

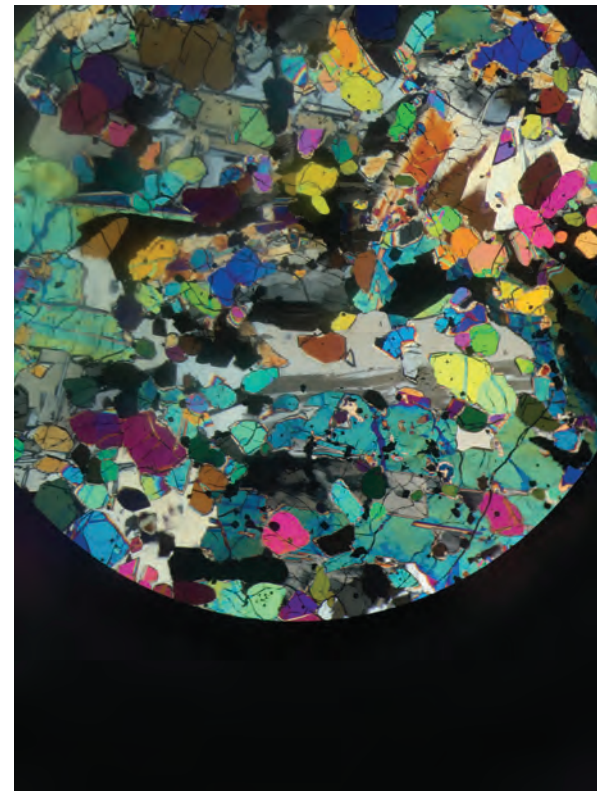
The Advance-Titan

INDEPENDENT STUDENT NEWSPAPER OF THE UNIVERSITY OF WISCONSIN OSHKOSH CAMPUSES

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Mackenzie Seymour / Advance-Titan
LEFT: UWO-Fox Cities Geology 102 students examine rocks donated by NASA. ABOVE: Students are able to identify different minerals by their distinct colors and patterns. This workshop allowed students to gain a deeper understanding of the rocks they learn about in class.

UWO students inspect space rocks

By Mackenzie Seymour
seymom53@uwosh.edu

From 1969 to 1972, lunar samples were collected on Apollo missions 12, 14, 15, 16 and 17. Today, some of those same samples have ended up in the hands of a UW Oshkosh professor.

As part of their education and outreach program, NASA loans out lunar and meteorite samples for free to various universities across the country to enhance student interest in space exploration and science, as well as to aid professors in their curriculums for subjects such as geology, astronomy and physics.

Beth Johnson, a UWO-Fox Cities geology professor, has been loaning out lunar and meteorite samples, including ones from Mars, since 2005. Since she was hired in 2011, she has been using these samples to teach about the formation of the solar system, the Late Heavy Bombardment period and the geology of the moon.

“Studying the composition of the moon and meteorites helps us learn more about the formation of those objects, and it also helps us learn more about the formation of the solar system and the Earth,” Johnson said.

When viewed under the mi-

croscope, the samples create a multi-colored field similar to a kaleidoscope. Johnson said this is due to light passing through the material and a polarizing filter in the microscope, causing refractions in the light.

“Different minerals will show up with different color patterns in this way and these colors or the pattern of colors can be used to identify the mineral,” Johnson said. “My favorite samples recovered from the moon are the orange soils, which are small, spherical beads of a volcanic glass called obsidian.”

For students like Meghan Krueger, a junior geology major, these samples provide an opportunity to gain a deeper insight into the material she has been learning in class.

“I think it’s interesting how different they are from Earth’s rocks. It is amazing that we get to see rocks from outer space and see the differences in geology,” Krueger said. “Looking at the samples again with a deeper understanding of geology, I can fully appreciate just how unique these lunar rocks are.”

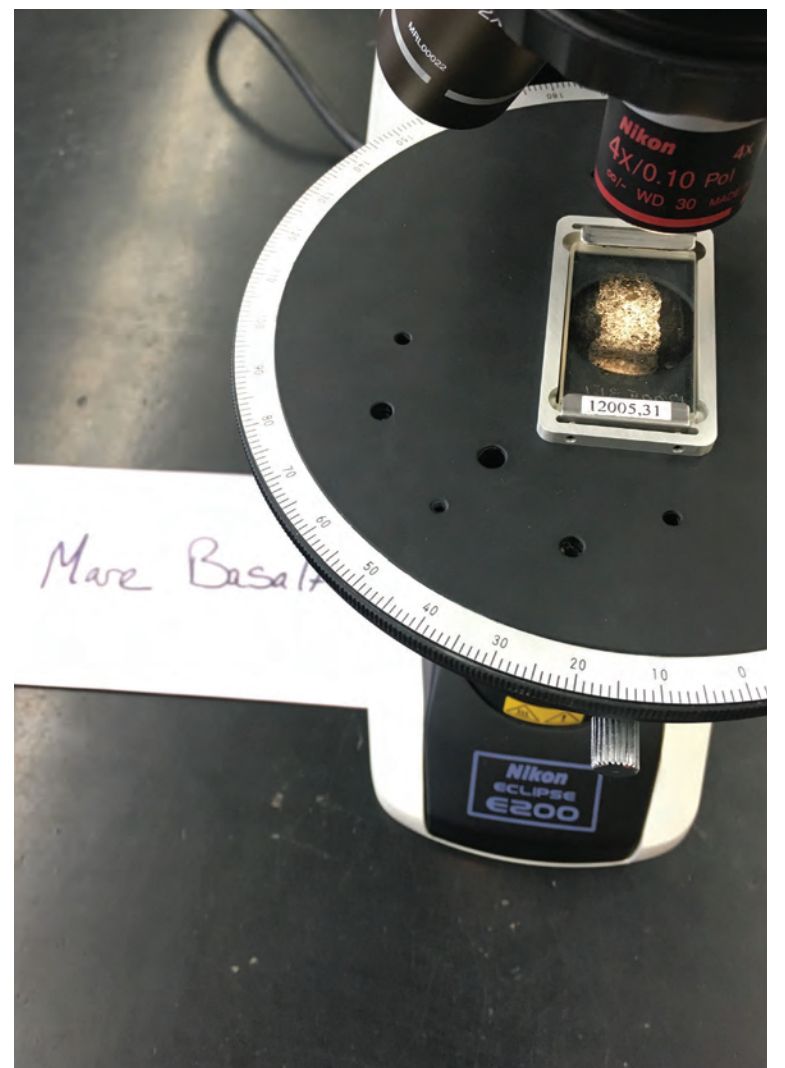
As part of her curriculum, Johnson uses these space samples to aid in the understanding of how the moon formed. A few million years after the molten

state of Earth’s formation, a large debris field circled the young Earth in rings. This debris field accreted under the influence of gravitation over time, and eventually created the moon.

When scientists like Johnson study the lunar samples, they can find the same materials from the moon on Earth. In fact, anorthosite, which is found on Earth and also makes up the lighter portions of the moon, is a unique mineral found in Wisconsin because it makes up ancient Precambrian-aged granites near Tigerton, Wisconsin.

“Beyond the educational aspect of using these samples, one of my other driving forces behind using these lunar and meteorite samples is to give my students the opportunity to say they have held the moon in their hands,” Johnson said. “How many of us can say that? And for some of my students, the ability to say that is quite moving and meaningful.”

“Those are the moments when they tell me stories of stargazing with grandparents in the backyard or childhood dreams of being an astronaut,” she said. “And in one small way, I helped them to remember or even achieve those dreams just by bringing them into the classroom.”



Mackenzie Seymour / Advance-Titan
Geology majors and professors met in Harrington Hall to examine a variety of lunar samples.

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COVID Center Moves

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Bye Gosh Fest

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Fast Fashion

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Correction Policy:
The Advance-Titan is committed to correcting errors of fact. Messages regarding errors can be emailed to atitan@uwosh.edu.



Advance-Titan Photo

The Albee Hall COVID-19 testing and vaccination center will be closing this semester and moving to a new location by fall 2022.

Testing center out, departments gain space

By Katie Pulvermacher
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The removal of the COVID-19 testing center in the small gym in Albee Hall will return the space to the kinesiology and physical education departments, which they have not had access to since the fall of 2020.

“When we first found out they were going to use Albee for the COVID-19 testing center, you can imagine it created a lot of anxiety – people were pretty nervous about that,” said Dan Schmidt, exercise and sport science program director. “Knowing that testing would be going on in the building was stressful. I think the way that people stepped up and adapted and modified their

classes was pretty amazing.”

Chief of Police Kurt Leibold said the tentative plan is to move the COVID-19 testing and vaccination center out of Albee Hall at the end of the spring semester. He said the new location of these centers will be announced closer to the end of the semester.

“The testing and vax center at Albee has already reduced its footprint and given half of the gym space back,” Leibold said. “It should only take a day to relocate the center.”

Albee has an upstairs gym that is significantly smaller than the main gym on the first floor. This is shared between the kinesiology and physical education departments. The main gym is used by athletics for basketball

practice as well as the Student Recreation and Wellness Center for basketball leagues.

“On behalf of the Emergency Operations Committee (EOC), we want to thank all the faculty and staff who had to adjust their curriculum during the last two years due to the testing and vax center being in the Albee gymnasium,” Leibold said. “They truly sacrificed for the good of the University.”

The number of COVID-19 positive cases has remained low on campus, and Leibold said there was no surge of positive cases after spring break. According to UWO’s COVID-19 dashboard, there are 11 positive cases on the Oshkosh campus from seven students and four employees.

“The EOC will continue to meet and monitor trends as well as prepare for any COVID-19 scenarios that may occur now and throughout the summer,” Leibold said.

Schmidt said he is looking forward to the future of the kinesiology department. He expects a large incoming class in fall 2022 and thanks his department for what they have done for the past two years.

“[The limited space] was definitely a challenge, but people stepped up,” Schmidt said. “I’ve always said [COVID-19] has brought out the best in people and the worst in people, and in a lot of cases, I’ve seen the best in people in our unit.”

State podcasters try to stand out

By Cory Sparks
sparkc21@uwosh.edu

As competition and listenership ramp up the growing market of podcasting, Wisconsin podcast teams are doing all they can to excel and even make some money off the passtime.

“Trying to stand out is not an easy task,” said Kyle Davis, a Milwaukee native and MV3 podcast host. “We provide comedy, insight and arguments. Interactivity is what I think is making us stand out in the beginning stages of our podcast.”

According to Forbes, there were more than 1.75 million podcasts by February 2021 with over 43 million episodes available, more than double the 18 million available in 2018.

A greater rate of Americans ages 12 or older (32% to 37% from 2019-2020) now listen to a podcast at least once a month.

With these increases in listenership for podcasts comes the opportunity for the revenue stream that has dominated broadcast media since its origins: advertising.

In the same Forbes article, IAB Pricewater Coopers estimated over \$800 million was spent on

advertising in podcasting in 2020.

A survey from Westwood One and Advertiser Perceptions found that 37% of marketers said they would likely advertise using podcasts over the course of six months in 2020, up from 10% in 2015.

Andrew Haese, This Has No Point podcast host and UW Oshkosh alumnus, said there are podcast platforms that will pay someone per listen if they can embed a sponsored message in their audio file. But the real money comes from brand deals with companies that have a tie to what the podcast is about.

“Using popular podcast platforms like Libsyn or Spreaker are a good way to place ads in your podcast,” Haese said. “You’ll make

a lot more money from brand deals you work out yourself. Becoming brand ambassadors for products or services that appeal to your target audience and that you actually use yourself is a great way to increase your reach.”

Outside of brand deals, spreading the word on one’s podcast across social media can also help it gain traction.

Tyler Skibinski, a video production engineer in Milwaukee who also works for the National



Courtesy of Andrew Haese

UWO alumnus Andrew Haese has had success with his podcast.

Podcast Association, said one can use social media platforms to find out what demographic groups are reacting to a podcast’s content. He also said connecting with other podcasters can benefit all parties.

“When the podcast show stays active by posting on Twitter or Instagram, it creates great connections,” Skibinski said. “Doing the research, making changes and networking with other podcasters [...] will keep your show running episode after episode.”

Haese said he follows a blueprint approach when promoting his content on social media.

“A good practice that holds true is the GaryVee Content Model,” he said. “Make a piece of long-form content, add video and then splinter that long-form content into short-form content.”

While posting and promoting a podcast may make audience

growth sound easy, Davis said that starting out with not many listeners can be tough to shake off at times. However, he said that passion should be driving the podcast through those tough moments.

“While starting the podcast, it is very hard to look at the numbers and see that no one is listening or watching,” he said. “If you are having fun recording, your audience will hear it in your voice and will want more.”

Haese said that for anyone wanting to start a podcast, the target audience and overall enjoyment of the experience should override any desire to make money off of it.

“A great way to start is by not making money,” Haese said. “Remembering [...] who you are trying to appeal to is an important decision to make before you even start your podcast.”

Sports

Calendar



Scoreboard

Friday, April 15

Track and Field
Men's - 4/11, 83
Women's - 6/11, 58.5
Baseball
UWO - 15
Finlandia University - 2
UWO - 16
Finlandia University - 5
Softball
UWO - 1
UW-Whitewater - 0
UWO - 6
UW-Whitewater - 0

Saturday, April 16

Baseball
UWO - 21
Finlandia University - 4
UWO - 11
Finlandia University - 1

Tuesday, April 19

Baseball
UWO - 13
UW-Eau Claire - 3
UWO - 10
UW-Eau Claire - 6
Softball
UWO - 4
UW-La Crosse - 5
UWO - 9
UW-La Crosse - 10

Upcoming Events

Thursday, April 21

Softball
vs Lakeland University at 3 & 5 p.m.

Friday, April 23

Track and Field
at UW-La Crosse Phil Esten Challenge at 2 p.m.
Women's Golf
at UW-Whitewater Spring Invitational at 1 p.m.

Saturday, April 24

Track and Field
at UW-La Crosse Phil Esten Challenge at 3 p.m.
Women's Golf
at UW-Whitewater Spring Invitational at 9 a.m.
Baseball
at UW-Platteville at 12 & 3 p.m.

Sunday, April 25

Baseball
at UW-Platteville at 12 & 3 p.m.

A-Trivia

When was the last UWO men's soccer season?

Answer: 2015, after nationals!



Courtesy of Calvin Leverenz

Team II of the UWO Men's Volleyball club. The team has won 2006, 2007, 2011, 2014, 2015, and 2016 NCVF Division I national titles.

Volleyball competes at nationals

By Nolan Swenson
swensonno56@uwosh.edu

UW Oshkosh men's volleyball club sent two teams to represent UWO at the national level at Phoenix, Arizona. Team I was eliminated early in the more competitive bracket, while Team II made it to the semifinals in their copper bracket.

On Saturday, Team I lost to University of Michigan in two sets, 22-25, 21-25. Team II then played UM B in a loss of 23-25, 22-25.

Team I is the more experienced of the two teams, as many members come from years of playing club at the competitive level. They were

struck down trying to get into the gold bracket and then were pooled to see if they were going for silver or copper. They did not make it into silver and then were taken out on Saturday.

Team II competed until Saturday when it was taken out in the Division III copper bracket by the University of Michigan's team.

Team II was trying to gain experience while they were there as most of the players had only been playing for months. Player Calvin Leverenz said that he had a lot of fun.

"I never played in high school," he said. "I've only played bar leagues the past three years and

this was my first time playing indoor organized matches. The atmosphere is very open to new people."

Both teams had great success and growth throughout the year. The previous weekend, Team II had its best weekend when they won silver at the Wisconsin Volleyball Conference in Milwaukee. Team I won gold at that same tournament and took the conference title for the Midwestern Intercollegiate Volleyball Association, which features some of the largest schools in the Midwest.

Throughout the season, Team I had a record of 33-12 and Team II had a record of 3-18, but Leverenz sees more to this than just a win-

loss.

"We've seen a whole lot of growth," he said. "Especially on the II's side of things. The I's fought really hard and may not have seen the success that we wanted in the end, but we grew a lot this year."

The UWO men's volleyball club will return again in January 2023, including Leverenz, as he found it to be a great time for those both experienced and inexperienced in the sport.

He said: "The guys were great and super helpful and I'll be back next year. And if I stretch another semester, I'll be playing a third year in 2024."

Softball shows mixed results

By Nolan Swenson
swensonno56@uwosh.edu

This week in softball saw UW Oshkosh go 2-2 against conference rivals UW-Whitewater and UW-La Crosse.

On Friday, UWO faced off against UWW at Whitewater in a sweep win for UWO. The first match played was about the long game, as only one point was scored in the second inning and the game ran through all seven innings. The final score was 1-0 with UWO get-

ting seven hits to UWW's five. The second game was another shutout against UWW with a score of 6-0, with a wider gap in hits, as UWO had nine hits and UWW three.

The importance of the game is due to both conference rivalry and beating out last season's Wisconsin Intercollegiate Athletic Conference co-champion in a weekend sweep.

Zoe Malone, an infielder, is part of the frontline that steps up to defend if a pitch is hit by the batter. She was a key part of that defense at second base.

She said that this sweep was a big moment for the program.

"We definitely celebrated after the fact," she said. "It was Oshkosh's first sweep against Whitewater since the early 2000s."

Brianna Davis is a freshman outfielder who hit a home run, which was one of two home runs scored over the weekend. For Davis, their success was more than just a good performance.

"[I thought] the games went well because we never let each other fall flat when we messed up," she said.

"Our team is incredible and we have a lot of fun together."

On Tuesday, UWO was home against UWL. Before the game Malone said she felt collected about the prospect of going against another good team.

"We're going in knowing they're a great team, but we aren't going to be intimidated by it," she said. "I've improved my mentality way more since last year and as the season has gone on I've relaxed way more and way easier."

Against UWL the team held decent scores as the final scores of each game were one off from UW-La Crosse; however, both games ended in a loss. The first game saw a UWO lead, then UWL picked up its pace while the Titans sat behind, resulting in a score of 5-4.

The second game was a tit-for-tat match that saw large scores by either team in each inning, trading the lead back and forth. The final score of the game was a loss 10-9.

The next softball match-up will be against Lakeland University at home on Thursday.



Jacob Link / Advance-Titan

Ana Iliopoulos and Morgan Rau both go for a catch in their game against UWL.



Jacob Link / Advance-Titan

Freshman Aaron Huibregtse pitched two innings in relief against UWEC, going 2.1 innings and striking out two batters. UWO struck out 11 batters in Tuesday's doubleheader.

Titans win streak reaches six

By Jacob Link
linkj13@uwosh.edu

The UW Oshkosh baseball team scored 63 runs in four games, as the Titans swept the season series against Finlandia University over the weekend at Tiedemann Field at Alumni Stadium.

Tuesday, the Titans took both games of their doubleheader against UW-Eau Claire 13-3 and 10-6, respectively, at home.

"We all had great at-bats and we were consistently barreling the baseball," first baseman Zach Taylor said. "That, combined with solid pitching and defense, allowed us to get all four games against Finlandia."

Center fielder Jake Surane had nine hits in the series, including two home runs and seven RBIs, to lead UWO hitters. Catcher Jake Anderson hit a grand slam against the Lions, his second grand slam in

the last two weeks. Oshkosh pitchers struck out 35 Finlandia batters in the series and walked only four.

The Titans, who have won eight of their last nine games, improved to 14-10 on the year and 9-5 in Wisconsin Intercollegiate Athletic Conference (WIAC) play. Finlandia fell to 3-23 (0-16 WIAC) and have lost their last 56 WIAC games.

Every game of the series against Finlandia was cut short due to the NCAA's 10-run rule.

In the first game of Friday's doubleheader, UWO took down the Lions 15-2 in seven innings. Shortstop Matt Scherrman, who had eight hits in the series, was a single short from hitting for the cycle in the game. Scherrman hit a homer in the first inning, a double in the third inning and a triple in the fifth inning. He nearly hit a single in the sixth, but the line drive was caught by Finlandia's short-

stop. Oshkosh led 6-2 after four innings, but scored nine runs in the final two frames to force the game to an end after seven innings.

UWO followed up by scoring 16 runs in the next game, dominating Finlandia in the 16-5 victory. The Titans scored 11 runs in the first two innings of the game behind Anderson's grand slam in the second inning. Oshkosh scored five more runs in the fifth and sixth innings to once again put the 10-run rule into effect, ending the game in seven innings.

Connor Brinkman said the hitting came through for the team in the Finlandia series.

"During the series, we all came together as a team and played good baseball," he said.

The first game in Saturday's doubleheader saw the Titans win 21-4 behind 19 team hits and seven Finlandia errors. Surane and Taylor each hit home runs in the game

as UWO scored in every inning but the sixth. Oshkosh led 21-0 until the top of the sixth, when the Lions scored their only runs of the game. This was the third game in a row that ended in seven innings.

"I had a 3-0 count and [coach Kevin Tomasiewicz] always wants me to be aggressive," Taylor said. "He gave me the 3-0 green light, so I knew I was going to take a big hack and I got a pitch I could drive, and I connected with it."

In Saturday's nightcap, it took the Titans eight innings to put away the Lions in the 11-1 win. UWO had 15 hits and 10 RBIs, and this was the only game of the series Oshkosh did not hit a home run. Titan pitcher Logan King fanned 11 batters and had no earned runs in the only game of the series that made it past seven innings. Lions starting pitcher Greg Walker did not record an out in the loss, allowing four earned runs in the first inning.

UWO forced the first game of the series against UWEC (7-17, 2-12 WIAC) to end after eight innings, winning 13-3. The Titans lead 2-0 after the fifth inning before exploding for nine runs in the next three innings. Brinkman earned his fifth win of the season, going seven innings and allowing one earned run.

Brinkman said his outing started out rough, but he got through it.

"I came through at the end and made good pitches at the right times," he said.

Oshkosh continued its win streak by taking down the Blugolds 10-6 in the second game of Tuesday's doubleheader. Mason Kirchberg had a five RBI day, helping the Titans score six runs in the fifth inning to put UWO up 10-3. UWEC made the game interesting in the top of the ninth inning by scoring two runs, but LJ Waco struck out the final batter to end the game.

Taylor said that the defense and offense both came together in the doubleheader against UWEC.

"We played solid defense. I don't think we had any errors, maybe one, and our pitching was really solid," he said. "[Our pitchers] trusted the defense, and we brought the sticks today."

Brinkman said the six game win streak was important to the team.

"I think us winning six straight shows that we persevered through tough times, and for getting hot at the right time going into the latter part of the season," he said.

Taylor said the team is starting to figure it out after the slow start to the season.

"I think in the beginning of the year, we played these guys [UWEC] a few weeks ago, we kind of struggled against them a little bit," he said. "I think the big thing is that we're taking aggressive hacks right now, and it's working out in our favor."

The Titans will take on UW-Platteville (10-11, 8-6 WIAC) in back-to-back WIAC doubleheaders Saturday and Sunday at Kendall Murray Field in Platteville.

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Arts & Entertainment



Photos courtesy of UWO Flickr

In 2017, the headliners were Jesse McCartney and Nevershoutnever. The Bye Gosh Fest hasn't been in person since 2019 due to the COVID-19 pandemic.

Annual Bye Gosh Fest is back

By **Kylie Balk-Yaatenen**
balkyb22@uwosh.edu

It's the end of the year, and you know what that means: the annual Bye Gosh Fest is coming up. On May 6, Bryce Vine and The Astronomers will be performing in person.

"Students deserve to have fun after working so hard for the past year, and Bye Gosh Fest was created for that exact reason: to celebrate and appreciate all the students' hard work by giving them a unique opportunity to have fun that is completely free to them," said Emma Smith, music coordinator for the festival.

The Bye Gosh Fest is an annual event that consists of a concert, henna, caricatures and food. This is the first time in two years that there will be a live event.

Last year the main music event was B.o.B, and his performance was streamed virtually due to the COVID-19 pandemic. The event took place in Reeve Memorial Union's courtyard.

Smith said that the purpose of this event is to give students a break from studying and allows them to relax a bit before the end of the year.

"We all know that each semester is taxing on every student in a variety of ways, so this gives students a place to have fun and

celebrate themselves completing another year in college," she said.

UWO sophomore Katie Pulvermacher said that she enjoyed B.o.B and thinks it is funny that she has technically seen him, but not in person.

"Last year's Bye Gosh Fest was the best it could be despite COVID-19 still being a main concern," she said. "Reeve Union Board did their best to make it enjoyable for participants. My roommate and I had fun doing crafts and eating food while listening to the smaller artists perform, but it would've been great to see B.o.B perform in person."

Smith said that Reeve Union Board chose The Astronomers because of their energetic performances and how much the students enjoy them.

She said that they decided to bring in Bryce Vine because he has a great connection with the audience during performances.

"We needed an artist who is going to come to campus with the goal of giving a fun, energetic performance, so it aligns with the goals of Bye Gosh Fest as a whole," she said.

They also asked students to vote on six potential artists to bring to campus, and Bryce Vine received the majority vote.



Pulvermacher said that she is excited to see Bryce Vine because she has been a fan for years.

"Live music is one of my favorite things, and everyone should take advantage of a great performer," she said.

Smith said the best part of the event is that it is completely free. Students only need to bring their student ID.

"Many other campuses put

on concerts during the year with headlining artists like Bryce Vine, but we have designed this event so no student has to pay and [all] can enjoy all the fun activities."

Pulvermacher said her parents, who are UWO alumni, said that there was nothing like this when they attended college here.

Smith said that she thinks students should go because it's a great way to kick off the summer

and hang out with friends.

"It is the perfect way to have some fun and create memories with friends before either graduating or before the summer starts," she said.

The Bye Gosh Fest will be held at Kolf Lot 13 from 3:30 to 7:30 p.m. and is free to students with IDs. Additional detail for what is allowed can be found in the Bye Gosh Fest informational email.



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Mattie Beck / Advance-Titan

Nordstrom's exhibit is filled with paintings that incorporate different mediums on the canvas. Her favorite painting in the exhibit is a piece 'Poppy Dreams' shown above.

Paige Nordstrom featured exhibit

By Mattie Beck
beckm88@uwosh.edu

A new exhibit at the Gail F. Steinhilber Art Gallery in Reeve Memorial Union features a collection of pieces by Paige Nordstrom.

Nordstrom is an artist who was inspired as a child by other artists who she took ideas from.

"I did appreciate 'The Greats' Monet & Vincent van Gogh were my top favorite artists. I loved both of their styles and use of color, which inspired me a lot," said Nordstrom, a full-time artist who finds joy in her artwork and uses it as a way to express herself.

"I realized it was a part of me, so I wanted to do something that made me happy every day. I wanted to express myself through my work," she said.

Nordstrom runs her own business and finds it to be a rewarding experience with lots of learning opportunities.

"Running my own business has been an educational experience. Most importantly, I'm enjoying the journey as I continue to learn and grow as an artist," she said.

While the current exhibit in Reeve is filled with paintings of mixed mediums, Nordstrom has experimented with many different forms of art.

"I have dived into a lot of different mediums and art techniques such as ceramics, drawing, print-making and even graphic design. Mixed media is my favorite," Nordstrom said.

The artwork found throughout this exhibit is inspired by nature, and Nordstrom said she enjoys the size of the paintings found

“My favorite piece is titled 'Poppy Dreams'. This piece emanates such lively energy and mood. It was a really fun painting to create!”
-Paige Nordstrom

throughout it.

"A lot of my paintings are about nature and the beauty of landscapes. Nature inspires me deep-

ly," she said. "I love to work large; it's fun to create a painting that is bigger than me."

Just as Nordstrom finds joy in creating the artwork, she hopes the take-away is about the same for those who view her pieces.

"I hope people walk away with a smile and a feeling of joy," she said.

Her favorite piece from the exhibit is one that captures an energetic vibe.

"My favorite piece is titled

'Poppy Dreams'. This piece emanates such lively energy and mood. It was a really fun painting to create," Nordstrom said.

The piece itself was a lengthy process to create, she said, as it had many different layers.

"I wanted to paint over it and keep a little peak or gap of the old painting as a fun reminder of where it began. Sometimes, I like to reveal the old painting underneath," Nordstrom said.

She said the reason for this method is to show the process itself.

"I think it's important to show the different stages and transformations a piece can go through until its final look," Nordstrom said.

Nordstrom's exhibit runs through April 29 and can be found on the third floor of Reeve.

Internship Tips & Workshop

April 27 4 p.m. - Sage 3422

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Opinion

It's okay to re-wear your clothes

By Kelly Hueckman
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If you've noticed that the life-span of the clothing in your closet is continuously shrinking, you're not alone.

While the consumption of fast fashion has been increasing for years, the number of times we actually wear the pieces of clothing we purchase has decreased.

According to the Ellen MacArthur Foundation, clothing sales doubled from 2000 to 2015 while the number of times an item was worn decreased by 36%. With trending retailers such as Shein, Forever 21 and H&M, these statistics are bound to become more drastic.

Such retailers are known for their extensive styles and low-cost products, otherwise known as fast fashion.

These clothing stores might be keeping us up to date with the latest fashion trends, but the cold hard truth is that they are hurting the planet.

According to the Carbon Literacy Project, the fashion industry contributes 10% of all carbon dioxide emissions, which is double the emissions coming from air travel.

The fashion industry continues to drive new pieces into the market in an effort to chase every microtrend, and if we don't slow the rate at which we purchase and discard clothing items, we can expect harsh consequences for our environment.

As consumers adopt the mindset that clothing is disposable and no longer wearable after only a few uses, forgotten fashion fads like

chunky rings and patchwork pants are piling up in landfills despite being popular only a couple of seasons ago.

Admittedly, it's difficult to avoid the vicious cycle of updating our closet with trendy yet low-quality pieces of clothing. Continuing to buy fast fashion pieces after the clothes either melt in the dryer or are no longer in style is one component of this cycle.

Fast fashion retailers appeal to customers, especially young, low-income students, with tempting prices and styles.

Shein advertises thousands of styles that are constantly being updated. Shein also offers free shipping for every order placed on Tuesdays. What this company fails to tell customers is how long it will take for each garment's bag to break down in nature.

Yes, the instant gratification of making a purchase is nearly unbeatable, a feat I often label with the euphemism "retail therapy".

For most of us, however, it's just a shopping addiction, and it's unsustainable.

I'm not saying that it's always unethical to purchase items from fast fashion retailers. For some low-income people, these are the only affordable and accessible options for clothing styles they need in their day-to-day lives.

The issue comes from the \$500 Shein hauls made only for TikTok views before throwing out bins of clothing.

People that can afford higher quality clothing should invest in pieces that reflect sustainable values rather than purchasing a new outfit each week.

Instead of buying into the



Kelly Hueckman / Advance-Titan

Overconsumption from fast fashion retailers can have negative environmental impact.

tempting marketing of fast fashion retailers, we should first consider more ethical alternatives. Surprisingly, there is more than the obvious suggestion of thrifting second-hand clothing.

Getting into sustainable fashion can simply look like investing in pieces that can be worn many times in multiple ways that reflect personal style rather than fleeting fads.

For times when people only want to wear something once or twice, it's smart to consider renting or borrowing items from a friend.

Websites like Rent the Runway

allow people to rent fashionable items for a lower price than purchasing them. This decreases the amount of items thrown away after one wear.

Clothing swaps with people of a similar size and style are also a great way to encourage sustainable fashion while also getting pieces of clothing you've never worn before.

Although we don't have to own every piece of clothing we wear, we can extend the life of the pieces we do wear so we don't have to continue to replenish them.

Washing your clothes with the proper temperature and settings

for the material and allowing clothes to air-dry can minimize our carbon footprint and allow us to get more use out of our clothing.

Although making these environmentally-conscious decisions may not be the most glamorous or instantly gratifying, changing how we purchase clothing is crucial for the future of our planet.

It's easy to be lured by the latest styles and low prices of fast fashion, but it's time for us to start reflecting our environmental values in our shopping habits and our clothes.

Astrology: Is it actually written in the stars?

By Owen Peterson
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Isn't it just so crazy that those daily horoscopes are always so accurate? No. Not really.

Welcome to the wonderful world of the Barnum Effect, the phenomenon of people believing that personality descriptions apply to them in particular, even though the description is actually designed to apply to everyone who reads it.

So while every "you have a tendency to be critical of yourself" and "while you have some personality weaknesses, you are generally able to compensate for them" may seem to ring true on a personal level, odds are that the vast majority of people who read that statement will say it applies to them.

It's both well-known and overstated at this point that astrology is complete pseudoscience, but it bears repeating that the only substantial difference between believing a horoscope instead of a P.F. Chang's fortune cookie is the carbs.

By providing intentionally vague (and usually positive) statements to take advantage of the

Barnum Effect, horoscopes can elicit positive reactions and ensure that their post will be liked or the reader will visit their site again. Especially in a time where content is consumed so quickly, reading a short horoscope can provide that

chology, the Barnum Effect is still in play.

While the test has its roots in legitimate personality theory, short-form versions of the test largely bastardize it for the purpose of consumability. Examples like the

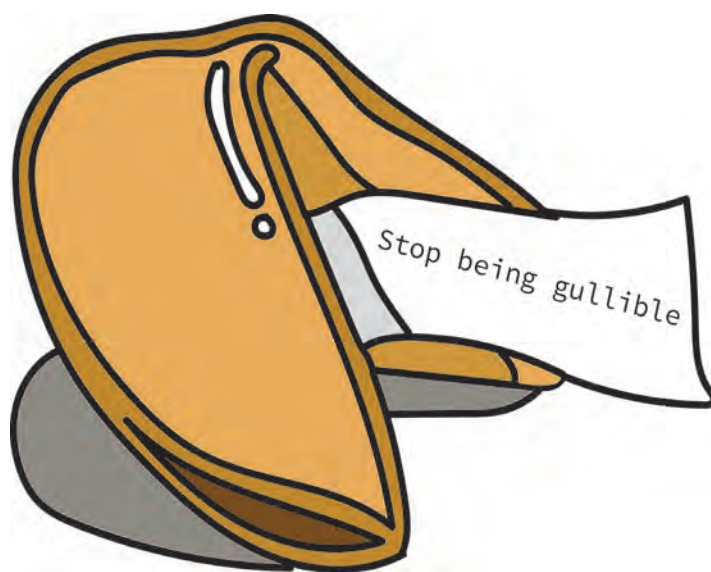


Illustration by Owen Peterson

quick hit of serotonin that this susceptible, stress-laden generation craves.

This effect isn't just confined to astrology. Even in seemingly more scientific practices, such as the Myers-Briggs test, one of the internet's favorite bits of pop psy-

16Personalities test realistically have all the scientific prowess of a BuzzFeed "What kind of Northern European cheese are you?" quiz.

The test, which provides one with a four-letter personality type, such as INFJ or ENTP, gives all kinds of vague information re-

garding strengths, weakness, companionship traits and career advice, making it popular for a lot of the same reasons as star signs.

This effect also pops up all the time on social media and streaming services whenever a "just for you" section appears. Of course, the message was sent to hundreds of people, but the way it's presented once again elicits that positive response because it tricks the brain into thinking the message was specifically catered to it.

What this all comes from is the human brain's love to make sense out of everything (e.g. heuristics), even when there isn't any sense to be made. This neural satisfaction from having "answers" also positions the use of horoscopes or personality type quizzes as a sort of coping mechanism.

People who are experiencing stress and uncertainty often wish to find answers to whatever issues they may have, and these Barnum Effect-based methods offer those quick-and-easy explanations and closure.

This was exemplified in a study done during the pandemic, which found that the more stressed a person was, the more susceptible they were to the Barnum Effect.

It makes sense, then, that such an anxious demographic would enjoy horoscopes. The results of this study also showed that people who consume astrology-related content were also more susceptible to the effect.

While it would be incorrect to assert that there is any tangible harm being done through the use of horoscopes, it's nonetheless important to remember that, while the answers can be comforting in the moment, they don't really mean anything and should not be relied on.

Moreover, the use of horoscopes and personality quizzes promotes an external locus of control, or, the belief that external factors have significant control over one's life/behavior. While having an external locus isn't viewed as objectively negative, it can help promote the feeling of helplessness and lack of control that comes with depression and/or anxiety.

Either way, it's important to realize that the brain will always respond well to positive feedback, and these personality assessments are designed to take advantage of the Barnum Effect and do just that.



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