

# THE COLLEGIAN

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## Goudy implements changes after undercooked chicken incident

**Alan Cohen**  
Staff Writer

On Dec. 3, 2023, a batch of undercooked chicken was served at Goudy Commons. Shortly thereafter, the management team at Goudy changed some of its cooking policies and food safety standards.

Two days after the incident, the Office of Student Affairs sent a campus-wide email stating that 12 to 15 servings of undercooked chicken strips had been served, and Goudy staff immediately instructed students to dispose of them. The email mentioned that Goudy “uses a standardized time system when cooking each batch and uses a Hazard Analysis Critical Control Points (HACCP) process to ensure the correct internal temperature is achieved.” The email also reassured, “While this process has always been [the] standard, [Goudy is] ensuring that all staff members receive extra training and can demonstrate that they understand these important food safety protocols,” adding that the raw chicken was believed to be an “isolated incident.”

Goudy has approximately 65 part-time student workers and 55 full-time workers. It has been managed by Bon Appétit Management Company — a company that runs over 1,000 public restaurants and dining halls at universities, museums and corporations — for 31 years.

General Manager Eric Thomas has been working at Goudy for five years, nearly two of them in his current position. He stated that on the day of the incident, an employee who was new to the company was put in charge of the station and was instructed on how to properly fry the chicken and measure its temperature. “From my understanding, that was all followed, but we still failed,” he stated. As a consequence, Goudy has since added a step

of putting the chicken in the oven after it’s fried. Currently only supervisors are allowed to perform that final task.

Thomas stated that Bon Appétit regularly trains all of its employees — including its student workers — on food safety, allergies and safe practices. Workers in higher positions, such as supervisors, chefs and managers, have additional training and certifications in food safety and dietary restrictions. “We try to be as diligent as we can as far as safety goes.”

The Oregon Department of Health, in partnership with Marion County Environmental Health Services, conducted a safety inspection the day after the incident and

awarded Goudy a 100% score. According to the Marion County website, “inspections focus on food temperatures, food preparation practices, worker hygiene & handwashing, dishwashing and sanitizing, equipment, and facility cleanliness.”

Bon Appétit also manages Rick’s Café, located inside the Willamette University Law School, which also passed the inspection that same day with a score of 100%.

Another important consideration with mass cooking is food restrictions, as it is estimated that up to 15 million Americans have food allergies. Joy Conrad-Mogin (‘27), who is allergic to dairy, eggs, peanuts and crab, explained that Goudy “make[s] the food sep-

arately. Usually what [students with allergies] get is chicken and rice and some sort of vegetable — there’s not a lot of variety.” Conrad-Mogin added that she had to go to the hospital three times last semester after coming in contact with cross-contaminated ingredients at Goudy and is consequently now cooking her own meals regularly.

Goudy works with Accessible Education Services to provide a group of students with food accommodations with tailored meals that have been cooked under strict food safety protocols to avoid contamination. These protocols can include “cleaning the entire area, changing your apron, changing your chef coat, [and]

using completely different utensils, cooking equipment, knives, and cutting boards,” Thomas stated. In addition, to avoid cross-contamination, there is a separate area in the dining hall where food is cooked without gluten and there are separate utensils and materials like a toaster and waffle maker.

Students are encouraged to contact Eric Thomas with suggestions or concerns about food safety and dietary restrictions at Goudy Commons or Rick’s Café. More information on food safety can be found on Bon Appétit’s website.

Art by Lucy Devlaeminck



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## Willamette to add additional security campus near residence halls

**Robin Linares**  
Staff Writer

Campus Safety and Residence Life and Housing (RLH) departments plan to increase security measures near residential halls through the addition of security cameras at exterior entrances.

The cameras, which are planned to be installed near entrances with tap card access, are part of a larger plan to update Willamette's campus security infrastructure to match other universities of similar size. "In comparison to other universities of its size and scope, we are lacking in our cameras and capabilities that way," said Andrew Fresh, the director of Campus Safety.

According to Fresh, there are currently around 32 cameras in various public spaces throughout campus. Most of these cameras are located in Goudy and Sparks Center, but there is a notable lack of them near residential halls.

Since Fresh took over as Campus Safety director in November 2022, he has made a goal to update security infrastructure as a part of a five-year plan. This plan goes beyond security cameras and extends to updating other security tools like university campus cards — a change that was completed in August of 2023.

As of now, the initiative to update security camera infrastructure is currently in its exploratory stages, meaning that Campus Safety and RLH departments are working to figure out which entrances should be prioritized. As part of this exploratory phase, Fresh, along with Residence Life and Housing Director Heather

Kropf, walked through the various residence hall areas and determined which entrances had the highest priority. Kropf mentioned some areas they considered putting in cameras, which included places near the University Apartments, exterior doors near Kaneko B and C wings, the Kaneko and Matthews parking lots, and areas near Lausanne and Doney.

After this exploratory phase, there will be a proposal that needs to be submitted for leadership to approve before the installation of security cameras can start. While no new security cameras have been installed, Fresh hopes that by the end of the five-year plan the university will "have cameras anywhere there is an electronic access point entering into a residential housing area."

Kropf noted that all of the new cameras installed will follow Willamette's Security Camera Policy. Some aspects of this policy include that security cameras shall be limited to public areas, sound will not be recorded and for residential areas in particular, camera positions will be limited to exterior spaces and not situated to view any residence hall rooms.

Additionally, Fresh explained that the installation of these new cameras does not mean that they will be actively monitored, but rather will provide footage to access on a need-to-know basis in case an incident has occurred. "It isn't like someone is going to be sitting and monitoring cameras and surveillance 24/7. We don't have the bandwidth, nor do we have the desire to do such," Fresh said. "This is more of making a record to go back to see if there was an



incident, who may have been involved. It's an investigatory measure, is how I would put it."

Kropf reiterated this point and mentioned how the use of security cameras when working at past institutions helped her when an incident occurred. "At a past institution, we had some issues with fire

extinguishers being taken ... so [we] pulled card access and camera footage, and I was able to indicate who it was that was engaging in disruptive behavior. Without camera footage it is hard to know what that might be," Kropf explained. "It helps us tell another story outside of just a card swipe."

Ultimately, Fresh con-

cluded, this initiative is another measure to increase safety measures for the Willamette student body. "We have a duty to protect our students, especially the residential housing [students], by making sure we're keeping up with the trends of other universities at the same size."

## Student-driven literary zine encourages exploration of identity and thought

**Sage Lamott**  
Staff Writer

A developing student publication on campus is embarking on a quest for intellectual freedom and expression. While it is so new that it still lacks a working name, the literary zine spans topics including philosophy, politics, psychology and anything of student interest.

The president of the zine James Groman ('26) has a deep dedication to the pursuit of knowledge. Groman emphasizes the overwhelming supply of creative writers on campus and the variety of ideologies, noting that, "If people want to say something, they should say it. There's a lot of untapped po-

tential here."

Groman decided to begin his zine when he kept noticing that his essays for classes took on a new light outside of the classroom. "I would build off of the original prompt," Groman said, "and adapt these new ideas that were inspired by that concept." He would find academic interest beyond what was asked of him, a way to view the world at large instead of just on the pages of his homework. By creating a space on campus for students to deepen the value of their education, Groman encourages a new way of thinking about classroom learning.

The zine aims to help students get published within the realm of their own interests. Some interests inevitably push

boundaries. "Sometimes we have to talk about things that are not comfortable," Groman said. "People have important things to say about things that can be uncomfortable." Including fact-driven opinion pieces and encouraging peers to engage with similar material continues to foster personal and positive connections within Willamette's staff and students. The value of communicating what media and ideologies students are passionate about cannot be emphasized enough, he added.

Groman also discussed revelations the zine gave him about college, "Before you come to college you kind of have this one way of thinking, you reproduce knowledge. You study and regurgitate what you

studied onto tests. College really changes that, especially at Willamette." With the ever-changing environment, students must take pride in their knowledge and their skills, an emotion that the articles in the zine reflect.

Taking ownership of your identity is another important element necessary for Groman's idea of the publication's success. "Identity and perspective are both so important, people have so many stories that often go overlooked," he said. Though Willamette has various opportunities for artistic expression, the platform provides a welcome addition. "We want unique experiences, we want people to talk about their unique experiences, to talk about what others can't."

The zine allows students to elaborate on their learning and explore the topics they cover in class that appeal to them, as well as being a space for unbridled creative expression. Groman mentioned the possibility of artistic editions of the zine, including student art and analysis. "We'll take what you give us," he said.

A community's success relies on its members' success and aspirations. A student-driven publication based on personal expression and interests provides a new space for Willamette students to excel beyond their college education, deepen their intellectual pursuits, and speak their minds.

# Willamette University's unwelcome guests: Invasive species on campus

**Lee Parsons**  
Staff Writer

Willamette University is the home of quite a few invasive species, from plants to mammals. Contrary to popular belief, an invasive species does not need to be an introduced species. According to the *Oikos Journal*, invasive species are defined as “the rapid appearance of a state of dominance of a species.” They can be both native and non-native species — Willamette has both. The ecological effect and the impact on humans that a species has, not its place of origin, define if it's invasive. In light of National Invasive Species Awareness Week from Feb. 26 to March 1, here are some invasive species Willamette students regularly interact with.

One of the more popular invasive species here at Willamette is the nutria. Multiple on-campus nutria had babies recently, adding to their population and popular image on campus. Nutria are semi-aquatic rodents whose scientific name (*Myocastor coypus*) translates to “mouse beaver,” which is a good description of what they look

like. They are usually about 12 pounds. While they are adorable, it is strongly recommended that you do not approach or pet them as they will bite potential predators. The nutria is invasive, as according to the US Department of Agriculture, they “cause extensive damage to wetlands, agricultural crops, and structural foundations such as dikes and roads.” They can also carry diseases such as tuberculosis that are harmful to humans.

Seemingly everywhere you look on campus, there are squirrels, mostly Eastern Gray squirrels. Medium-sized, gray and brown, the Eastern Gray squirrels are invasive and out-compete native squirrels. Introduced to Salem and Oregon for the first time in 1918, these squirrels have done nothing but spread since. Research by the Oregon Department of Fish and Wildlife (ODFW) shows that due to the fierce competition they provide for food sources, the small amount of territory they need, the high breeding rates and their ability to be near humans, “when [the Eastern Gray Squirrel] moves into a new subdivision or urban area, it typically replaces

*Photo by Emma Innes*



*Photo by Jason Lehman*

native squirrels in five to 10 years.” To curb the spread of the Eastern Gray, the ODFW determined you cannot bring them into Oregon, relocate them within the state or rehabilitate them when they are injured.

Wild carrot, or Queen Anne's lace, is an invasive plant on campus. This plant has been used for medicinal purposes throughout history, including to help women lower their fertility. It is challenging to eradicate, as one of the only effective ways of removing it is by hand-pulling every plant. This plant is strikingly similar in appearance to the flower Baby's Breath, is usually one to four feet tall and smells like carrots. According to the University of Minnesota, Queen Anne's lace “can outcompete other species due to its faster maturation rate and size.”

Turkeys are another

species introduced to Oregon that can be spotted at Willamette, and they have spread rapidly since their introduction. Turkeys can cause problems for humans living in the same communities, which is one reason they are determined to be invasive. Considerations For Coexisting With Wild Turkeys, provided by ODFW, highlights the way turkeys can damage property in various ways and exhibit aggressive behavior toward humans. It is a good practice to avoid feeding wildlife, but you should especially avoid feeding invasive species, and ODFW recommends that people avoid feeding turkeys in particular. Feeding turkeys can create food aggression and a reliance on humans for survival.

Another plant invading campus is the daisy. While

*Photo by Isis Coyle*



there is a native daisy species, the Ox-eye species is aggressive and invasive in Oregon, as it has a creeping root system that can wipe out neighboring plants. When in bloom the plants vary from one to three feet tall, with flowers at the tops of the stems. The National Park Service said, “It forms dense stands that tend to displace native vegetation .... The end result is a species-poor plant community.” The daisies' aggressive displacement of other plants creates a lack of biodiversity which harms the ecosystems it invades. These flowers are difficult to get rid of, as “each flower head can produce up to 200 seeds that spread by wind or animals and remain viable in the soil for several years.”

These species are only a few of the invasive species we have on campus; there are many more. Despite their potentially interesting, cute or pretty appearance, these species cause massive disruptions in their environments and to humans in their communities. If you would like to help curb the spread of invasive species, there are steps you can take! Make sure you aren't feeding any invasive animals, even unintentionally (like allowing invasive squirrels to eat from your bird feeder), never release pets you no longer want into the outdoors, don't move wild plants and animals into different areas, and consider volunteering with local programs that work to remove invasive species. If you are interested in such efforts, one such program is the Oregon Invasive Species Council, which has volunteer opportunities at removal events across the state.



# Swim's discounted win raises questions about Sparks boiler

**Mason Williams**  
Staff Writer

The 2023-24 season has left Bearcat swim with only two conference team wins to look back on as a sweeping victory executed against Pacific University on Jan. 19 was rendered unusable, likely due to insufficient heating.

In spite of the chilling ice storm that froze the Willamette campus over the first week of the semester, the Willamette swim team was able to host Pacific in mid-January. Being on the tail end of the winter storm, transportation for the Pacific University Boxers proved difficult, but possible. However, the decision was made to switch the event to an exhibition meet due to heating complications.

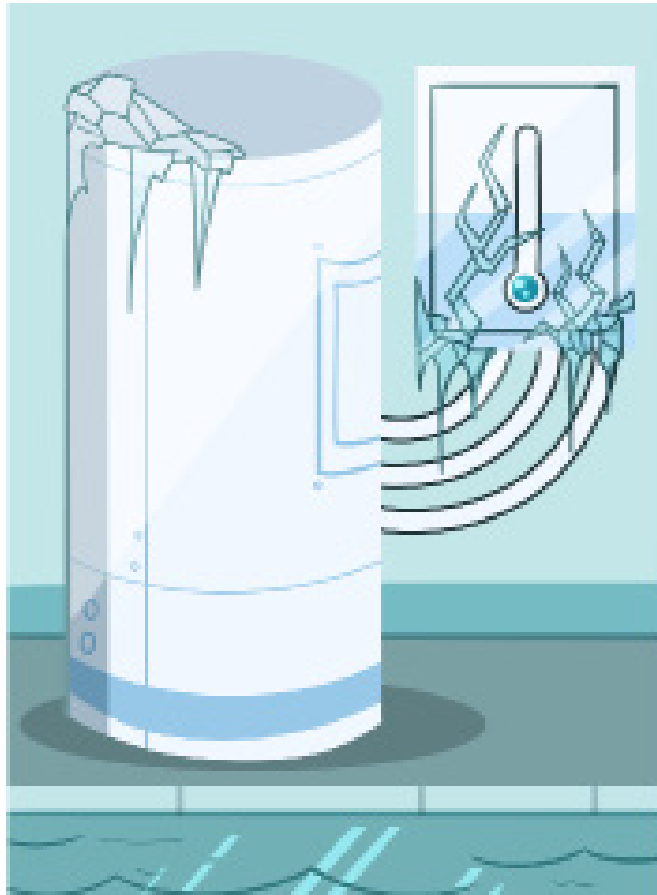
"The meet was an exhibition meet because the pool temp was not at the NCAA-mandated temperature," said Coach Sydney Kanne, "and through discussions between [athletic directors] and coaches of both institutions, it was decided to run the meet as a fun little exhibition." Kanne explains that an exhibition meet means "that no score is kept but everyone's times are still recorded as valid times." The men's team won 130-25 and the women 147-39. Times are not discredited, but the swim team having their wins taken from them is unfortunate given their strong performance.

While the meet was a great success for the swim team, the issue of the pool temperature raises the question of whether the Sparks building's heating issues have returned. Earlier in the school year, temperatures dropped significantly as construction involving the boiler affected its ability to warm the pool. When construction was finished, the pool was reopened and supposedly

returned to normal functionality.

Given the effects of the winter storm, it's possible that weather conditions are what led to the pool's temperature decrease. However, temperatures had already reached highs of 39 degrees by the day of the meet. Lewis and Clark canceled their meet on the same day.

*Art by Carolyn Vazquez*



# Dirt-cheap Blazer's tickets make for an evening of enchantment

**Skeet Starr**  
Sports Editor

Well, it's that time of the year again in Oregon. Spring has come, flowers are blooming and the Portland Trail Blazers are headed for the tank. Allegedly earning a low ranking on purpose last season enabled the 'Zers to snag G-League

standout Scoot Henderson in the third round of the draft. Henderson hasn't quite filled the shoes of hoop-deity Damian "Dame Time" Lillard yet, so what's the harm in giving the bottom rungs another shot? In the meantime, tickets are, like, six bucks now! Here's how to enjoy a game.

Transport will be the main challenge for a Blaz-

er-crazed Bearcat looking to cash in on misfortune. The Amtrak which departs from the nearby Salem train station will take you to Portland for \$10. However, given the start time of most games, more often than not you won't be able to ride the train back until the next morning. Unless staying the night is on the table, you'll have to drive.

If you do ride the train, it will deposit you at the beautifully marbled Union Station, the jewel of Old Town. From the station, it's just a 20-minute stroll across the Broadway bridge to the Rose Garden (that's the Moda Center to you). A Lyft could also drop you right at the gates of the hall of the rose kings.

Once in to see the 'Zers take on the Grizzlies or whoever, you might find that your \$3 ticket has placed you quite a ways from the action. From the upper decks you can take in the majesty of the Moda Center's jumbotron, and maybe that's

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# ASWU Student Org **Upcoming Events**

- **Health Professions Club's Annual Glasses Drive— Feb 7– Apr 30**
- **ASWU President Office Hours – Monday, February 19**
- **ASWU Vice President Office Hours - Wednesday, February 21**
- **Yellow Napkin Project— Friday, February 23**
- **Yurt Camping at Tumalo State Park— February, 23-25**
- **Mt Hood Cosmic Snow Tubing – Saturday, March 2**
- **Mount Hood Skiing or Snowboarding— Sunday, March 10**

**Be sure to get your club or org event in the calendar by posting to the university events calendar or contacting The Collegian directly.**

ASWU sponsored orgs from the University Calendar are added here.  
See more at: <https://events.willamette.edu/>

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## Fast Break sports report

**Skeet Starr**  
Sports Editor

2/13

Happy Valentine's week, Bearcat Fan! In a desperate bid for validation I tried to hand deliver all 20 of my loyal readers love notes, but decided to abandon the project after getting booby-trapped twice, and then being guiltingly attending a four-hour community theater interpretive dance performance. Let's go to the news!

Time stood still this Tuesday when Wom-

en's Basketball's Elyse Waldal ('25) launched a three-pointer to defeat the Boxers (50-47) at the death. The 'Cats kept the party going over the weekend, starring the Loggers (67-57). They will roll into the playoffs as the No. 1 seed.

The Men ate a pair of losses including a thriller against Puget Sound to drop their conference tournament spot. Their record currently ties that of fourth place George Fox, however. Is the Lenahan honeymoon over, or does this scrappy squad have a few tricks left?

Shock, terror, dread; words that likely

describe the scenes from the Logger's bench as Women's Tennis battered their way to a highly anticipated conference victory (6-3).

Played, some, tennis; words that unfortunately best describe the better part of The Men's outing (2-7). Keep at it, lads!

Men's Swim capped off their year at the NWC Championships in fifth place. The Women took sixth.

Track and Field ran and threw at the Whitworth invitational, leaving with not much to write home

*Art by Carolyn Vazquez*

about barring what you'd probably expect.

In the world of sport: The Chiefs and Team Ruff won "big-time in the football zone," as they say. Many who were concerned that Taylor Swift would take to the field to endorse Biden after the game were relieved that she did not. Concerned parties received even more good news when they didn't see three license plates containing the number five by noon, which of course pushes the end of the world back to next week.

Consider in the coming weeks: Do you hear it? Gabriel has run out of breath and now there's only silence. Eras Tour! Arrowheads! The horror! The horror ...

2/20

Hello, Bearcat Fan! It's crunch time. Phones are ringing in the quiet night, pens are being uncapped, 'Cats are stirring in the darkness and sleep is hard to come by. We are on the doorstep of history. Where will you be?

Women's Basketball plowed through the Bruins (71-55) and the Pios (71-43), to seize the regular season title for the first time since 1996. They are now two games away from making further history by earning their first ever DIII conference tournament title. Each game will be played at home.

Men's Basketball fought like cornered animals to secure two victories over

George Fox (94-83) and Lewis & Clark (78-76). For their heroics, which included a Josiah Frank ('25) buzzer beater to defeat the Pios, the men tied for third place in the conference. However, tie breaking stipulations have left them out of the tournament.

Mason McMillin ('27) won the 60m hurdles at the George Fox invitational Track and Field meet.

Softball conceded nine runs in five innings to Bushnell. They kept the rematch close, but ultimately came home 0-2 to start the pre-season.

Women's Tennis was thoroughly swept by Cal Lutheran (0-9), but handed Bellevue an equal fate later in the week. It seems The Men read last edition's hurtful comment because after falling to the Kingsmen (2-7) they also took their frustrations out on an unsuspecting Bellevue side (8-1).

Baseball & Lacrosse begin their seasons this week.

In the world of sport: Illia "The Matador" Topuria sent Alexander Volkanovski back down under by way of a venomous overhand right, and Damien Lillard was named MVP of the NBA all-star game. Very neat, Dame!

Consider in the coming weeks: Has your world been shepherded into a few square blocks of campus by forces beyond your control and processes you will never live to understand, and alternatively, what are you up to this Friday night?



# The sports archives: A brief look at the Bearcats' past

**Mason Williams**  
Staff Writer

In the Hatfield Archives, past scans of The Collegian offer an opportunity to look back on our sports history through the perspective of our campus newspaper. Filled with the goings-on of the university, The Collegian began to steadily incorporate sports into their issues as they grew in popularity. Eventually, sports stories were making the headlines, big or small. Many moments in Willamette's history can be found, including conference championship wins, athlete spotlights and times when international events affected our own teams. The Willamette University Football team played its first game on Dec. 8, 1894. Their first-ever opponent was Pacific College, whom they beat 16-0 in Newberg. The Collegian, lacking an official sports section at the time, covered the game under their "Miscellaneous" section. One of the university's professors making tackles for the team's defense stands out as the most amusing detail about the game that marked the beginning of Willamette athletics and The Collegian's coverage of them.

Since then, the athletics program has grown to host over a dozen sports, with 24% of Willamette's student body now comprised of student-athletes. Since that first football game, the student-athlete culture at Willamette has grown to be one of the most notable characteristics of our school.

In the '40s, the football team again took part in a historic moment, not just in Willamette's history, but the entire world at large. In December 1941, the football team took a trip to Hawaii to play the University of Hawaii and San Jose State University in what was called the Shrine Bowl. They lost to Hawaii on Dec. 6, and before they could play against their second opponent, their trip was interrupted by a drastic moment in history. The team found themselves in the middle

of the Pearl Harbor attack that occurred on Dec. 7 and led to the United States' participation in World War II. In the aftermath, the team served guard duty for ten days before finding a ship home. Dubbed the "Pearl Harbor" football team, their story remains a unique moment in our college's history where circumstances caused students to experience a historical conflict firsthand.

This issue covered the victories of Willamette alumni and swimmers Suzanne (Zimmerman) Edwards ('47) and Nancy (Merki) Lees ('47) in a swim meet in Portland. Though the swimmers were no longer at Willamette, The Collegian covered their entries into national meets and declared hopes for their participation in the Olympics. The prediction was correct, as Edwards and Lees both participated in the 1948 London Olympic Games. They became the first Willamette athletes to compete at an Olympic meet, marking another pivotal point in the program's history.

Not all of the Bearcat's biggest achievements happened in the past. Our most recent Olympian alum was Nick Symmonds ('06), who ran the 800 meters for Track and Field in both the 2008 and 2012 Olympic Games. Additionally, the athletics program continues to break new ground with the creation of the Women's Triathlon team in 2021.

Looking back at the history of sports at Willamette University reveals to us the interesting beginnings of our sports culture, but also shows us where we can go. New teams are being created just as they were back in 1894, and new records can always be set by student-athletes on campus today. Our legacy is never concrete, and it's always good to remember that we can still make history today. There's a slim chance we'll ever see a professor playing on a football field again, though.

*Images from Hatfield Library archives*

**Miscellaneous**

FOOTBALL

The football game between W. U.'s team and that of Pacific College, December 8, at Newberg was a very interesting one. It was witnessed by over two hundred people, about fifteen of whom shouted for Willamette and did much to encourage the visiting team. During the first part of the game Newberg's revolving wedge was too much for our boys and although they worked it to good effect in the latter half the gains were not nearly so much.

Prof. Stanbrough made several fine tackles and Mr. Levit, although he weighs only one hundred and forty, made some good gains through the line.

The Willamettes made some very good end plays for with the Savage Bros. and "Bab" behind the line, the interference was good. A very good play was made by Babcock, who getting around the Newberg's right end sprinted for over fifty yards and scored a touch-down. Although the game was a hard one no one was compelled to leave the field and when time was called the score was Willamette 16, Newberg 0, but it had been no easy victory for our boys.

## Hawaiian Trip Action-Filled

(Continued from Page 1)

a Hawaiian surf-rider. Machine guns, guards, trenches dug in the streets, barbed wire along the water's edge all came into evidence. Senator McKay, leaving for civilian defense duty, gives Shirley complete information in case he never returns. An incident like that brings stark reality home very quickly. That night a complete blackout polished things off.

### On Guard Duty

Monday for that group was probably much like Sunday for us in the states. Excitement at fever pitch and more worry than action. On Tuesday the men were put on guard duty. It was action all right, but not exactly exciting. They were on shifts of two hours on duty and four hours off. Chuck Furno tells us they got hardly more sleep off duty than on, for a four-hour relief is not conducive to



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## Opinion: Super Bowl ads need to change to retain consumer interest

Priya Thoren  
Opinions Editor

The 2024 Super Bowl took place on Sunday, Feb. 11, with the iconic National Football League event having occurred since 1966. Avid football fans are the presumed target audience, with months of built-up anticipation and hopeful rooting for their respective teams. But what about the other set of individuals, those who aren't there for the game or for the snacks, but for the ads? Super Bowl ads have been renowned for the unique, creative and never-before-seen qualities they bring to the screen, allowing for a quick break between the apprehensive gameplay. Recently, however, Super Bowl ads have been feeling more like a prime bathroom break opportunity. By the start of 2024 consumers have already seen the ad campaigns, so to retain customer interest, companies need to return to the mystique of past years. If they can't do that, they need to think of new tactics to match the marketing considerations of 2024.

As streaming services become more popular, it may be difficult to remember the days of constant commercials running on the TV. Part of the

antagonism towards commercials stems from their repetitive nature. So what made the Super Bowl different for so long? The Super Bowl used to be the launch party for a new ad campaign. Now, Super Bowl ads are being pre-teased, explained Contributing Assistant Professor at Atkinson Graduate School of Management Christopher Susen. For the past 25 years, Susen has held positions in product and retail marketing, marketing operations and strategy, and digital and social media marketing with companies such as Nike and Google. Susen has garnered a wide spread of firsthand marketing experience, making his input on the Super Bowl valuable.

"Companies are releasing [Super Bowl ads] before the Super Bowl, and so people are going into the Super Bowl itself having seen or felt the ads. There's far less mystique around the ads .... I like experiencing the ads for the first time in the Super Bowl," said Susen.

The rising widespread usage of streaming services means that the importance of Super Bowl ads is at a higher level than it has been in the past. Less public consumption of commercials equates to fewer outlets for companies to display their advertise-

ments. "[The Super Bowl] is the Academy Awards for ads. It is what companies scrimp and save for," said Susen. "[Consumers] are absolutely consuming sports advertising because they're watching a game, and they don't want to watch it on tape delay. The other types of live shows include the Oscars, the Golden Globes, the live award show type deals ... Those are the two that consumers are actively watching the ads for."

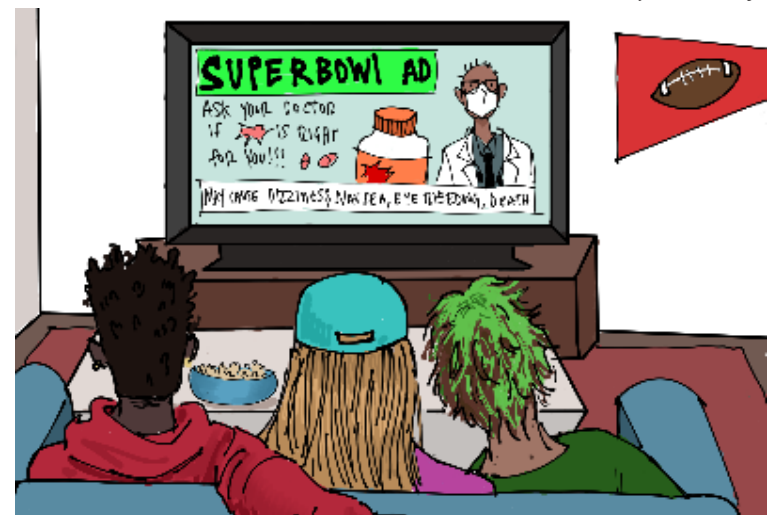
The added pressure means that companies have to stop and think about how they need to appeal to audiences. It is easy to hypothesize that Super Bowl ads are becoming shorter in length due to the decreasing attention spans of individuals. However, the data suggests otherwise — companies in 2023 overwhelmingly decided to pursue 60 and 90-second ads, according to Susen. These in-depth storytelling ads go hand-in-hand with broad awareness. Companies should maintain a balance of impacting the minds and feelings of consumers while still putting out memorable content.

"[Companies] have a Super Bowl ad, and [they] know that a bazillion people are going to see it, and they're going to see it during the game.

So awareness is really big. But what I saw last year is that consideration is a much bigger thing. And when I say consideration, I mean when I say 'Volvo,' you think safety. When I say 'Porsche,' you think fast," Susen shared. "You're already aware of the company, the product, the brand, the service — now, they want you to feel a certain way about them. ... It costs [companies] \$14 million to have their attention for a full minute, but [they] have [audience's] rapt attention." This trend of consideration will hopefully continue into the 2024 premiere of the game. A good hook is vital to getting a reaction from an audience.

Despite the amount of ads appearing to fall short with many audiences, there are some companies that have produced outside-of-the-box ads. Coinbase, a cryptocurrency company, displayed an ad in 2022 that was a full minute of a QR code moving around a black screen in silence. This is just one example of unconventional advertising tactics that are beginning to emerge. Super Bowl ads need to return to the roots of what made them iconic, the unforgettable qualities that made audiences discuss them for days after they premiered.

Art by Eli Fukuji



## 'The other woman': Why Lana Del Rey deserves a Grammy but doesn't need one

Priya Thoren  
Opinions Editor

Feb. 4, 2024, marked the 66th year of the Annual Grammy Awards. The music industry's most recognizable faces were in attendance, including Taylor Swift, with six nominations stacked up for 2024. Swift went home with two Grammys this year but at what cost to her musical counterparts such as fellow popstar Lana Del Rey?

The Grammys are no measure of talent, but with a room full of iconic artists, there are bound to be questionable allocations that can be attributed to several factors that don't exclusively include talent. It is debatable whom certain awards should have gone to; Swift's 2022 album "Midnights" won the highest-acclaimed award of the evening, Album Of The Year, running against artists who have been nominated for Grammys multiple times, many of them — but not all — having past wins under their belts. One of the artists who has yet to achieve a win is Del Rey. Does Swift have that much of a differentiating power in comparison to artists who are arguably equally as talented, or does the industry favor

her at their expense?

Producer Jack Antonoff worked closely with both Del Rey and Swift on their latest albums, "Midnights" and "Did You Know That There's A Tunnel Under Ocean Blvd." In fact, he took home a Grammy this year for his work on Del Rey's album: Producer Of The Year, Non-Classical. Antonoff's involvement in both singers' projects may have caused a potential divide within the Grammy voting process. Individuals who were more inclined to vote due to his name were faced with multiple options.

Swift's frequent nominations are due in part to her constant genre shifting; she's managed to check off country, pop and alternative categories of music. Furthermore, at the 2024 Grammys, she announced her newest project, what will be her 13th studio album: "The Tortured Poets Department." Swift's marketing strategy around making her album's announcement at the 2024 Grammys was strong; millions of people, not exclusively her own fans, tuned in to the award show. However, reactions from fellow Grammy attendees that evening appeared to fall short, possibly due to the impending knowledge that their chances

of winning an award were drastically slimmed, once again.

Swift isn't the only one with a recent album announcement; Del Rey publicized the name of her soon-to-be 10th studio album, "Lasso." This genre shift to country may be just what Del Rey needs to break out of her undeserved losing streak. This is the strategy that has appeared to work for Swift, at least. But why are all of these strategies necessary to begin with? Awards should be given to whomever's music had the greatest impact on the public and Del Rey is no stranger to impacting the music industry.

Fans on TikTok and Twitter are campaigning the idea that the Grammys are much more simply calculated than one would presume. A rumored quote by a Grammy voter has gone viral online: "I haven't taken Lana Del Rey seriously as an artist since her infamous SNL performance and never will." The quote was allegedly submitted to the website GoldDerby — a site used to predict award winners — by an anonymous Grammy voter. It's important to note that Del Rey's SNL performance took place in 2012. Since then, she has had an extreme impact on the music industry.

Del Rey has inspired huge names, including nine-time Grammy winner Billie Eilish. It could even be argued that the tone of Swift's newest release is a potential nod toward Del Rey's poetic nature. It seems that the Grammys and other award shows think that Del Rey has something to prove to them but in reality, they've been ignoring what's been under their noses for the past decade, since the release of Del Rey's iconic song "Video Games" in 2012.

Del Rey's public presence has been on an upward trajectory for the past year. Her Instagram account, @honeymoon, has garnered almost 14 million followers, a stark contrast from its under 5 million followers when it was a private account. She also appeared in an interview with Harper's Bazaar in November of 2023. She is lined up to perform at Coachella this April, along with names like Doja Cat and Tyler, the Creator. Del Rey was previously notorious for shying away from events like these, but if she continues to pursue them, she might increase her odds of finally taking a Grammy home. Will "Lasso" and other future projects open the doors for Del Rey, or will she perpetually be "the other wom-

an?"

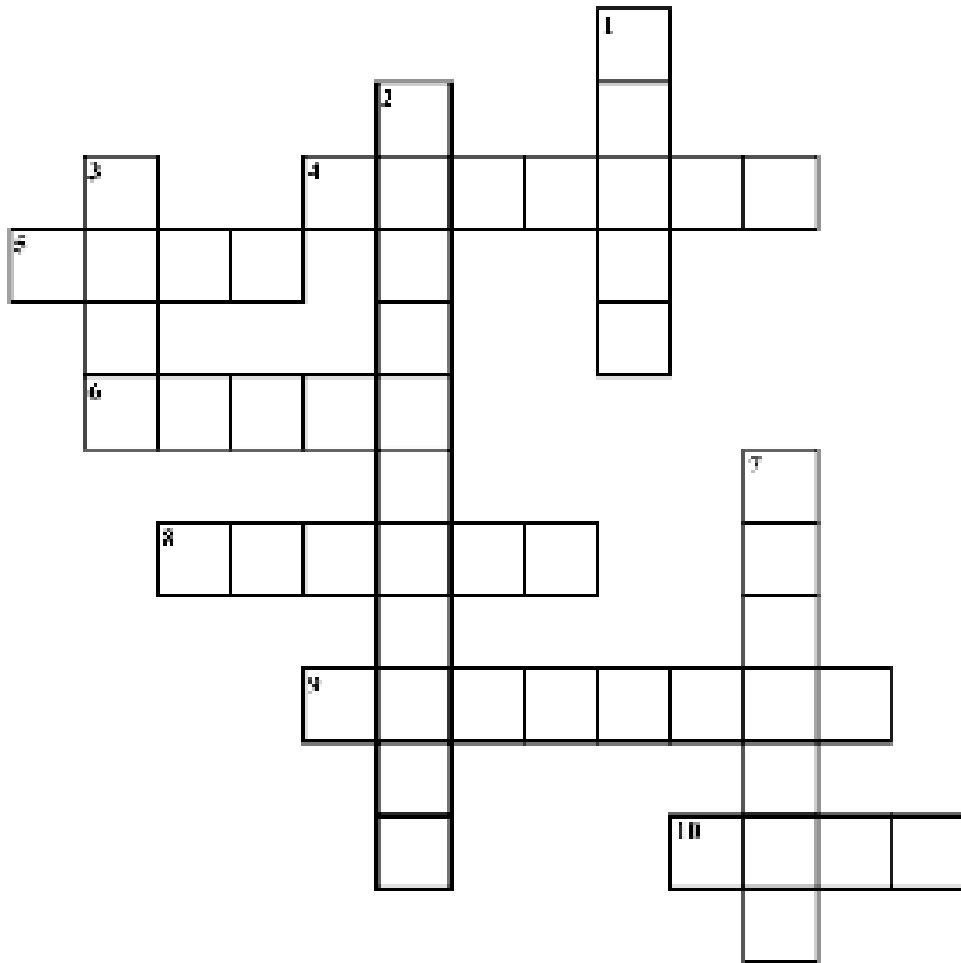
Del Rey's similarities to artists like Swift, with their shared producer and even collaborative song "Snow On The Beach" (which did not count as a 20% collaboration on "Midnights," excluding Del Rey from a nomination), will forever fall second to her deep-rooted uniqueness. Her lyricism and sound are unable to be replicated. Despite her lack of recognition from the major awards shows, Del Rey's fanbase will not let her legacy be overlooked.

### Correction

In our Feb. 14th edition, the article "Coach Adelman out: A new era for Men's Soccer" was incorrectly credited. The correct writer is Jackson Garrett.



# Spring Beginnings



### Across

- [4] \_\_\_ gray squirrel
- [5] Is \_\_\_ blind?
- [6] This zodiac starts at the end of March
- [8] Mammal mentioned in this print as an invasive species at Willamette
- [9] Yellow spring flower
- [10] Name of the current Bachelor

### Down

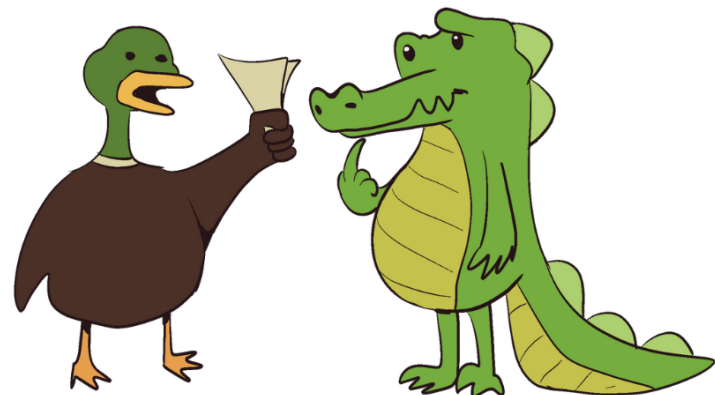
- [1] You should wear this color during this Irish holiday
- [2] Cute name for this white flower
- [3] This kind of bread is eaten on St. Patrick's Day
- [7] What signifies the start of spring?

*Comic by Isis Coyle*

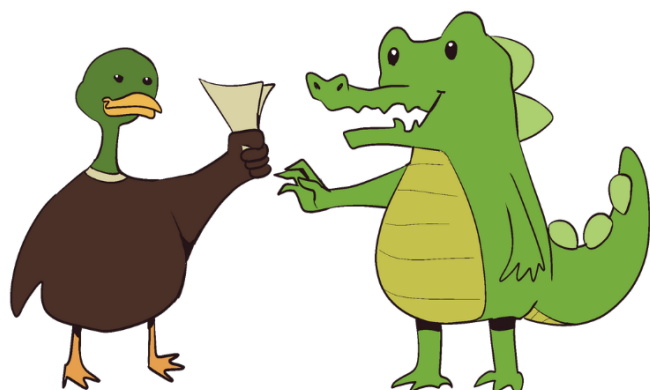
I'm all about reading the facts now, bro. The truth is in! I am not a sheep-- quite the contrary! I am a bird! With wings!



Here, bro. You should read this pamphlet that has conveniently appeared in my hand, bro. It will teach you the real meaning, bro. The meaning.



Brochure!



It's your turn to applaud.

