A DIFFERENT KIND OF GAME:

THOUGHTS ON THE FUTURE OF SPORTS MEDIA

PAGE 8
SUDOKU
Edited by Margie E. Burke

How to solve:
Each row must contain the numbers 1 to 9; each column must contain the numbers 1 to 9; and each set of 3 by 3 boxes must contain the numbers 1 to 9.

Answers to last week’s Sudoku:

8 6 9 1 5 2 4 6

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Missoula’s Girls Rock camp hold live performances at Top Hat

Photos by Bella Granis / @isabellagrannis

The Zootown Arts Community Center’s Girls Rock camp brought a full house to the Top Hat Friday, Feb. 17, 2017. Three groups each performed an original song after six weeks of professionally guided training, all of which revolved around the themes of self confidence, friendship and perseverance.

Daydream celebrates the success of their first-ever live performance at the Girls Rock show at the Top Hat Feb. 17.

Daydream and Rock It 2 Mars band members share a snack before the Girls Rock performance at the Top Hat.
KAIMIN COLUMN

College sleep culture is toxic

Boasting about your choice to sacrifice sleep makes you look like an idiot. Not just because I'm saying it, but because of objective, backed by data, science. The personal preference of not getting seven to nine hours of sleep per night can be detrimental to your emotional stability, result in weight gain and impair your basic brain functions.

As if the side effects of sleeplessness aren't enough, we've glorified boasting about our choice to sacrifice sleep for something else. We've made skipping sleep a demonstration of our unwavering passion for school, work or something else. All it truly does is glorify inadequacies of not taking care of ourselves and put pressure on others to do the same.

There are way too many emotional nerve endings out in the world, and you don't need to add to the already-highly-sensitive culture we currently live in. However, not having enough sleep inhibits your emotional intelligence, which helps you to perceive emotions correctly and direct your behavior in an appropriate manner. Basically, when you choose inadequate sleep, you willingly embrace having the emotional capacity of a three-year-old.

At least three-year-olds are cute — in part because of their chubbiness. However, the same probably won't be said about you and your newly gained weight due to sleep deprivation. Not sleeping enough makes it harder for your body to burn the calories and fats you are digesting. Tied in with poor emotional regularity, this also makes it harder to control your food intake. Essentially, less sleep equals more body fat, and, with your newfound emotionally instability, this won't serve you and others well in the long run.

Perhaps you won't realize how you're slowly becoming unhappy since lack of sleep also inhibits your basic brain functions. Such important daily activities as problem solving skills, creative thought, and stress management become crippled with seven or less hours of sleep. According to a University of Rochester study, when you're asleep, your brain works to remove toxic proteins from itself. However, it is unable to do this while you're awake, and the greater the buildup of these toxic proteins, the worse it is for your mind.

Not all sleepless nights happen by choice, issues like anxiety, an overabundance of school work or insomnia are just a few major contributing factors to not being able to sleep. However, these are generally not choices people make to be part of their lives.

Next time you're hanging out with friends and one of them gloats about their sleepless nights, consider egging them on to perpetuate this sacrificing of sleep for some greater good as the norm, we should all be motivated to stop people from celebrating it and become an advocate for what should be far more obvious — getting some shut-eye.

Sam Tolman is a Kaimin opinion columnist. Email him at samuel.tolman@umontana.edu

KAIMIN COLUMN

Our country needs your voice

Calling on all those unnerved by the Trump Administration! Here's a way to avoid drowning in your anxiety — simply pen a letter to your state senator urging him or her not to confirm a selection for Trump's Cabinet. To expedite this process, I have included a template to simply drag and drop into an email to a senator of your choosing.

The occasion for writing a grievance letter to your senators is as ripe as ever. Contentious debate on the Senate Floor, caused in part by public outrage voiced via petitions and letters over Trump's Cabinet appointees, has delayed confirmation procedures that were relatively brisk in recent administrations. Thus far, our Senate has appointed oil czar Rex Tillerson as Secretary of State, anti-public-education crusader Betsy DeVos as Secretary of Education, and the blatantly racist geriatric Jeff Sessions as Attorney General. And when you thought it couldn't get any worse, among those still slated for appointment are brain surgeon Ben Carson for Secretary of Interiors or and frack-happy Rick Perry for Secretary of Energy.

Confirations have passed by close margins — for the first time in our nation's history, an appointee, DeVos, was confirmed by a Vice Presidential tiebreaker vote.

Participating in our nation's democratic process manifests your political emotions and is a positive way to quell these civic anxieties. And what may seem like a mere letter is actually very consequential under our current unstable political climate.

Montanans, fill out the provided email form at www.daines.senate.gov or www.testere.state.gov.

To the Honorable (Senator’s Full Name),

I disapprove of President Trump's appointment of (Nominee's Full Name) to serve as our nation's Secretary of (Cabinet Position). The primary reason for my grievance concerning (Appointee's Last Name) is his or her conspicuous incompetence for the job. That (Appointee's Last Name) has achieved success as a primary vocation is not what I'm calling into question. Rather, my reservations revolve around his or her undeniable inexperience and incompatible priorities that would contaminate efficiency in serving as our nation's Secretary of (Cabinet Position).

As one of your caring constituents, I urge you to use your privilege of power and vote no for (Appointee's Last Name) to serve as Secretary of (Cabinet Position). I feel it is the most responsible way you can react to such an irresponsible pick.

Thanks,

(Your Name)
When Holoakea Husen saw the space between an oncoming pickup truck and a parked Jeep, he knew the bus full of college students he was driving was not going to fit. Despite his training and thousands of miles of experience, he could sense the inevitable. In a last-ditch effort to avoid colliding with the truck, Husen clipped the Jeep, crushing its headlight and driver's side door.

Above average snowfall has left the University's ice-slicked roads choked by snowbanks that have narrowed traffic lanes. The bad roads have led to a series of bus crashes on campus.

Over the first two and a half weeks of the semester, the student-owned bus system, UDASH, had four accidents, including when Husen hit the Jeep, according to campus police records.

“I could see I had scraped the bus up and tore up the front end of the Jeep,” Husen said of the Jan. 23 accident. “Luckily, the Jeep's owner had to be understanding since he was parked illegally on the S-curve behind the University Center.”

The bus fleet averages about one accident every year, or once every 150,000 miles, according to Jordan Hess, director of the student transportation office.

Hess said the beginning of the semester always brings the highest ridership of the year, which can lead to stressed drivers and tight schedules. But Hess and Husen both blame bad weather and poor snow removal for this year's spike.

The UDASH system hires students to serve as drivers and mechanics, Hess said, and drivers undergo a 60-hour training course, including a mixture of classroom and behind-the-wheel learning. However, only drivers hired and trained in the winter get hands-on training in the snow.

“I had driven most of the buses in the snow last semester, which was a hint of what we'd be dealing with,” Husen said. “But for some drivers who don't have experience in snow, safety tips in an email might not be enough.”

Snow plowed onto the curbs of Campus Drive forced parked cars farther into the street making for narrow roads and a tighter squeeze for UDASH buses.

“I don't think they are driving that fast,” Ludemann said. “But for how constrained space is right now, they could probably go a bit slower.”

Hess and Husen said Facilities Services, UM's maintenance and grounds department, has been working to solve the problem of the encroaching snowbanks, but Husen said he is concerned it may be taking too long.

“This is a fight that's been going on forever,” Husen said, adding that plowed snow near the music building made it difficult for people in wheelchairs to access the bus stop last semester. “I don't believe that there are enough people in Facilities Services to upkeep the roads, all of our bus stops and sidewalks.”

Mick Alva, who supervises road snow removal for Facilities Services, agreed that the department was having trouble dealing with the amount of snow this year. He said his team was working with front-end loaders to remove the snowbanks, but they are limited by time and funding.

“For this amount of snow, we really don't have enough guys,” Alva said. “With these budget cuts going around, we can't afford the overtime pay for guys to come in here and move snow when the cars are gone. We just don't have the money to spend on it.” •
Rando Radness wraps up second year

By Rick Rowan
richard.rowan@umontana.edu

Racers crowded the Snowbowl bar in various shades of neon lycra in a mock transport to the 1980s. A feverish excitement filled the air as ski boots were strapped tight and muscles were stretched out.

At 6:30 p.m., the mob of racers slowly moved outside and organized into a roughly three-person-wide and 20-person-deep line of headlamps and plumed breath. They listened attentively as Mike Foote, the race director, delivered a pre-race speech detailing new aspects of the course.

At the end of his speech, Foote yelled out to the race timer, “Are you going to do a pistol start?”

“No,” said Matthew Smeltzer, the race timer. “I think I’m just going to do a ‘woohoo.”

Skimo racing, or randonnee as it is known in Europe, is both a weeknight ski party at Montana Snowbowl and the fastest growing niche within the sport of skiing, according to Foote.

Skimo is a portmanteau of “ski mountaineering” and is the sport’s common name in the U.S. At its most basic, skimo is a race where skiers attach directional felt straps, called skins, to the bottoms of their skis in order to ski uphill. When they get to the top, they quickly pull them off, stuff the skins in their jackets and begin skiing downhill.

The fastest racers at the Snowbowl Rando Radness Series will complete four laps in an hour, but most do three.

Rando Radness is only in its second year, but participation has already doubled. Last year, the event averaged 30 racers. This year, it’s been closer to 75, Foote said.

Skimo is an endurance freak’s winter dream, but it also attracts people who just love to go and be outside, Foote said.

“The best skimo racers possess a mixture of skill sets,” he said. “Some excel on the way up, but it’s equally important to shred on the way down.”

Skimo racing will be an Olympic demonstration sport in 2018, meaning that skimo events will be held at the Olympic games but not officially scored. If the events draw enough interest, they may be included officially in the 2022 Olympics. The sport is very popular in Europe and has made significant strides in the U.S. in the last few years, according to Foote.

Foote is traveling to Italy next week to participate in the International Ski Mountaineering World Cup, where he will compete on the U.S. ski mountaineering national team.

Originally a marathon and ultra runner, Foote has shifted his focus to skimo over the last three years. To train, Foote said he goes on a couple longer ski trips a week — lasting between three and six hours — to work on endurance. On opposite days, he’ll work on building power by “charging up short, steep hills.”

In all, he said he spends between 15 and 18 hours each week exercising in a regimen to build his skimo ability. Foote didn’t compete in this week’s events, but he still took a few laps for fun.

While everyone Else racing at the same time, Rando Radness is broken up into three racer categories: lightweight gear, heavy gear and splitboarders.

Lightweight racers use tiny bindings and short skis that are hardly wider than a Nordic setup, and heavy racers typically use wide and long skis more suited to backcountry skiing. Splitboarders use a special snowboard with locking clasps down the center. They split the board in two to ski up, then lock it back together for the ride down.

Jeff Friess, winner in the lightweight category, skied through the course four times in just under 58 minutes. This is Friess’ fourth year competing in skimo races.

Friess said he’s skied in the backcountry for a long time now, and an article in Big Sky Magazine about the growing skimo trend peaked his interest in the sport.

“I’m really competitive, and I played sports in high school and missed that,” Friess said. “It’s something that adds to a sport I already love.”

Like Foote, Friess does a fair amount of training to keep in shape for skimo races. He said he often goes to Snowbowl early in the morning before work to ski up Lavalle mountain and get a run in before the lifts open.

Friess does interval training on the treadmill at the gym and practices transitioning from skinning to skiing and vice versa at home. He said he thinks skimo will continue to grow in Missoula because the running scene is so big.

As skimo gear improves and makes it accessible to a wider group of people, more runners will start to use it as a winter training option, he said.

“I love the psychology of it — the moments of pain,” Friess said. “A race is just a psychological roller coaster. The idea of stopping becomes insane. Everything about the race is going forward.”

Skimo isn’t just for high-intensity endurance racers though. All abilities are welcome, and Emily Sullivan has used that to her advantage.

Sullivan has only been skiing for two years, and she’s competed in the Rando Radness series both of those years.

Sullivan said she likes skimo for many of the same reasons as Friess and Foote.

“For those of us who trail run and mountain bike, it’s a good way to get out and chaseendorphins in the winter,” Sullivan said.

A year of practice has made a huge difference for Sullivan. She said last year, she was coming in last place nearly every race, but this year, she’s been up in the front in her category each week.

Sullivan said she participates for the fun of it and likes the community aspect of Rando Radness as much as anything.

“It’s a bunch of people going up in the dark, headlamps on,” she said. “It almost builds a little camaraderie, like you’re all in it together.”

Feb. 16 was the last round of Rando Radness for 2017, but the series will continue at Snowbowl again next year.

If you are interested in immersing yourself in nothing but photography for six weeks, visit rmsp.com/summer to learn more about Summer Intensive at RMSP. Then, plan your summer by contacting Andy Benson at andrewb@rmsp.com or by calling 406-543-0171. And, be sure to join us for our Open House on March 18th.
No one told me when to show up to my first Montana football game. The Griz hosted Saint Francis, a small school in Pennsylvania, and I arrived late, even though kickoff was still 15 minutes away.

My assignment was to write about the game, but I made the mistake of thinking that the game started and ended with the first and last whistles. Reporting is a game in itself, and it started before I set foot in the press box and continued long after I wrote my last sentence about it.

During my first year working alongside local sports journalists, I learned about the game — a race among other journalists for news and sometimes a struggle for access to that news.

As newspapers continue to downsize, the nature of a sports reporter’s job has shifted. It has become a competition of who can produce news first. Sports journalism in the digital era comes down to what the audience wants, and the first to report it earns the sought after clicks that can make or break an organization.

The game is the need to produce content as quickly as possible. Sports reporters face their own challenges: limited access to players, tighter deadlines, constantly changing schedules and dozens of different sports to cover.

And perhaps the biggest challenge for sports staffs today is their increasing expendability at newspapers.

“Yamen Sanders is in street clothes today,” one reporter said as I settled into my press box seat. Minutes later, that sentence was on Twitter and its relevance was determined by the number of likes and retweets it received.

“In a town this size...there’s a lot of outlets,” said Missoulian sports reporter AJ Mazzolini. “It’s entirely about building a brand. You try and build that reputation so people know you’re there.”

In the press box, each story was a prize to be gotten first. I was the last to show up.

The future of sports journalism goes beyond 140-character bits of information. Content is the key to winning the game. It leads to clicks and visits to a website.

“Sometimes it’s a matter of finding the right subjects to get [readers] sucked in,” said ESPN The Magazine Senior Writer Kevin Van Valkenburg. “Their desires versus what they say their desires are.”

To understand how sports reporting will continue to change, one must recognize how the industry has changed already. I learned it in my first year as a sports reporter. It’s not pretty, but the game is vital to the future of sports media.

When Bob Meseroll took over as the Missoulian sports editor in 1991, the Missoulian was the leading news source to its more than 50,000 readers in western Montana. The internet was brand new and trying to navigate it was frustrating, if not unexciting. Television, radio and newspapers owned the sports news market.

“There wasn’t the assumption that people knew the final scores,” Meseroll said. “Stories were more detail-oriented.”

In ‘91, local news thrived. Reporters had more time to work outside the office and page design happened in town. Meseroll oversaw four full-time reporters, one three-quarter-timer and four part-timers. Stories about a game were sent to print the morning after a game happened. Photos from the Associated Press were received by fax and were printed in halftone.

Now the Missoulian sports section is made up of just three full-timers and, as of this month, Meseroll is out of a job after 26 years.

So what changed?

As the internet continued to grow and more websites were created, Meseroll and the sports section were forced to adjust. The Missoulian launched its website, missoulian.com, around 2000.

In response to the internet boom, Meseroll’s sports team changed the way it reported. Eventually, Twitter became the main resource for instant reporting. Facebook became the largest source for the website’s traffic.

“It changes the way we do everything,” Mazzolini said of the need for instant news. “We have to consolidate and pack information into those quick hit type of things.”
Youth sports and high school sports will keep the sports section alive,” he said. The decision of what to cover almost always comes down to what will earn the most clicks on the Missoulian’s website.

“People want more information faster. But as overall downsizing hurts the Missoulian sports section, reporting enough information becomes more of a challenge.

“Even what I’m doing now is a lot more different than what I used to do,” Mazzolini said. “Everyone’s doing a little more and a little more than they used to.”

The Missoulian sports section strives to cover a massive swath of Montana, stretching from Canada down the Bitterroot to the Idaho border and as far east as Deer Lodge. It covers 35 high schools in total. All those miles are now being split between Mazzolini and two other reporters.

Sometimes that means they have to neglect some local stories. And readers have noticed. The sports desk received more than 20 complaints from readers about the lack of coverage of certain sports in the past two weeks since Meseroll was laid off.

The sports section includes stories about prep and college players who would otherwise go unnoticed on television or radio. The demand for detailed reporting on local games still exists, and papers like the Missoulian are often the sole supplier of that reporting.

In spite of downsizing, Meseroll doesn’t think sports will ever be squeezed out of local news altogether.

Overall journalism jobs in U.S. newsrooms

Source: American Society of Newspaper Editors

Minority journalism jobs in U.S. newsrooms

Source: American Society of Newspaper Editors

When I was a Kaimin sports intern last spring, I played the sports reporter’s game as I wrote my first big story — or tried to.

The story was about how football players balanced full-time work with the obligation to attend summer conditioning camps. Football players felt required, even if they technically weren’t, to attend summer conditioning programs, due to the fear of having their playing time slashed.

I had some quotes from football players I interviewed while working on a separate story. But when I called the athletic department for some follow-up interviews, I got nowhere.

As a new reporter, I backed off and tabled the story. I lost my first round of playing the game without really knowing what had happened.

But it actually made sense. Griz Athletics has an obligation to help its student-athletes and attract and keep fans but not necessarily to make reporters’ lives
Colter Nuanez worked for newspapers for seven years before starting his own company. In 2012, the UM School of Journalism alum became the sports editor at the Bozeman Daily Chronicle. Later that year, all but one full-timer and one part-timer on his staff were cut. Nuanez was fired from the Chronicle one month later.

After he was fired, Nuanez teamed up with BobcatNation.com to launch Bobcat Beat, a subscription-based news source covering Montana State athletics. He stayed with BobcatNation.com through 2014.

“I felt I could produce the exact same content and sell it myself to those who wanted to read it without having to be hamstrung by things out of my control,” Nuanez said.

Nuanez’s brother, Brooks, graduated from the UM School of Business in 2013 and joined him in Bozeman as a photographer for Bobcat Beat. They saw the potential of a growing online sports news market and decided to start their own news organization. In August 2015, they launched Skyline Sports, an online-only outlet covering mostly University of Montana and Montana State athletics.

“If you provide quality content, people will read it,” Nuanez said. “You just have to present it to people in the right way.”

Skyline Sports’ primary revenue source is drawn from monthly and yearly subscriptions. It rarely charges for multimedia content, like podcasts and videos, and never charges for stories other than Montana and Montana State.

Skyline displays advertisements from exclusive sponsors on the main photo for certain stories. For example, Skyline’s exclusive sponsor for its senior profile series, the Rockin’ R Bar in Bozeman, has a banner displayed on the lower quarter of each photo in the series.

At this point, the system is small. In a peak season, the startup will have about 1,000 subscribers, and they currently only have three ad clients.

But it’s a model Nuanez is confident in. Selling sponsorships makes Skyline unique, and a big part of those partnerships is making sure potential sponsors understand the entire idea.

Launching a startup news organization requires creativity, especially when its competitors are long-established local papers with loyal readership. Being strictly online has its advantages. Skyline has low production costs and no print version.

“We want to be first and best and thorough all at once,” Nuanez said. “In the state of Montana, we probably set the pace in that aspect. Most newspapers are chasing us for breaking news.”

These days the Missoulian sports desk is quiet.

There’s typically one reporter in the office any given day during the later half of the sports desk hours — 7 to 11 p.m. — entering in box scores for the next morning’s paper.

On a recent Thursday night, the scores of 30 or so high school basketball games, along with the scores of the Montana Griz and Lady Griz, were scribbled on a massive whiteboard.

Old chairs still sat in front of unoccupied desks scattered with paper. A fax machine that used to be essential to the section’s pre-email efficiency stood on standby to receive occasional score cards.

I had just been brought on as a temporary part-time sports reporter, and I sat alone with Mazzolini, entering box scores for the next morning’s paper.

The future for local sports reporters in many ways mirrors the future of local newspapers.

I’ve questioned my career, and I often think of it with skepticism. The competition for news has become tougher. Readers have demanded more while sports sections are given less and less to work with — smaller staffs and less money.

To ESPN writer and 2000 Montana School of Journalism alum Kevin Van Valkenburg, the future of sports media still relies on good reporting and good writing.

“The most read stories on our website are the longer, well-written, well-crafted pieces,” he said. “People still hunger for real storytelling.”

Nuanez said local papers are capable of growth, and I agree. The demand for local sports news will never completely disappear, but the way it’s consumed will have to.

It is possible. Most of the people I talked to for this story were Montana journalism school alums. Some wrote for the Kaimin, and all have faced similar challenges with budget cuts, limited coverage and access to information.

The Kaimin recently reorganized its staff to accommodate a web-first focus. So even as you read this now it may not be on paper, but it will still be published and the people who consume it — you — will decide what it’s worth.

That’s the future for sports journalists — from local journalists like Meseroll, Mazzolini, Nuanez and myself to ESPN writers like Van Valkenburg. It’s not bleak. It’s inspiring.

After all, like Van Valkenburg said: “Good storytelling is good storytelling.”•
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Women are outnumbered by men four to one in physics, according to the National Science Foundation. In an effort to combat this staggering statistic, three University of Montana physics students have founded the only active club for women in science, technology, engineering and mathematics at UM.

UM Women in Physics co-founder and senior Maggie Boyd is double majoring in physics and human biology. After attending the 2017 American Physical Society’s Conference for Women in Physics at Montana State University in January, Boyd said she was inspired to start the club.

Boyd said she is one of only four women set to graduate from the physics program this spring, out of an expected 20 total graduates. It’s easy for women in physics to feel isolated in a traditionally male-dominated field, Boyd said. The club will serve as a valuable support group, featuring female scientist guest speakers, a career panel and peer feedback for projects before they present at conferences.

Boyd said she has experienced gender-based discriminatory comments from male physics students but never from faculty, she said. The club will give women the necessary tools to deal with discriminatory situations. Ideally, though, those situations would never arise.

Boyd has witnessed the “leaky pipe phenomenon” in which women interested in science are lost at every consecutive level in education due to increased barriers. A Harvard study found that women are fairly well-represented on the “lower rungs” of the corporate ladder at 41 percent, but 52 percent leave mid-career. The American Association of University Women said that not only is this a much higher attrition rate than males, but it’s also higher than females in other fields.

Faculty adviser to UM Women in Physics David Macaluso has taught science courses from the sixth grade to graduate level and has had first-hand experience with the phenomenon of gender bias.

He said his younger female students “were pressured to not pursue math or science by parents and peers.” Now that Macaluso teaches at UM, he encourages his female students to pursue their passions for science. Macaluso said during his post-doctoral work, he chose to work under a female scientist that was four years younger than him over a male Nobel Prize winner. He said these supportive actions can help minimize gender gaps in sciences.

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UM considers building pig research facility

By Lydia Mercier
lydia.mercier@umontana.edu

A proposal for a University of Montana porcine research facility hit Interim President Sheila Stearns’ desk Feb. 1, according to Vice President for Research Scott Whittenburg. The proposal aims to expand the University’s animal research to include pigs and a new facility.

This will be an estimated $4 million project, according to Whittenburg. A definite site has not been set, but a roughly 10,000 square foot facility will house 15 to 30 pigs in Missoula County. Whittenburg said the site will not be on campus or at Fort Missoula. He also said grants would pay for the entire project, not be on campus or at Fort Missoula. He also said that animal models often fail to accurately mimic human diseases and human drug interactions, and the NIH will begin to look for alternatives.

Boileau said spinal cord injuries are too cruel to inflict on sentient beings without being certain that the benefits will outweigh the harm. Spinal injuries will be inflicted on the pig subjects as part of the research. UM records indicate that all injuries will be induced under anesthesia.

According to UM’s research website, all staff dealing with laboratory animal resources are certified by the American Association for Laboratory Animal Science. UM’s Animal Care and Use Program is voluntarily accredited by the American Association for the Accreditation of Laboratory Animal Care International as well.

Boileau said the National Institute of Health’s 2016-2020 strategic plan suggests a move away from animal models. The plan said that animal models often fail to accurately mimic human diseases and human drug interactions, and the NIH will begin to look for three-dimensional platforms that can support living human tissues to study. Boileau said in a research paper that researchers would be able to model neural injury better in cultured human cells and tissues than in an animal’s.

“An integrated body-on-a-chip is the ultimate goal,” the NIH report said.

Boileau filed a Freedom of Information Act request to access information about the proposed facility, which included emails among those involved.

Records indicate that the administrator of a Missoula Vegans Facebook page, Sarah Coffey, requested a meeting with those involved with the proposal. The request was first accepted, but the meeting was later cancelled. Interim Provost Beverly Edmond said in an email that she would not meet with Coffey, but she would welcome written comments and concerns about the project. Coffey could not be reached for further comment.

Vice President of Research Whittenburg said public comments are welcomed, and a public forum will take place if the decision to move forward is made.

Whittenburg also said the University has already integrated alternative models into its biomedical research. He said in-vitro models, or “test tube experiments,” are used when possible on campus.

According to Whittenburg, animal models are a last resort and are often more costly than alternative methods. He said they are still necessary when the other methods fail.

“I don’t know that anybody would want to have a drug in their body that wasn’t in an animal’s first,” Whittenburg said.

President of UM’s Advocates for Animals Kristian Canten said the proposal is inconsistent with the University’s mission and brand as an environmentally-conscious campus.

“It’s a departure from their roots,” Canten said.

Claire Babcock, a second-year undergraduate student, said pigs are as intelligent as dogs and cats, and most people wouldn’t want this kind of research done on their pets.

“The reason why people are against doing research on humans is because they think they have moral value,” Babcock said. “Animals should be given the same moral consideration.”

Advocates for Animals held an event to spread awareness about the facility in the University Center on Feb. 14. A petition to stop the new facility was available for students to sign. According to Babcock, most students she spoke with were unaware of the proposal.

“We know the goal is to make money,” Babcock said, “but the University should be investing in things that aren’t cruel.”
Award this!

Why entertainment awards shows are pointless and misleading

By Drew Novak
drew.novak@umontana.edu

The Grammys suck. There’s no way around it. An award show supposedly dedicated to acknowledging the finest that music entertainment has to offer has become an exercise in circle-jerking and political kowtowing to the almighty dollar.

Adele’s album “25” is many things — an album sales juggernaut, an adult contemporary crowd-pleaser and the financial savior of the recording industry — but album of the year it isn’t. Putting aside the uproar over whether or not Beyoncé deserved the win instead for the very good “Lemonade,” it’s clear the Grammy committee is woefully out of touch with what constitutes noteworthy music. Wouldn’t it be nice to award the art, not the receipts?

Let’s take the late David Bowie for example. One of music’s all-time greats won exactly six Grammys over his long and storied career. Four of those were awarded posthumously for his last album, “Blackstar.” “The Rise and Fall of Ziggy Stardust and the Spiders from Mars” was ignored. “Heroes” was snubbed. Before 2017, the only Bowie album nominated for the year’s top award was “Let’s Dance,” his best-selling album to be sure, but hardly what the man was capable of at his peak.

The thing is, the Grammys are merely the bottom of the barrel when it comes to the awards show season. Though it’s likely the worst, it’s by no means the only event that could use some serious overhauling. We’ve got the Golden Globes, which always feel a little pointless compared to the Academy Awards. Then there are the People’s Choice Awards, which prove once and for all that the general public has horrible taste. The Oscars are coming up on Feb. 26, arguably the most respected of the group, but not without their own glaring issues. Need I remind you “Crash” was declared Best Picture in 2006.

In an era when consumption of media has fragmented into smaller and smaller bites, we just don’t need big award shows anymore. The Internet has created thousands of sources for the unwashed masses to discover their own favorite filmmakers and musicians. The concept of monoculture is long dead, and the need for a committee dictating for the money-spending public what is worthy of our time and hard-earned cash is obsolete. Millions may turn up for the latest installment in the “Transformers” saga, despite critics doing their best to dissuade them.

In the end, people don’t watch awards shows to see who wins. No one but those winning them actually cares. We tune in for the performances, the water cooler moments and the dresses. Oh, how we live for the dresses.

So what should the bigwigs do in the future? Eliminate the self-congratulatory aspect of the events entirely. Focus on an annual spectacle that pop culture addicts have a valid reason to experience. If awards must be dealt, do it behind the scenes and release a list of the winners afterward. Granted, this format is an awkward fit for the cinematic awards, which don’t lend themselves to showstopping musical numbers. I’m sure those creative types can come up with a suitable solution.

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Switchback Records seeks to create vibrant music community

By Brooke Beighle
brooke.beighle@umontana.edu

Video may have killed the radio star, but the DIY movement that forever changed the music industry did not, in fact, kill the record label. Getting discovered and signed used to be the core aspiration of most artists who were gigging, recording and working hard to develop a fan base. Though the digital age has allowed artists to promote their own work and be creative in those efforts, record companies have never changed their core mission: to seek out and develop new talent. With a thriving music community right here in Missoula, UMEM’s Switchback Records has the vision and backing to support and develop artists that need to be heard.

Switchback Records is a brand-new, student-run record label housed under UM’s Entertainment Management program but is by no means exclusive to Business School students.

“When you look at the organizational structure of a record label — you love people who are into journalism, you need people who are into media arts, you need good writers, strong conversationalists, designers, social media people, radio promotion, sales, marketing — it’s everything that’s on campus, really,” said the student group advisor, Becca Gairrett.

Simply put, Switchback Records has created an opportunity for students of all disciplines to come together for the love of music. With community being the key word, the student group has big plans for the future. Switchback has set its sights very broad and would love to work with artists from different places said Gairrett.

The overall vision of Switchback Records is inspired and grounded in simple logic — building community.

For Missoula artists who understand very little about signing with a record label to artists who make it a daily mission to promote their music in local venues, Switchback offers an opportunity to work with professionals who know what it takes to get recognized.

“Right now, there’s so much great music in Missoula but a lot of artists don’t know how to develop themselves and market themselves as a brand, and don’t understand licensing, publishing and synching — there’s so much that goes into breaking an artist,” explained Hannah Doerner, director of marketing.

When Switchback received the green light to sign their first act, they jumped on the opportunity to work with Rotgut Whines. A ‘Fingerpickin’ Soul and Roll’ duo formed right here in Missoula, roommates Evan Manuel and Andrew Murphy create a sound that has been drawing loyal fans.

“There’s a million little indie labels that we could get a hold of, but these guys [Switchback] are really striving to get it going and actually put some money into their artists,” said Rotgut manager, Kyle Glover. “Things like that go a long way for up-and-coming bands that need money to help with marketing and extra people with connections to push the music out further.”

When Rodel Delfin, an A&R Consultant at Red Bull Records and Switchback’s advisor, integrated his Falcon project at UMEM, talk of expansion followed suit. Falcon is a program where college students can upload new music they find to a website where Delfin’s A&R scouts can scour them over. That’s part of their tool for finding new music and new artists to sign to their record labels.

In addition to working with local talent and the Falcon program, the label also plans on working with Media Horse, a program that obtains catalogs of music that can be covered by artists. These covers can be used in TV shows, movies and commercials and is another way for Switchback to generate profit as a record label. The label is currently working with the Elvis catalog.

With all of the exciting things happening at Switchback, it only makes sense that students get involved at the ground-level. Ideally, a student would come to the School of Business and be taking one of the UMEM classes, learn about Switchback and become involved early enough that they would follow the record label through and be a part of it during the entire time they’re at school, Gairrett explained.

The next student group meeting for Switchback Records will be Tuesday, February 28 at 5 p.m. in GBB L14. This will be a bi-monthly, recurring meeting.

Email UMEM@business.umt.edu or call (406) 214-6294 to get on their email list and to find out how to get involved.

Check out Rotgut Whines at 5 p.m. on February 24 at Caras Park and learn more about upcoming shows and festivals at facebook.com/rotgutwhines.

Harlem Globetrotter
Dragon Taylor attempts to free himself from the basket during an act in the fourth period at the Adams Center on Feb. 15. The Harlem Globetrotters defeated their opponent, the All-Stars, 84-82.
Men’s, women’s tennis serve up season with mixed results

By Zac Allen
zachary3.allen@umontana.edu

One month into the season, the women’s tennis team find themselves at 1-6. Last weekend, the Griz were swept in three matches by North Dakota, Northern Iowa and South Dakota State in Grand Forks, North Dakota.

Head coach Steve Ascher, in his ninth year as head of the women’s program, said those experiences have been beneficial for his team.

“I think we competed well and it’s a great test, especially early in the season,” he said.

This year’s roster boasts three seniors, two juniors, two sophomores and a freshman.

“In terms of a team, I feel like we’re pretty young,” Ascher said.

Ascher singled out senior Hannah Sulz as a consistent force for the team early this season. Sulz, a senior from British Columbia, transferred from Nebraska after her freshman year and is currently tied for the best record on the team at 9-11. Sulz won her first and only conference matchup against North Dakota 7-5, 6-1. She added a win against Northern Iowa 6-3, 6-1 as well as a 6-3, 6-1 loss to South Dakota State to end the weekend.

Nathalie Joanlanne is another Big Ten transfer for the Grizzlies. She begins her first season after a year at Wisconsin.

“I feel like it’s been a nice transition,” said Ascher. “I’m excited to see where her tennis takes off in the next six months to a year.”

The Montana men’s team enter the weekend with a 3-1 record after dropping a match at Northern Colorado on Friday and winning at North Dakota on Sunday.

Sunday night they dropped their second match of the season to Utah 7-0.

With a mix of four upperclassmen and four underclassmen, head coach Kris Nord feels this group is a good blend of levels.

“These guys have good tennis experience and that’s what matters most,” Nord said.

Peter Mimnagh-Fleming, Yannick Schmidl and Victor Casadevall were all players Nord pointed to be key leaders on this year’s team.

The Grizzlies currently have five players with 5-1 individual records (Schmidl, Mimnagh-Fleming, Ignacio Tejerina, Max Korkh and Alex Canellopoulos) and are undefeated in all 11 doubles matches this season.

This weekend the Grizzlies traveled to the University of Utah in Salt Lake City for their first big non-conference matchup.

“We have a real tough nonconference schedule,” Nord said. They’ll also travel to Las Vegas to take on Oklahoma State and UNLV on March 17 and 18.

Nord said the Big Sky will be deep this year with Weber State, Idaho and Northern Arizona among the teams to beat.

“We have to show up and play every match,” Nord said.