology and environmental ethics major said "Foxconn has a terrible track record regarding worker safety and wellness, therefore I believe the money should be invested into local businesses who will hire Wisconsin workers. The environmental laws are in place for a reason and should be enforced."

The proposed plant would be the largest economic development project in Wisconsin history. The facility is expected to create between 3,000 to 13,000 new jobs and it should be completed by 2020. Democratic legislator Rep. Katrina Shankland for Stevens Point said "In the best case scenario, it would take 25 years to break even- assuming 13,000 jobs are made. However, there are no minimum requirement for the number of jobs and no deadline."

She also said that the facility is the size of three pentagons and $312 million of tax-payer money would be allocated to Foxconn every year which is ten times the University of Wisconsin System budget.

Most of her constituents are asking for a better deal and like the concept of jobs but believe it is a raw deal for tax-payers. They want a deal where Wisconsin workers get the first crack at the jobs and that Foxconn complies with environmental state laws just like every other business.

Citizens with questions or concerns, you can contact Rep. Shankland at rep.shankland@gis.wis.gov or call 608-267-9649.

The $3 billion package of incentives promised by Gov. Scott Walker was approved by the Joint Finance Committee.

**Update on Emerald Ash Borer Damage Prevention Efforts**

**KIRBY LICHON**

**REPORTER**

klicha@uwsp.edu

Ash trees make about 6.8 percent of Wisconsin’s forests and a total of about 834 million ash trees in Wisconsin, according to the Wisconsin Department of Natural Resource website. There are four species of ash trees; white ash, green ash, black ash being the most common species, and blue ash.

When the emerald ash borer is in the larva stage in life it will feed on the inner bark of the trees, by doing this it interrupts the trees ability to supply water and nutrients to itself.

**MICHÉLLE WILDE**

**REPORTER**

Michelle.J.Wilde@uwsp.edu

Factory workers create products in an assembly line. Photo by Steve Jurvetson

An emerald ash borer. Photo by USDA Department of Agriculture.

The emerald ash borer, while not very large, can cause a huge impact; at about one half inch long, smaller than an American penny this metallic green beetle has the power to possibly take down entire forests of ash trees.

Physical signs of an infected ash are thinning of the bark, the upper canopy of the tree starts to die, water will sprout along the trunks and branches, D-shaped holes will be present in the tree signifying insect exit holes, and feeding areas in an S-shape under dead or splitting bark.

When asked his thoughts on how the ash borer is still a local threat, Professor of Urban Forestry, Richard Hauer said, "The population of the insect is still in the building stage".

"The insect was identified last year and when first identified the emerald ash borer had probably already been there for maybe three for four years. After this amount of time the population starts to become larger and larger, and we are about three or four years away from this insect becoming an epidemic," said Hauer.

Even though the insect is not at its peak, it is slowly building in population, Hauer said "when the population does become at epidemic stage we will lose a huge portion of the ash population."

An ash tree’s wood is known for high elasticity and strength which is used in baseball bats, tool handles, bows and many other items used for durability, the green ash is also a popular member of wetland areas, and many animals will feed from ash seeds and foliage.

It can easily move to new areas and multiply quickly.

When asked about the possibility of the trees being removed, Hauer explained that a plan to replace the trees over the next twenty years was brought about last year for preemptive removal of the ash trees.

Hauer also, explained that the trees have been treated with a chemical which kills the insects if they are present in the ash tree.

As of now there is no definitive cure for the Emerald Ash Borer, but simple first steps such as identifying infected ash trees can help with quickly destroy dead or infected before the beetle can expand to other areas. This step can save many ash trees in the area as well as all of Wisconsin and the United States.
The Pointer football team and fans during the national anthem. Photo courtesy of Kylie Bridenhagen.

The University of Wisconsin-Stevens Point women's soccer team. Photo by Kylie Bridenhagen.

Women's Soccer Splits Opening Weekend Games

The Pointer football team during a game. Photo by Eva Donohoo.

POINTER FOOTBALL PULLS OFF THRILLING VICTORY IN DOUBLE OVERTIME

The Pointers huddle up during a game. Photo by Eva Donohoo.

POINTER VOLLEYBALL WINS THREE OF FOUR TO OPEN SEASON

The Pointers end the weekend on a positive note as they took down St. Norbert 6-0. Maddy Hardyman, Meghan Ambelang, Alexis Petersen and Amanda Maestas each scored one goal, while Gracie Wendels scored two goals. Goalkeeper Sarah Peplinski added five more goals to her season total as the team held the Green Knights scoreless.

Stevens Point returns to action on Friday, Sept. 8, when the team travels to St. Paul, Minnesota to take on Macalester College.

The Pointer football team and fans during the national anthem. Photo courtesy of Kylie Bridenhagen.

The Pointers were led by senior quarterback Ryan Swigart who threw for 374 yards and five touchdowns. Wide receiver Jerry Williams hauled in nine of Swigart's passes for a total of 201 yards. Williams and fellow wide receivers Steve Herr and Nick Schroeder each recorded a touchdown catch, while wide receiver Jonte Webb caught two touchdowns. UWSP fell behind early and scored their lone first half touchdown when Swigart connected with Herr. Point responded in the second half as Swigart found Williams in the endzone to narrow the Green Knights lead to 17-13 midway through the third quarter. The Pointers tied the game in the fourth quarter on a pass from Swigart to Schroeder.

The game went into overtime tied at 20. The two teams traded touchdowns in the first overtime period, including a touchdown pass from Swigart to Schroeder. After a St. Norbert touchdown and subsequent blocked extra point in the second overtime, Swigart completed a touchdown pass to Webb to tie the game and set up the win with Neidert's extra point conversion.

UWSP football returns to action on Saturday, Sept. 9, as the team will travel to Michigan to take on Albion College. Kickoff is set at 6:00 p.m. ET.

The University of Wisconsin-Stevens Point Volleyball claimed victory over Buena Vista University, College of St. Scholastica and Loras College over Labor Day weekend. Stevens Point won their series of matches over Buena Vista by a score of three sets to zero. UWSP women's soccer team. Photo by Kyle Bridenhagen.

The Pointers finished off the invitational with a win over Loras by a score of three sets to zero. UWSP women's soccer team. Photo by Kyle Bridenhagen.

WEEKEND GAMES

The UWSP women's soccer team. Photo by Kylie Bridenhagen.

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The UWSP women's soccer team. Photo by Kylie Bridenhagen.

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Sports Events

Football

Sept. 10, vs. North Park University at Carroll University
3 p.m.

Sept. 12, at Lakeland University
5 p.m.

Volleyball

Sept. 6, at Lakeland University
7 p.m.

Sept. 8, vs. Ripon College
3 p.m.

Sept. 9, vs. Gustavus Adolphus College
12 p.m.

Soccer

Sept. 9, vs. Gustavus Adolphus College
12 p.m.

Sept. 10, vs. Illinois Institute of Technology
1 p.m.

Tennis

Sept. 10, at Albion College
6 p.m.

Summer Sports Analytics Conference a Success

The University of Wisconsin-Stevens Point hosted the inaugural Great Lakes Analytics in Sports Conference this past summer and the event yielded positive results.

Attendance for the conference was estimated to be around 200 people. Around 60 speakers, panelists and research poster presenters were on hand to educate and spread their message to the audience about the advancements that sports analytics can make on athletics.

“We could not have been happier with the first edition of the Great Lakes Analytics in Sports Conference,” said conference director Scott Tappa, who works in the College of Letters and Science dean’s office.

“Attendees came from more than 30 states and provinces and were active participants in a diverse program featuring speakers representing a wide variety of professional backgrounds and sports.

“We were happy to welcome back to campus alumni like Dan Hauser and Mark Ludorf, and feature current Pointers like math professor Andy Felt and student Elise Celarier on the program,” said Tappa.

The event was held in the Alumni Room and other locations around the Dreyfus University Center, but Tappa believes the event will reach more than those in attendance.

“Interest in the event extended far beyond the DUC,” said Tappa.

“Our conference hashtag, #GLASC, was trending most of the day on Twitter and Mark Cuban replied to a Tweet sent from a presentation in the Alumni Room.”

Great Lakes Analytics in Sports Conference speakers covered a wide range of applications for sports analytics, from recruiting athletes to injury prevention, game strategy to roster construction and customer relations to team ranking methods.

Hauser, a long-time executive with the NBA’s Detroit Pistons and Philadelphia 76ers, shared his experiences working with the league to schedule games. Similarly, Celarier and Felt discussed how UWSP Center for Athletic Scheduling uses advanced math to create schedules for the Wisconsin Intercollegiate Athletic Conference.

UWSP was prompted to bring the event back next summer due to its success.

“The success of the first GLASC is representative of the explosive growth of data analytics in the sports industry and we are looking forward to holding the event again next summer,” Tappa said.

“There were several high-quality speakers who expressed interest in attending but could not because of scheduling conflicts. We are hoping they can join us next year.”

Students or faculty interested in participating in or planning the next conference may contact Tappa.
The Portage County Drainage Board and the Isherwood Family Farm will soon go to court after a dispute over the creation of a trout habitat in the Isherwood Lateral.

Land owner, Donald Isherwood’s plan was to alter his drainage ditch by adding downed coniferous trees and other debris.

In addition to creating a trout habitat, the debris was also intended to have other benefits such as improving water flow and depleting excess nitrates in the water, according to Isherwood at an informational event he hosted in April.

However, the Drainage Board has concerns that the alterations to the ditch may cause flooding which could be detrimental to other farmers who depend on the ditches for healthy crop production.

The alterations were made without permission from the Drainage Board but with permission from the Department of Natural Resources, both of whom have jurisdiction over the ditch.

The case was heard by Judge Jon Counsell of Clark County on June 28. However, the Drainage Board had the ditch dredged on June 6, before the court had a chance to hear the case.

The Board had received special permission from the DNR to dredge before normal dredging season.

In a recent interview, Isherwood said “The DNR did not defend the permit that they had granted, which said specifically that the site did not pose an unreasonable risk of flooding.”

During the June 28 hearing, Judge Counsell reprimanded the action of the Drainage Board, even calling the move “pigheaded,” according to a court transcript.

Counsell warned that the Drainage Board may face consequences regardless of whether the case went to trial or not.

A later hearing was held on Aug. 2, at which Judge Counsell ruled that the case would go to trial. The trial is scheduled for January.

Isherwood said that he hopes the trial will not only give him the freedom to attempt to improve his own ditch, but to give voice to those who desire change for old practices.

“Ultimately I think that’s what we’re after, is to get the public rights fairly represented in how the district is managed.” Isherwood said.

Mike Mckenna, who will be representing the Drainage Board defends their right to clear the ditch.

“The district has a duty to try and maintain the engineering specifications that are on file with the Department of Agriculture Trade and Consumer Protection,” Mckenna said.

He compares the Isherwood Lateral to a public road, which must be maintained by the city and can only be altered with proper permitting.

“If [Isherwood] as a land owner can essentially do what he wants with a ditch in front of his property, what about all the other land owners? Do they have the same right to do that? Do we have any drainage ditch system at all?” Mckenna said.

KATHRYN WISNIEWSKI
ARTS AND ENTERTAINMENT
SECTIONAL EDITOR
kathryn.wisniewski@uwsp.edu

Taylor Swift’s new single, “Look What You Made Me Do,” made its way into the world of popular culture on Aug. 24. In the two weeks since its release, the pop song has set off a wave of controversy that has resulted in massive success.

“Reputation,” indeed, seems to be the theme of “Look What You Made Me Do.” The song itself ushers in what seems to be a new phase of Swift’s career, musically and lyrically.

Swift has had a long journey to arrive at “Look What You Made Me Do.” She began her musical career back in 2006 with the release of her self-titled album, featuring 11 country-pop tracks, only three of which Swift wrote independently.

The artist’s music made its first major change in 2010 with the release of her third album, “Speak Now,” which began moving away from her country beginnings and was wholly written by Swift.

Swift’s sound continued to evolve over the course of her next few albums, Red carrying an indie-pop feel in the face of 1989 coming in as full-blown pop in 2014.

In 2017, Swift has been, for the most part, silent, with no mention of a new album until “Look What You Made Me Do.” The song was accompanied with the release of the official lyric video, a forerunner of the Taylor SwiftVEVO YouTube channel on Aug. 24.

The lyric video calls to mind a bit of the “old Taylor,” telling a narrative of a betrayed female speaking out against her ex. The video itself is a crisp and hard-edge graphic representation of the song’s story, with outlines in a stark color pallet of blood red, black, white and gray.

“Look What You Made Me Do” has a similar pop feel to the second half of 1989 but the tone is new, edgier and with a touch of rancor that even “Bad Blood” lacked.

There is one pointed comment that cannot be overlooked and that of Swift’s fanciful storytelling.

“I’m sorry, but the old Taylor can’t come to the phone right now. Why? Oh, ‘cause she’s dead,” the lyric declares, spoken in a sickly sweet tone of Swift’s own voice.

The most contentious part of the song, however, seems to be the chorus, an octuple repetition of the title with slight variations, during which the lyric video features an image of a snake eating its own tail.

Even though the entirety of the song is a step away from Swift’s past musicality and lyrical singing, cashing it in for what could be said to be highly tonal speaking, the chorus is stark, arguably to the point of being insipid.

The choice seemed to be intentional. Alongside present speculation that the ouroboros is a representation of the newer-ending and constant barrage of the celebrity media cycle, it can be considered that the chorus is supposed to be grating. Or maybe the snakes are Swift’s version of the Gadsden flag, her own symbol of rebellion against the cycle of drama and criticism within which she’s found herself, a blatant “DON’T TREAD ON ME.”

Swift’s real statements about reputation, however, didn’t truly begin to take form until the release of the official music video on Aug. 27, three days following the song’s initial release. Buzz about the content of the music video started when a 23-second teaser was posted, showing a few clips and announcing the full video would premier at the 2017 Video Music Awards along the tagline “Brace for Impact.”

Swift also deleted the content of her Instagram and Twitter feeds, replacing it with segmented videos of a slithering snake.

The full video begins by zooming in on a tombstone that bears the epitaph “Here Lies Taylor Swift’s Repetition,” it with flashes of lightning before an undead Swift emerges from the grave, Michael Jackson “Thriller” style.

The video then cycles through a series of scenes, each depicting some bone of contention that has been picked about Swift, from the single dollar bill she won in last month’s civil case involving D.J. David Mueller to her crusade against streaming companies to the infamous case of Heart T. S.” t-shirt donned by Tom Hiddleston.

Another scene shows Swift sitting atop a golden throne, surrounded by live snakes, wearing snake rings herself and being served tea by said snakes. Yes, more snakes. Don’t tread on Taylor.

The real shock factor comes in the final 45 seconds of the video, where a line of Taylor Swifts, each clad in a representative costume of a stage in Swift’s career, sling all the insults that have ever been directed at Swift at each other. The message seems to be that, yes, Swift is aware of the controversy that has surrounded her in the past, but she’s not going to take it lying down anymore.

She’s ready to build a new reputation, one that calls people out on what they say about her.

Due to a prodigious number of Taylor Swift fans and the hype surrounding the song and the comments made in the video, the official music video set a YouTube record, hitting 43.2 million views within the first 24 hours of it being live, according to Forbes.

So, what does all this mean? That Reputation is going to be Swift’s biggest accomplishment yet? Not necessarily. The release of the song, the lyric video, the music video teaser and the music video itself were meant to stimulate conversation about the upcoming album, which has resulted in massive success.

More than anything, these past weeks have shed light on what audiences can expect from the “new Taylor.” The sentiment of “Look What You Made Me Do” indicates that Swift is continuing to evolve as a musician, keeping on her trajectory away from country, now well into pop. Perhaps the wait, Reputation coming out three years after Swift’s last album, breaking her every other year streak since her debut, was well worth it to receive a fresh side of Taylor Swift.

But “Look What You Made Me Do” certainly makes a statement about Swift’s expectations for her public persona. While another frequent comment about the single is “Oh my god, Taylor got salty,” it’s important to mark the distinction between the two autobiographies that exist for Taylor Swift’s public persona.

The first is her personal autobiography that sometimes listeners forget, the heart of an artist’s music. Just like a fiction author bases his tales in his own experience, each one is not a verbatim account of something that has happened in his or her life. The second autobiography is the one listeners should be concerned with, the autobiography of Taylor Swift’s public persona.

While the public will never be able to do more than speculate as to the details of Swift’s private life, her public persona is very much hers to control, and what Swift appears to be commenting on in “Look What You Made Me Do” is a push from Swift, a ballsy push, but perhaps warranted.

Regardless of how diplomatic Swift has attempted to be in the past regarding censure of her public persona, she continues to receive backlash. Is “Look What You Made Me Do” Swift’s way of dismissing herself from accountability? Again, not necessarily. It’s true that no one can make you do anything, but when you’re constantly being pushed, you’re allowed to push back.

“Look What You Made Me Do” is a push from Swift, a ballsy push, but perhaps warranted.

“Maybe I got mine, but you’ll all get yours,” another lyric from the song declares.

In the over ten years Swift has been releasing her music to the world, she’s seen the good and the bad of the celebrity persona. She has made mistakes, and she’s grown, and she’s definitely not the same starry-eyed 16-year-old who recorded her first album was released.

“Look What You Made Me Do” is Swift pushing back at herself, ushering in a new stage in her career, and hissing at the people who have stepped on her in the past.

Look what they made her do.
The Ball Drop 2017 Experience

COREY COLLINS
REPORTER
corey.j.collins@uwsp.edu

There are many activities to do during Welcome Week. Many are fun, and all are great ways to welcome students back to campus, but only one has the possibility of being trampled by fellow students. That activity is the Ball Drop.

The annual Ball Drop was hosted at the Debot field on Sunday, Sept. 3.

One thousand five hundred balls were dropped from the top of the basket of a fire truck crane. Within those balls were 150 winning balls.

One hundred forty-five balls had the word "CASE" on them, indicating the captor won a bag of prizes. Those prizes were all University of Wisconsin-Stevens Point merchandise.

Three of the balls had the numbers 1, 2 or 3. The holder of one of those balls won a $200 Visa gift card.

It was scheduled to begin at 8 p.m. but a crowd already began to form by 7:49 p.m. People were holding laundry baskets and open bags in preparation for the event to happen.

By 8 p.m., "Look What You Made Me Do" by Taylor Swift began playing and excitement in the crowd was building.

"Last year I saw someone break their finger at this," said sophomore Kylie Kirkeeng.

The playlist of music was replaced by live music provided by DAWG.

At 8:11, a voice over the loudspeaker told the crowd to get ready. People became a little rowdy, appearing tense for the event to begin.

"I want someone to get flattened on the ground," said sophomore Jeremy Roemer.

At 8:28 p.m., the voice returned to the loudspeaker to tell the crowd that there will be two more minutes. The crowd was antsy and booed the two-minute wait.

The loudspeaker spoke up one more time to announce the final ten seconds before the event happened.

Then, at 8:30 p.m., the 1,500 light-up, blue balls were dropped over the students of UWSP. Everyone dashed forward towards the cascade of balls. People pushed each other over, hats were lost and there was some light trampling due to people diving to the ground to catch the balls.

Humans of Point

KATHERINE WRIGHT
senior web and digital media development major.

What was your favorite thing you did this summer?
I adopted a dog. Her name is Nala. She’s a Shibu Inu. They look like a fox. They’re a Japanese breed.

What is the best part of returning to school in the fall?
I think specifically I like that it’s busier at work. I work at the campus library. There’s more to do, and I get to work with more people.

How do you help yourself transition from summer to the academic year?
I try to get up a little earlier, for one thing. I have all 8 a.m.’s this next semester. Other than that, I’ve been meaning to work on a tutorial sort of thing on programming, specifically HTML, just to refresh myself on it because it’s something I struggled with this semester. I want to make sure this semester I am a little better with it.
vides a unique opportunity for college students in particular. "Increasing student involvement continues to be one of our goals as we move forward," said Amy Schmied, communication specialist for Adventure Tours. "We hope to begin offering a few specialty student-focused tours to coordinate with the academic calendar so students may participate over spring and winter breaks."

Unlike other opportunities students may have to travel during their college years, such as study abroad, Adventure Tours is not for academic credit and trips are, on average, one to two weeks in duration. Taking time away from the classroom, students can focus on the activities and cultural experiences of travel.

"Whether you're a community member, a student, alumni or a family, our tours are open to almost anyone who is in good health and has a sense of adventure," said Schmied. One of Adventure Tour's upcoming trips is Hidden Cultural Riches of Japan. The trip is scheduled for the summer of 2018 and will be led by Trisha Lamers, director of the Tutoring-Learning Center.

Each tour is led by a current or retired UWSP faculty or staff member who have had personal experience with the location. Lamers lived and worked in Japan for eight years and used her experiences to put together a 13-week trip. "We're going to go to some of the places everybody goes to," Lamers said. "But I want to take people off beaten paths. I want to take them to people that I know and businesses where I know who the owners are and get more of a personal experience."

From business owners to high school students to elderly farmers, Lamers wants to expose those participating in the trip to as much of the people and culture of Japan as possible. "Traveling and exploring other cultures can be a pivotal experience," said Schmied. "Everyone should see Japan," Lamers said. "Everyone will have their lives changed by going to Japan. It's just a different way of life and a different way of thinking, and just being exposed to that, I think, can change somebody's life."

Adventure Tours organizes trips all over the globe. Some of their open tours are the Belize Tropical and Mayan Adventure, the Hike Zion and Bryce Canyon trip and the South African Adventure, though many more adventures are already being planned.

While Adventure Tours offers amazing travel experiences, there are also several opportunities for students to get involved while staying on campus. Adventure Tours offers a semester-long practicum course for students within the Health Promotion and Wellness major to learn about marketing, brand development and local outreach for adventure and wellness travel.

Any student may sign up for the group's e-newsletter, which includes information about Adventure Tours trips, as well as photos and travel tips.

Adventure Tours provides new experiences, multinational travel and personal growth to students wanting to stay well and explore the world, near and far. Each trip is a unique experience but is sure to be a life-changing adventure.

"It's going to be an adventure," Lamers said of the Hidden Cultural Riches of Japan trip. "There's so much depth and richness in the culture that there are always surprises and unexpected things happening and unexpected encounters. I hope that the people who come are going to appreciate just how alive they're going to feel from all of those unexpected adventures popping up."
A New Mural in Stevens Point

COREY COLLINS  
REPORTER  
Corey.Collins@uwsp.edu

This summer a new mural was finished on the west-facing wall of Galaxy Comics & Games in downtown Stevens Point.

The mural has been proudly on display since its unveiling on Aug. 23 of this year. It depicts the main ingredients of beer being poured into a Stevens Point Brewing Company pint glass.

Members of CREATE Portage County, a nonprofit arts organization, the Stevens Point Preservation/Design Review Commission and the Stevens Point Brewery came together to choose a mural in celebration of the 160th anniversary of the Stevens Point Brewing Company.

Out of the 29 submissions, the one that stood out the most was created by Nick Goettling, who went on to design the mural.

Goettling is a Chicago-based artist who has worked with companies such as Cliff Bar and Logitech. Now, some of his art is permanently residing in downtown Stevens Point.

The Point Brewery mural is the newest addition to the multiple murals in the Stevens Point area. Another mural is the "Most Influential Events" mural on the West-facing wall of 1035 Main Street. In addition, "The Old Post Office" is located on the east wall of the current post office on the corner of Main Street and Smith Street.

This mural, however, goes in a different artistic direction from many of the murals of the past which give a snapshot of what life was like for Stevens Point residents.

Goettling's mural does not show past Stevens Point like other area murals but instead is an artistic celebration of a business that has been a part of the community for over a century and a half.

The mural also is effective in being a great advertisement for the Point Brewery.

"It makes me want a beer," said Summer Thompson, sophomore communications major.

The new direction of the mural has had a great response from the students of the University of Wisconsin-Stevens Point.

"It brightens up the whole town," said Thompson.

"It's beautiful and really represents Point," said Maddy Verheyden, sophomore communications and disorders major.

Goettling has created a great new artistic addition to the community and another reason for incoming freshmen to take a trip downtown this year.

Galaxy Comics & Games and Goettling's mural are located on 925 Clark Street.