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THE PARTHENON

MONDAY, APRIL 21, 2014 | VOL. 117 NO. 119 | MARSHALL UNIVERSITY'S STUDENT NEWSPAPER | marshallparthenon.com

Alpha Xi continues to recognize Autism Awareness Month

By JOSEPHINE E. MENDEZ
COPY EDITOR

In the city of Huntington, there is a school. In this school, across from the Memorial student Center, there is a house. Each year on the exact same month, blue lights are turned on to the light up the letters, Alpha Xi Delta. And in this month the ladies of this sorority honor their philanthropy, Autism Speaks.

For more than 40 years, members of Alpha Xi Delta have celebrated National Autism Awareness Month in April. They do so by placing blue light outside their house and sponsoring events to raise money and awareness for the cause.

"Autism Speaks, and Alpha Xi Delta listens," Paige Dodrill, the president of Alpha Xi Delta, said.

Dodrill said this is a motto they live by, which helps them remember why they support such a worthy cause.

Sarah Gabhart, sophomore Alpha Xi Delta member, said she is appreciative of the work her sorority does for Autism Speaks because her family is directly affected by autism. Gabhart has a cousin who has autism, and she said being in the sorority has helped her learn more about her cousin's disease.

"Every month our chapter goes to Huntington High or Spring Valley to volunteer for one hour with their autism classes," Gabhart said. "When we go we see kids with various severities of autism, from people that you may not know have autism, like my cousin, to kids who really struggle with it day to day. And just like with most things, once you see the kids faces it really makes a place in your heart."

Each year, Dodrill said the sorority is able raise about \$4,000 for the Autism Speaks. It does so by hosting event such as Xi Man, Xi Saw and placing puzzle piece in presidents' yards, which was a new event created by Dodrill when she was philanthropy chair in 2013. The puzzle piece is a symbol to represent the difficulty and mystery of the Autism Spectrum Disorder.

See AUTISM | Page 5



CREATIVE FOR A CAUSE

By KRISTA SHIFFLETT
THE PARTHENON

Marshall University's Shaver Media Group helped River Valley Child Development Services raise money for the TIPS scholarship by having a fundraiser at Wine and Design Friday evening.

The TIPS scholarship helps people whose parents make over the limit for the West Virginia grant but still do not make enough to afford childcare. Wine and Design owner, Jaime Vartanian, said they have fundraisers and give back nights at least four to six times a month giving the organizations 25 percent of what they make.

The cost of \$40 per person includes the canvas, paint and paint brushes. Participants are asked to bring their own beverages and snacks.

"Everything that we do here is all provided, you just have to sign up, show up and be ready to have fun," Vartanian said.

According to SMG member Ashley Herrald, 17 people registered for the event. Members from RVDS and SMG along with Marshall students participated in the event.

Bre Pemberton, freshman, said she is not a very good painter but was still excited about the event.

"It is a great opportunity to have fun and be with my friends," Pemberton said. "Even though I am not the best painter, I'm not really nervous because it isn't something serious and if I mess up it's okay knowing that I did it anyways."

Herrald said she has never done anything like this before, and doing an event like this is killing two birds with one stone for her.

"This will be my first time painting so I thought this would be great to be able to do something new, raise money and have fun, plus it is helping SMG and River Valley," Herrald said. Herrald and co-director of the event Miranda Pemberton picked out the painting, for the participants to paint.

The painting they chose was of a sand dollar on the beach since it is close to summer.

Everyone was set up at their own canvas while a Wine and Design artist taught them how to paint by painting her own for everyone to watch and follow.

SMG set a goal for how much money it would raise last year at \$5,000 and according to Herrald it was at 4,000 before the last few events this past week.

Krista Shifflett can be contacted at shifflett7@marshall.edu.

PHOTOS BY KRISTA SHIFFLETT | THE PARTHENON
Shaver Media Group co-director Miranda Pemberton (top), and Ashley Herrald, senior public relations major from Wayne, paint away at the easels during the fundraising event Friday at Wine and Design in Huntington.

Student group puts on painting fundraiser for TIPS scholarship



Big names coming to the Big Sandy Arena

By ALEXANDRIA RAHAL
THE PARTHENON

Huntington's Big Sandy Superstore Arena is gearing up for an entertaining spring.

Coming off an event filled with winter, featuring country artist Justin Moore, the WSAZ Home and Garden Show and Grammy nominated performer Hunter Hayes, the arena's spring line up shows no sign of slowing down.

WKEE 100's After Work Wine Down, titled "The Ultimate Girl's Night Out", starts the season 5-7 p.m. Tuesday.

This event will provide women with a chance to unwind with everything from fashion, food, cocktails and dancing. Tickets are \$5 and can be purchased at the door.

Comedian Ron "Tater Salad" White will be making a stop at the arena with his new stand-up show "A Little Unprofessional" 8 p.m. April 26. White is best known for his role as the scotch drinking, cigar smoking entertainer from the "Blue Collar Comedy" tour with fellow comedians Jeff Foxworthy, Larry the

Cable Guy and Bill Engvall.

The month of April will end with "Scooby-Doo Live! Musical Mysteries," presented by Warner Brothers Consumer Products and Life Like Touring. Scooby, Shaggy and the gang are set to thrill children and adults alike at 7 p.m. April 30.

The arena showcases its versatility in the month of May by hosting everything from commencements to rock concerts.

Marshall University's commencement will take place May 10, to honor the class

of 2014. Area high schools Spring Valley, Huntington High and Cabell Midland High School's graduation ceremonies will also take place at the arena later in the month.

Grammy award winning artists Willie Nelson and Alison Krauss & Union Station featuring Jerry Douglas and The Devil Makes Three will take the stage for the first time together in Huntington on Mother's Day, May 11.



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WHITE

CHARLES BERTRAM | LEXINGTON HERALD-LEADER | MCT

Hundreds head to the courthouse for annual egg hunt

By ALEXANDRIA RAHAL
THE PARTHENON

The hunt was on at the Cabell County Courthouse Saturday as kids of all ages raced to fill their baskets with as many brightly colored eggs as they could get their hands on.

93.7-FM The Dawg along with help from McDonald's, Olan Mills, Cabell County Commission and The Herald-Dispatch hosted its Fifth annual Easter egg hunt on the courthouse lawn.

Hundreds of kids and their families showed up to collect more than 10,000 eggs filled with candy, toys and various prizes such as coupons for free McDonald's ice cream cones and Happy Meals.

93.7-FM The Dawg's Julie Reeves, of Julie Reeves Live, emceed the event for the first time. She said the excitement of the egg hunt was contagious.

"At first my 9 year old daughter told me she was too old for the Easter egg hunt," Reeves said. "She told me she was only going to watch, but once we got here she asked if I would get her a basket or a bag so she could participate in the fun as well."

Reeves, whose morning show was recently named the no. 1 morning radio show in the tri-state area by Nielson Audio, greeted the crowd and led the official countdown to begin the hunt.

After all the eggs were collected participants had the chance to play on inflatables, decorate their own paper Easter eggs and meet familiar characters such as the Dawg's mascot Spike Jr. and Ronald McDonald.

"It's always exciting to see the kids and how they react to all the build up," Reeves said.

As egg hunters and their parents dissipated from the courthouse lawn Reeves left them with a final thought.

"We all have our own Easter traditions," Reeves said. "But I hope you've shared with your children what this season is all about."

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NEWS

MONDAY, APRIL 21, 2014 | THE PARTHENON | MARSHALLPARTHENON.COM

Music and secrets bring Pride Week to an end

By **FRANCES LAZELL**
THE PARTHENON

As Lambda Society's 2014 Pride Week came to an end Friday, Lambda Society members shared the Post-It secrets from the week, and local bands showcased their talent at the Concert on the Plaza at the Memorial Student Center.

All throughout Pride Week, any event attendee could write a secret on a piece of paper and anonymously stick it into the Post-It secret box.

Lauren Cundiff, Lambda Society co-president from Proctorville, Ohio, said the Lambda Society asked everyone who was comfortable doing so to write down a struggle, a confession or a truth.

"Everyone has their own secret," Cundiff said. "Everybody has their own thing to come out of the closet with, and it is just showing a universal struggle with our entire student body."

The responses in the box

ranged from fears about coming out with one's sexuality to confessing to pulling pranks. The notes were read aloud before the concert began.

One contributor wrote, "I am engaged to a woman and can't wear my ring because I'm afraid to tell my mom."

Another person wrote, "This isn't a secret, but I thought I would share: I love her. She changed me, and I just wanted to thank her. I love you."

Jaime Gunnoe, Lambda

Society co-president from Charleston, said while some of the notes were light-hearted, there were notes that addressed serious matters.

"There was one that said 'I would kill myself if I wasn't afraid of pain,' and I thought, 'Wow, people at Marshall are hurting, and they need someone to listen to them,'" Gunnoe said.

Gunnoe said the Lambda Society is in the process of working to set up a 24-hour

hotline which will help any lesbian gay bisexual transgender students with any problems they may face.

District 17, the Candy Ass Mountain Boys and Brandon Mitchell of the Disappearing Man all performed at the concert.

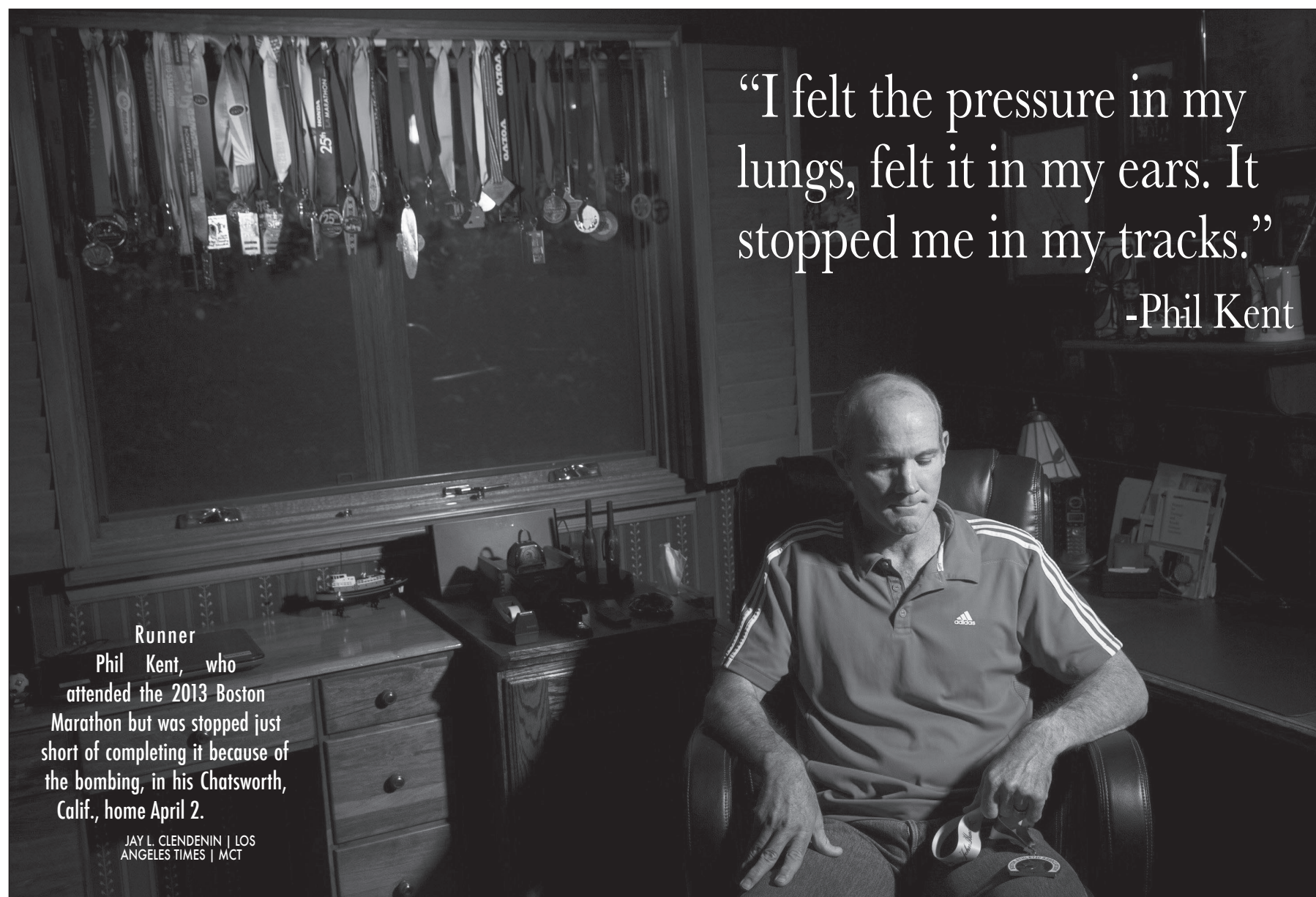
Cundiff said the concert was the final event of a well-attended pride week, and a lot of individuals who are part of the Marshall University community showed their support.

"For everyone one or two people who don't support us, there 100 that do," Cundiff said. "Even if they weren't buying a cupcake or getting married, they were coming up and donating and saying we support you."

The 2014 Pride Week raised around \$250, which will be donated to Paul Ambrose Trail for Health.

Frances Lazell can be contacted at lazell2@marshall.edu.

LA runners recall nightmare of Boston Marathon



"I felt the pressure in my lungs, felt it in my ears. It stopped me in my tracks."

-Phil Kent

Runner
Phil Kent, who attended the 2013 Boston Marathon but was stopped just short of completing it because of the bombing, in his Chatsworth, Calif., home April 2.

JAY L. CLENDENIN | LOS ANGELES TIMES | MCT

By **NATHAN FENNO**
LOS ANGELES TIMES (MCT)

As the first bomb erupted on the sidewalk along Boylston Street at 2:49 p.m. last April, the concussion rippled through Phil Kent's chemotherapy-weakened body.

Jennifer Hartman and Renee Opell dug their fingernails into his arms as they froze a half-block from finishing the Boston Marathon.

Finally within sight of the finish after almost four blister-filled hours, Kerri McKay thought a car had backfired or fireworks were set off.

A block and a half beyond the finish, Julie Hardin heard a noise like a sonic boom.

The windows shuddered in Max Esquivel's hotel room.

The explosion these six Los Angeles-area runners took for a faulty gas line or passing construction equipment or terrorist attack on a nearby subway station instead spit BBs and carpenter nails into spectators clustered in front of Marathon Sports and LensCrafters. The orange flash became a dirty gray swirl of smoke that obscured the finish.

Twelve confused seconds passed.

A block down the street, the second pressure-cooker bomb left a mess of broken bodies and blood and shattered glass.

These six runners among the 23,326 who started that day had no idea the race wouldn't end for them. Two crossed the finish line's blue and yellow strip after the 26.2-mile journey. Four didn't. For all of them, though, the bombs that stole three lives and injured more than 260 others turned the marathon into something more significant than a footrace. The bombs haunted and tugged and refused to let

go of the runners over the last year. The race remained incomplete, in the runners' minds or in the final steps they never took on Boylston Street.

The bombs live on for these six. For some, marathon finish lines now bring anxiety instead of joy. Others see that day reflected in a replacement medal made of construction paper or a photo that captured the moment of terror.

These six are drawn to marathons by the challenge to push their bodies beyond what they thought possible. They're drawn by camaraderie and community and unity that's more like that of a family or tribe.

Now, they're returning to run in Monday's marathon. They're drawn by something bigger than themselves. They have no choice. They need to finish.

—

The warmup

Running made Kent feel better. Sure, treatment for pancreatic cancer diagnosed Dec. 10, 2012, transformed a mile loop around his Chatsworth neighborhood into a struggle to get his legs and arms to cooperate. Three months of chemotherapy stripped every hair from his body and delivered diarrhea, mouth sores, rashes, vomiting. Some days felt as if the cancer had knocked him down as a dark sky closed in.

The drugs shredded a body that had climbed mountains and completed almost three dozen marathons. The aerospace engineer forced himself to go outside and exercise when the side effects left him wanting to curl up into a ball.

"His doctor tried to slow him down and he didn't want to slow down," said

Sharon Kent, his wife of 33 years.

Ten days remained until surgery to remove part of his pancreas that would require a 17-inch incision in his abdomen. Doctors didn't know what awaited inside. But the 57-year-old Kent believed marathoners are different. They push. They drive. They go.

A monthlong break from chemotherapy helped. So did the determination not to pay heed to his oncologist's concern. As Kent started the Boston Marathon on Main Street in Hopkinton, Mass., his lone compromise was to slow down to minimize the strain on his body.

A white baseball cap covered Kent's bald head. He didn't advertise the cancer, from the catheter implanted in his chest to facilitate chemotherapy to the focus on keeping his hands clean to avoid infection. Kent didn't want to become the story or have people feel sorry for him.

Each mile took three or four minutes longer than normal. But Hartman and Opell, decade-long friends from the L.A. Leggers running club, knew the story. They planned to stick by his side.

—

The start

The six runners carried hope and doubt and a secret down the 130-foot drop over the marathon's first mile.

A few days earlier, Opell, a project manager at a debit card company who lives in Studio City, thought she needed to give herself more credit for even competing here.

When McKay took up marathons in 2010, the Santa Monica clothing designer never expected to qualify for Boston. For her age group, that meant completing a qualifying race in 3 hours 40 minutes or less. McKay isn't the

sort who pounds out a marathon each week. The training saps the 39-year-old, mentally, emotionally, physically.

Esquivel, 48, hadn't stopped chasing this feeling since he started distance running in 2005 to fulfill a promise to himself to run the L.A. Marathon before he turned 40. When the Pasadena small business owner crossed that finish line, he looked up at the skyscrapers and cried. He wanted to do this for the rest of his life.

Hartman once thought marathoners were flat-out crazy. But she wanted to run Boston in memory of a close friend who fell 20 seconds short of qualifying before dying. And Hartman found herself promising a revelation to her friends 13 miles into the race. Approaching 48 years old, the Los Angeles financial adviser wanted to get pregnant.

—

Fourteen miles

The cool morning felt seamless to Hardin. Like a celebration. Fourteen miles in, kids bounced on trampolines as "Gangnam Style" blared. People lined the streets to cook out and drink and cheer as if each runner was the best they saw all day. The noise grew so intense that Hardin couldn't talk with a friend while climbing Heartbreak Hill near Boston College.

When Hardin finished her first Boston Marathon in 2011, the San Fernando Valley mother pinched herself. The accomplishment — she calls it a mini-Olympics for amateur runners — didn't seem real.

"It's one of the only opportunities as an adult you have to really feel free and unencumbered by all this stress,"

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States target tiny beads in facial cleansers that harm environment

By **MICHELLE MANCHIR**
and **TAYLOR GOLDENSTEIN**
CHICAGO TRIBUNE (MCT)

The tiny plastic particles found in many facial cleansers and soaps promise a gentle scrubbing and luxuriously smooth skin.

But those little beads of grit are also piling up in waterways, where they can suck up toxins and harm wildlife, environmentalists say. Because of those concerns, Illinois is one of several states considering legislation to force manufacturers to drop products that use the particles, called microbeads.

A measure advancing through the General Assembly in Springfield this spring would phase out the sale of microbeads by the end of 2018. Major soap manufacturers, some of which already have plans to stop using microbeads, support the legislation. An environmental group working to reduce plastic pollution says, however, that the state's timetable is too lax.

"Illinois is putting the environment at a much greater a risk because it has a very non-aggressive timeline for phase-out," said Stiv Wilson, associate director of the 5 Gyres Institute.

At least four other states are considering similar bills, and at least one, New York, has an earlier deadline — 2016 — for eliminating the microbeads.

The particles, some the size of a grain of sand, are deemed safe for human use and are present in a long list of products including Clinique Exfoliating Scrub; Kiehl's Facial Fuel-Energizing Scrub-Skin buffer for Men; and Clean & Clear Blackhead Eraser Scrub-Oil Free, according to the 5 Gyres Institute.

A single tube of face wash can contain more than 350,000 of the beads, according to the organization.

The particles become a problem because they are non-biodegradable, and are so small they slip through sewage system filters and end up in rivers and lakes. Preliminary studies in Lake Michigan have found millions of the microbeads. The particles can absorb toxic chemicals already commonly found in such waterways, posing a hazard to fish and other wildlife that mistake them for food or otherwise absorb them.

Microbeads also have the potential to pollute soil if particles running through water treatment get into sewage sludge,

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SPORTS

MONDAY, APRIL 21, 2014 | THE PARTHENON | MARSHALLPARTHENON.COM

Sweep of Panthers vaults Herd into C-USA mix

BRAXTON CRISP | THE PARTHENON
Freshman pitcher Jordan Dixon on the mound against Miami (Ohio) March 26. Dixon has pitched 13 complete games for the Herd this season, including Sunday's game.



By BRAXTON CRISP
THE PARTHENON

Marshall University softball earned a much needed Conference USA sweep over Florida International University by way of 6-4 and 8-4 wins Friday and a 6-2 victory Saturday at Dot Hicks Field in Huntington.

Prior to the series beginning, the Thundering Herd was out of the top eight in the standings, but now finds itself in a tie for seventh place with two series weekends remaining before the C-USA Tournament in Boca Raton, Fla.

Marshall head coach Shonda Stanton said the sweep was an improvement over a prior weekend in the season where the Herd could not get the third win of a series after winning the first two.

"I'm really impressed with our kids to come out with having a situation earlier this year when we went to ECU and won the first two games easily on day one and then we came out and laid an egg," Stanton said. "So I'm pleased for us to finish the weekend. We started fast, we played hard and we finished strong throughout the weekend and I couldn't be more proud of what we've done."

The Herd got off to a shaky start Friday afternoon in game one, as FIU scored two runs in the top of the first inning off

Herd starter Jordan Dixon, but Marshall bounced back on offense, scoring three runs in the bottom of the first to take a 3-2 lead. Dixon allowed just two more runs the rest of the way, while striking out seven Panthers in the complete game victory.

She got three more runs of support in the bottom of the fifth inning, when sophomore Shaelynn Braxton drew a leadoff walk, then scored when senior Savannah Webster knocked a double off the wall in right-center field. Webster was brought in one batter later on a towering home run down the left field line by Raquel Escareno.

FIU got two runs back in the top of the sixth as Shelby Graves, who started out as the designated player, then came on in relief of starting pitcher Corrine Jenkins, helped her own cause with a two run blast over the right-center field wall, which set the final score at 6-4.

Game two of the series started in the circle with red-shirt-freshman Lindsey Fadnek for the Herd, going five innings and giving up six hits and four runs, earning the 8-4 victory. Dixon relieved Fadnek in the fifth inning and finished the game without allowing a baserunner over the final two frames.

Throughout the entirety of game two, Fadnek and Dixon got plenty of help from the defense behind them, including a throw from deep in the gap between second and third bases by sophomore Katalin Lucas and an over-the-shoulder grab

in left-center field by junior Kristina Braxton.

Stanton said the performance of Fadnek and Dixon throughout the entire weekend solidified a place of concern for the coaching staff from earlier this season. "[Dixon] is going to be something special," Stanton said of Dixon. "When she gets to the point to where she doesn't make any mistakes on some of those pitches to their best

hitters, she's going to be in great shape. Then we have a starter in Fadnek as well, so we finally have two starters now."

Offensively in game two, Webster continued her hot streak by smashing a two-run home run in the bottom of the fourth inning. Marshall took the lead outright in the fifth inning during a two-out rally that saw Kristina Braxton drive

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BRAXTON CRISP | THE PARTHENON
Senior utility player Savannah Webster awaits a pitch against Miami (Ohio) March 26. Webster was 5 of 6 on the weekend with a 1.667 slugging percentage.

Herd tennis falls in C-USA Semi's

HERDZONE.COM
Having reached the semifinal round of the Conference USA Championship for the first time since the 2011 spring season, the No. 4-seed Marshall University tennis team fell 4-2 to No. 1-seed Tulsa on Saturday afternoon at Folkes-Stevens Tennis Center.

The Thundering Herd ends the season with a 14-8 overall record, while the Golden Hurricane improves to 17-4 this season. Marshall finishes the spring with a 3-1 mark in neutral site contests.

"I thought that we really had an opportunity to be successful today, but we couldn't take advantage of it," said Marshall coach John Mercer.

With a spot in Sunday's championship dual match on the line, Tulsa started off singles play with a swift two-set win on court No. 3, 6-4, 6-4, to take a 1-0 lead in the contest. In the No. 2 spot, Marshall freshman Derya Turhan countered with a victory of her own, 6-1, 4-6, 6-1, in three sets to knot the dual match up at one point apiece.

Sophomore Dana Opingier would follow suit with her doubles partner to take her singles match in three sets, 6-2, 6-7, 6-1, in the No. 1 position, putting the Herd ahead of the Golden Hurricane, 2-1.

The top seed would quickly counter with their first three-set victory of the semifinal dual match with a 3-6, 6-4, 7-5 comeback

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2014 NBA PLAYOFFS

Depth making a difference for Thunder

By MICHAEL COHEN
THE COMMERCIAL APPEAL (MCT)

As Sunday's workout wound down inside the Thunder practice facility, the team's big men engaged in a shooting contest. Nick Collison, Hasheem Thabeet, Steven Adams and Kendrick Perkins were split into teams of two, and jump shots were hoisted from various locations inside the 3-point arc.

Beneath the basket stood guard Russell Westbrook, who stopped for a bit of trash talk. And Adams, a 7-footer from New Zealand, fired back.

"I couldn't hear you over the sound of the swishing," Adams said, pointing to the hoop.

It was a fairly insignificant moment at the tail end of a practice between playoff games, yet Adams' playful jab was also, in some ways, a beacon of the Thunder's success. This is an Oklahoma City team built around Westbrook and Kevin Durant, two extraordinary talents whose scoring ability is remarkable. Yet it is just as much a team of depth, capable of using 11 players comfortably — as the Thunder did Saturday — with at least one more (Jeremy Lamb) unable to sniff the court despite what head coach Scott Brooks described as a "very good" regular season.

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NBA says Clippers' Chris Paul was fouled on critical play



ROBERT GAUTHIER | LOS ANGELES TIMES | MCT
The Golden State Warriors' Klay Thompson slams the ball to the court as time runs out on a 109-105 win against the Los Angeles Clippers in Game 1 of the first round of the playoffs at Staples Center in Los Angeles Saturday.

By BRODERICK TURNER
LOS ANGELES TIMES (MCT)

The NBA issued a statement Sunday that said Clippers point guard Chris Paul was fouled by Golden State forward Draymond Green when he lost control of the ball and should have been awarded two free throws during Game 1 of the first-round playoff series Saturday at Staples Center.

"Just prior to the ball going out of bounds, Paul was fouled by Green and Paul should have been granted two free throws," the NBA statement said. "Contact preceding out of bounds calls is not a reviewable matter."

For the Clippers, it was too little, too late to hear that the league office was being transparent about its officials missing a call during Los Angeles' 109-105 loss to Golden State.

"We still had opportunities to win," Paul responded about the league's admission. "When the ball went out of bounds, I knew it was off me. It felt like it was a foul, though."

The Clippers trailed the Warriors 107-105

when Paul was double-teamed by Steve Blake and Green. Replays showed that Green's arm was in Paul's chest as the Clippers point guard tried to get free.

Paul lost the ball out of bounds with 18.9-seconds left, turning the ball over to the Warriors and the Clippers still down by two points.

The officials looked at the replay monitor to make sure the ball went off Paul, awarding the ball to the Warriors.

"It doesn't change it. It doesn't make me feel any better," Clippers Coach Doc Rivers said about the NBA's ruling. "But I do think it's a good thing to do. I think they (the NBA) take ownership. That was a big call. Chris Paul goes to the line now with two free throws to tie the game. Having said that, there's nothing we can do about it. A mistake happened on their end. But we made our own mistakes and so we have to take ownership of that."

Game 2 in the best-of-seven series is Monday night at Staples Center.

Spurs down cold-shooting Mavs in series opener

By DWAIN PRICE
FORT WORTH STAR-TELEGRAM (MCT)

There is no good time to go cold in the NBA playoffs.

Dallas picked the absolute worst time in a 90-85 loss in Game 1 of the best-of-seven first-round series Sunday afternoon at the AT&T Center.

The Mavericks missed 12 consecutive shots from the 7:45 mark of the fourth quarter until Devin Harris' layup with 1 second left in the game.

"We struggled to get the ball in the basket. I loved the way we had played until that point," Dallas coach Rick Carlisle said. "We had a couple of costly turnovers. We had some good looks that didn't go down."

In between, the Mavericks lost a 10-point lead and the Spurs countered with a 15-0 run to take control at 86-81. The drought wasn't ended until Brandon Wright's free throw with 2:05 left in the game.

"It's difficult to tell you what went on," Spurs coach Gregg Popovich said. "We scored and they didn't."

The Spurs closed the game on a 19-4 run. Game 2 is Wednesday in San Antonio.

"We have to stay the course," Carlisle said. "We're going to have to find a way to finish better."

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OPINION

MONDAY, APRIL 21, 2014 | THE PARTHENON | MARSHALLPARTHENON.COM

EDITORIAL

Niche films spoiling golden age in movies

The year 2013 will be remembered as one of the most richly successful and critically acclaimed years in film. Instant classics in virtually all categories, such as historic film (“12 Years a Slave”), science fiction (“Gravity”), animation (“Frozen”) and drama (“American Hustle”/“Dallas Buyers Club”), saw their first run in what made for one of the most anticipated awards seasons in years. The recent critical and commercial success of the film industry is not without its detractors, and the rise of the “niche film” threatens to downplay cinematic artistry to appeal to a sole group from which the film seeks to sell itself.

The Easter season saw the release of three films with appropriately-timed releases and an obviously-targeted

audience. The films: “God’s Not Dead,” “Son of God” and “Heaven is for Real” have been rebuked across the board by critics (Rotten Tomatoes gave “God’s Not Dead” a lowly 18 percent). Despite this, “God’s Not Dead” earned a mammoth \$48.3 million in the U.S. alone on a mere \$2 million budget.

Not that budget is a reflection of a film’s success, but the producer’s of “God’s Not Dead” knew from the beginning they didn’t have to spend much to rake in millions. Marketing for the movie was concise, hyper-targeted and tied word-of-mouth hype alongside the Christian principle of evangelism (spreading the “Good Word”). Viral marketing takes advantage of the viewer’s swollen religious vigor at the film’s conclusion by encouraging the audience to text everyone in its

contacts “GOD’S NOT DEAD!” What’s seen as a proclamation of victory to the happy-go-lucky senders is nothing but hype for the movie.

This is how an all-around panned movie makes bank: zeroing in on one group, putting their ideals on screen, and rolling in it.

While producers have one thing in mind when funding a film – a big return on investment – it deviates from what makes a film an instant classic. The former four examples listed above all generate feeling and emotions hallmark of the human experience, not simply the triumphs felt by a few in the former three films. “Niche films” may be great when they’re targeted at you, but to the rest of the world, they’re taking up theater space.

Online Polls

YOU CAN BE HERD

Are you going to the Green and White Game Saturday

Yes
No
I can't. I have other obligations.

What is your favorite springtime activity?

Playing frisbee	11%
Going to the park	67%
Bike riding	22%

Voice your opinion. It is your right. Answer our poll at www.marshallparthenon.com or tweet us your answer at @MUParthenon.

COLUMN

When a wave and a smile are magic

By GINA BARRECA

THE HARTFORD COURANT (MCT)

You know how you get into those moods where you convince yourself that the only thing to do when you’re absolutely miserable is to make yourself even more miserable, as if misery were some kind of contest?

And when you’re in that kind of mood, there’s some part of you determined to make yourself so thoroughly unhappy you are guaranteed to take home the poor-me crown?

Picture me, then, having a perfectly rotten day.

Waking up to a washed-out gray morning, I’d started to feel as if every decision carried with it the potential for a cataclysmic spiritual crisis.

And I mean everything.

Choosing the wrong font for certain emails, for example, might act as the harbinger of ruin; parking too close to the building where I work would mean somebody else would attempt to squeeze a vehicle so close to mine that it would simply be easier just part their car inside my car.

Parking far away would prove I was the abject failure I always imagined myself to be.

(Who but a schmuck pays \$300 a year for parking and then walks three-quarters of a mile in the rain to get to the office? Sure, people do that all the time when they work in a city. But who does that when her building is located on acres and acres of open farmland and rolling hills? For several hundred bucks a year, I want access to what by implication is promised when the money is routinely deducted directly from my paycheck under the heading “parking.” Not that I’m bitter.)

I was facing a day filled with budget cuts at work, computer problems and calls from home about a repeatedly (not direly, only annoyingly) sick cat — and I was fully intending to cap it all off by driving in the rain to pick up a cheap pre-cooked chicken for dinner.

You’ve had those chickens, right? They sort of look like very short extras from a zombie movie: Basically, they’re dried skin pulled

tight over brittle bones with a little bit of ooze emerging from somewhere. Frankly, you don’t want to make inquiries concerning the ooze’s origins.

I don’t even really like the cheap pre-cooked chicken, but it seemed like the kind of half-baked idea, literally and metaphorically, to signal the day’s finale.

Then a stranger wrecked the whole thing.

I was coming off a ramp and onto the highway, eyes narrowed against the blur of rain, fists clamped around the steering wheel, radio news station in the background announcing the end of the civilized world as we know it (plus additional rain) and some guy actually permitted me to merge.

Then he had the nerve to smile and wave.

And without thinking about it, I smiled and waved back. It wasn’t a fake. I meant it. I think I even said “Ooh, thanks, mister!” out loud in my car.

It turns out that, when it comes to changing moods, I’m a cheap date.

When I realized that my fundamental perception of the day could pivot both immediately and entirely on the smallest of incidents, I admit to being startled. I was happily surprised, of course, but still ... was it really just so easy to feel better after feeling bad?

(Not always, of course. Not when there’s real cause for sadness or when I’m caught by sense of loss or longing emerging from somewhere deep or damaged. That’s when I check in with the professionals — the therapist, the doctor and the old friends who know me best — to see if I need some kind of real tune-up.)

There was a small, flinty part of me that wanted to clutch the misery and hold it close. But you can’t wave with a clenched fist and you can’t really smile with gritted teeth.

Maintaining unhappiness was too much work.

I still picked up dinner on the way home, but decided to get fresh pizza. It went better with the parade.



MCT CAMPUS

NATIONAL EDITORIAL

US and Europe need to impose sanctions

LOS ANGELES TIMES (MCT)

Perhaps Russia can be induced to pull its troops back from the border with Ukraine and to abandon efforts to destabilize what is left of that country after its illegal annexation of Crimea. It’s not a sign of weakness for the United States and other nations to pursue those objectives through negotiations.

But the U.S. and its European allies simultaneously need to make it clear that if Russia continues to threaten and intimidate Ukraine, new economic sanctions will be imposed not only on individual high-ranking Russian officials but also on entire sectors of the Russian economy. That would admittedly be a more painful policy for European countries than for the United States, given Europe’s dependence on Russian energy.

On Sunday, in a debate that recalled Cold War confrontations between the U.S. and the old Soviet Union, U.S. envoy Samantha Power accused Russia of

orchestrating the “synchronized surgical seizure of buildings” in eastern Ukraine by pro-Russia separatists.

Power didn’t provide a smoking gun comparable to the reconnaissance photos brandished by her predecessor Adlai Stevenson in 1962, when he accused the Soviets of installing nuclear missiles in Cuba. But she referred to “videos of professional military shepherding thugs into a building in Kramatorsk” and “the photographs showing the so-called concerned citizens taking over Slavyansk equipped exactly like the elite troops that took Crimea.” (Pro-Russia forces continued to occupy government buildings Monday, as Ukraine’s president called for the deployment of a United Nations peacekeeping force — an operation that Russia could block by exercising its veto on the U.N. Security Council.)

Unlike in Crimea, Russian President Vladimir Putin may not intend to annex the regions in eastern Ukraine where

armed separatists have challenged the government in Kiev. His objective may instead be to undermine the authority of Ukraine’s current leaders and pressure them into granting greater autonomy to pro-Russia regions. But that sort of “slow-motion invasion” is also an intolerable violation of Ukraine’s sovereignty.

Ukraine isn’t a member of NATO and the alliance isn’t bound to defend it. Arizona Republican Sen. John McCain’s suggestion that the United States supply Ukraine with “light weapons” (which would be useless against the Russian army) is more of a primal scream than a policy prescription. But the U.S. and its allies can take measures short of military action to punish Putin for his adventurism and disregard for international law. After the invasion of Crimea, German Chancellor Angela Merkel warned that Russia would face “massive” political and economic damage if it didn’t change course. That can’t become a hollow threat.

THE PARTHENON

The Parthenon, Marshall University’s student newspaper, is published by students Monday through Friday during the regular semester and Thursday during the summer. The editorial staff is responsible for news and editorial content.

THE FIRST AMENDMENT | The Constitution of the United States of America

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people to peaceably assemble; and to petition the Government for a redress of grievances.

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SOFTBALL

Continued from Page 3

in freshman Morgan Zerkle on a single up the middle, then one batter later Braxton's younger sister Shaelynn Braxton drove her in with a double to the right-center field gap.

Shaelynn Braxton scored by capitalizing on defensive mistakes by FIU, when she got a jump off second base on ball four of an intentional walk to Webster, then the throw from Panthers catcher Aleima Lopez went into centerfield. That allowed Shaelynn Braxton to advance to third base and Webster to second. Then they were each awarded the next base when the throw from centerfield trying to get Shaelynn Braxton out at third base went all the way into the Marshall dugout.

"That's what happens when you're aggressive," Stanton said. "You're going to put pressure on the defense and they're going to make mistakes."

Dixon got the start in game three on Saturday and pitched a gem of a game, taking a no-hitter into the sixth inning until it was broken up by a two-run home run from FIU's Stephanie Teixeira, scoring Graves, who was on base after being hit by a pitch for

the second time in the contest.

Stanton said she was pleased with the way Dixon went about attacking hitters and getting ahead in the count early.

"We started the game and I turned to [Marshall pitching coach Chanda Bell] and said, 'That's two hitters 0-2 right away,'" Stanton said. "That's great and that's progress. I think that's where Chanda has done a great job with our pitching staff being patient with them and letting them continue to grow and develop, and it will be fun to see what they can do."

The home run by Teixeira tied the game at two, but Marshall came back in the bottom of the sixth inning and put up four runs to give Dixon the advantage she needed to earn the win.

Stanton said the resolve of the entire team came through on Saturday after FIU tied the game.

"Earlier in the year, in February and March, this team puts too much pressure on itself and we forced it a little bit, whereas today, we stayed relaxed and we knew 'Alright, new ball game. They tied it 2-2 but our offense can do big things,'" Stanton said. "Savanah, as a senior, did a tremendous job getting a single to get things going, Taylor

Winton had a great at-bat to draw the hit by pitch and then [Alyssa] Cook swinging at the right pitches then taking the walk to bring in the run which was big. [Kaelynn Green] with a full count tapping the ball in play, with her speed you aren't going to get her, and it helped us with it being a full count that the runners could be in motion or it would have been a play at the plate."

The three wins on the weekend got Marshall over the 20-win mark, and evened the Herd's record at 9-9 in conference play. Zerkle had four stolen bases to move her into a tie with Sierra Davenport at second for most stolen bases in a single season in Herd history with 40. Davenport achieved the 40 stolen bases in the 2003 season, setting a new team record; she then broke her own record in 2004 with 41 steals, which is the current record.

The Herd has two games Wednesday afternoon at Dot Hicks Field against former MAC opponent Ohio, before going on the road for the final time in the regular season at Charlotte this weekend.

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THUNDER

Continued from Page 3

And so Adams' comment is an indicator of the widespread confidence pulsing from the long arms of Durant down to the bulging calf muscles of Adams, a reserve center whose toughness, shot-blocking and rebounding make him a valuable asset. The 100-86 win over the Grizzlies in game one was a clinic in bench production by the Thunder, whose early lead allowed Brooks to rotate players as often as his heart desired. Conversely, Memphis and head coach Dave Joergel had to ride three starters — Mike Conley, Zach Randolph and Marc Gasol — for at least 39 minutes each.

Both teams finished with 25 bench points Saturday thanks in large part to 13 from Tony Allen, a pseudo-starter, but the difference was in the secondary stats, nearly all of which favored Oklahoma City. Take backup point guard Reggie Jackson. He grabbed eight rebounds and four assists Saturday, both of which exceeded the production of any Grizzlies' bench player in the same categories. He also chipped in nine points.

Then consider Caron Butler,

who arrived in OKC late in the year after a buyout in Milwaukee. Butler matched Jackson's nine points and snagged five important defensive rebounds.

Next, take a look at the ageless Derek Fisher, whose 12 minutes were hugely influential when the Grizzlies mounted a final charge. Fisher stole a pass, drew a foul, knocked down two free throws and dished out an assist to Durant for a crucial 3-pointer, all in a span of 30 seconds in the fourth quarter. A six-point Thunder lead was suddenly 10, and Memphis' night was finished.

Finally, we circle back to Adams, whose friendly bit of smack talk encompasses the confidence of the Thunder's second unit. He played 12 minutes Saturday and attempted only one shot, but his three blocks were crucial in OKC's effort to control the paint against Randolph and Gasol. No Grizzlies player had more than one blocked shot.

Durant and Westbrook will own the headlines for the duration of the playoffs, but it's the strong cast of other guys that helps keep OKC afloat. And on Saturday the bench was arguably the Thunder's biggest weapon.

TENNIS

Continued from Page 3

on court No. 4 to draw even with Marshall, 2-2. Riding on momentum with two singles matches in progress, Tulsa used a 6-2, 6-0 straight-set sweep in the No. 6 spot to take a 3-2 lead in the dual match to put Marshall on the brink.

For the second-straight day, the match result hinged on the singles success of senior Karli Timko. After having dropped the first set, the lone Herd senior led 5-4 in the second set with a chance to force a third set and extend the match. The Golden Hurricane would answer with three straight points in the set to complete a 6-2, 7-6 sweep on court five and clinch the 4-2 dual match victory.

"We really just needed to get another singles win to bring it to doubles, but we just couldn't extend it," Mercer said after the dual match. With the win, Tulsa advances to face No. 2-seed Rice on Sunday in the C-USA Championship final with an automatic bid to the 2014 NCAA Tournament up for grabs.

MARATHON

Continued from Page 2

the 51-year-old said. "As an adult, there are very few opportunities where you can earn a medal for something. It gives you that great joy of being a kid again. You can't go and buy it. You have to earn it."

————

The bombs

As the three friends shrugged off fatigue in the marathon's final block on Boylston Street, Hartman corralled them into position for a photo at the finish. They slowed. Kent had to be in the middle, Opell on one side, Hartman on the other.

They grabbed each other's hands as they approached the Lenox Hotel. They survived together. Now, they planned to raise their arms in unison as they crossed the line for a perfect photo.

When the first bomb exploded in front of them, Hartman's analytical side kicked in. She assumed people had died. She noted panic. She didn't see blood. She wanted to protect her friends. The initial inclination to zip through the finish became determination to flee in the opposite direction.

For an instant, Opell, too, believed the friends should push through the bedlam and finish. Not even a minute's jog separated them from the line. It's right there, Opell thought.

Instead, they stopped in front of the hotel. No one knew what to do.

Hartman turned away from the finish as the second bomb hit behind them. Chunks of concrete showered onto spectators. She expected a third explosion any second. Finishing

became irrelevant.

"I didn't feel like we were safe anywhere," Hartman said.

Fans streamed out of the bleachers along the street. Runners stood still or turned around. Bill Iffrig, the 78-year-old marathoner whose photo would be on the cover of Sports Illustrated, lay on the pavement 20 yards ahead. Police officers seemed to sprint in every direction. Behind the trio, one of those officers in a neon yellow vest told McKay to turn around and run as fast as she could. The journey here had taken much longer than she expected, thanks to a stop at a medical tent 15 miles in to treat blisters on both feet.

"Are you kidding me?" McKay remembered thinking. "I've just run all this way and now you're telling me to run in the opposite direction?"

There wasn't any choice. She could flee or be trampled by the confused mass of competitors and spectators trying to dodge danger no one seemed to understand.

"At that point, you're almost delirious," McKay said. "A bomb would be the last thing you think."

In a nearby hotel, Esquivel watched Facebook messages congratulating the 48-year-old on finishing in a shade over three hours become urgent questions about his safety. Celebration whiplashed into sorrow.

A block and a half past the finish, Hardin felt the ground shudder twice in the mass of finished runners next to Trinity Church. Smoke rose in the distance. Adrenaline washed away any trace of the foggy "marathon brain" that usually

greeted her after races. Hardin hadn't even downed her usual post-race milkshake, but every detail seemed so clear. The sky. The streets. The crowd. She had to escape.

"When's the next one going to happen?" Hardin said. "We have to leave. You feel it in your gut."

The trio decided to escape, too. They ducked down a side street before the situation further deteriorated.

"I don't know what I would've done if I had been alone," Opell said. "That bonds us forever."

Disappointment and shock and confusion over why someone wanted to ruin the marathon welled up in Opell. She cried as they left.

————

The aftermath

The race hasn't ended for six of the tens of thousands of lives united by that day.

Kerri McKay's voice broke as she recounted the post-marathon chaos.

"Sorry," she said, "I still get emotional."

McKay paused a moment until the tears passed.

"Walking . . . back to our hotel through Boston Common there was military there, things were blocked off," she said. "That's when I finally thought, 'Oh, my god. This is really what happened. People came to an event where everyone's happy and cheering on everyone and then tried to kill people.' And for what?"

McKay hasn't run a full marathon since the bombs. The finish lines at a couple of half-marathons, though, looked different. They brought back that day. This will be McKay's last marathon for the

foreseeable future, with marriage and, hopefully, pregnancy beckoning later this year. Defiance creeps into her words as she talks about the bombs ending the chance to complete something she worked so hard for. She remembers the fear and trauma and tears, but, most of all, the kindness of strangers lingers in her mind.

Max Esquivel doesn't feel right wearing his marathon T-shirt because of the memories woven in. He's still trying to understand what happened. The return, Esquivel believes, will prove that a couple of bombs can't stop marathoners. He expects a "beautiful, beautiful experience."

For Julie Hardin, post-race crowds after big events create stress and anxiety. She worries about other runners, worries about spectators, worries about herself. Barricades at the end of February's San Francisco Half-Marathon left her feeling as if there wasn't any escape. But her resolve to return to Boston never flagged. Less than 24 hours after the bombing, she knew she had to run there again. Hardin never thought of herself as the sort who'd react to tragedy with such boldness. But she doesn't want the bombers to win. She wants to reclaim the day from them.

Jennifer Hartman's first child is due Oct. 3. The bombs changed her plan not to run Boston this year. She'll jog 18 or so miles and walk the rest. She wants to finish. Even with a photo that captured the moment when the second bomb exploded behind the trio, it's difficult for her to believe that, yes, they stood in the middle of the madness.

AUTISM

Continued from Page 1

"We don't just go door-to-door asking people for donations," Dodrill said. "We do specific events and to try to raise awareness not just money."

Although Alpha Xi Delta spends the majority of its time raising money from Autism Speaks, its also does volunteer work in the

local area. This year, it raised \$7,000 for the American Cancer Society.

"We usually spend 365 days out of year trying to make money for Autism Speaks," Dodrill said. "But we don't have a specification for our volunteer work. We'll help anyone out that needs it."

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BIG SANDY

Continued from Page 1

The following week country music superstar Jake Owen's "Days of Gold Tour" will come to town with fellow country performers Eli Young Band and The Cadillac Three. The show starts at 7 p.m. May 15.

Country music moves out and rock moves in at the arena May 16, as rock legends Alice in Chains with special guest Monster Truck

tour in support of its 2013 album, "The Devil Put Dinosaurs Here."

May concludes at the Big Sandy Superstore Arena with the Tri State Comic Con. This is the third year the convention will be bringing the best of the comic industry to West Virginia. This year's Comic Con will feature WWE Hall of Famer and notable comic writer Mick Foley.

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CLEANSER

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which often is used as fertilizer, Wilson said.

The Illinois measure wouldn't prohibit the manufacture of products with the plastic bits in Illinois until Dec. 31, 2017. The sale of such products would be prohibited as of Dec. 31, 2018.

The bill looks on its way to passage. Two weeks ago, the state Senate passed the bill, sponsored by Sen. Heather Steans, D-Chicago, without opposition. The measure is expected to go before the Illinois House this spring and gain approval, said Rep. Kelly Cassidy, D-Chicago, a sponsor of the measure in the House. Gov. Pat Quinn, whose signature would make it law, supports the bill, his office said.

Cosmetic companies say the Illinois law would be fair and offers sufficient time to make changes to their cleansers and toothpastes.

"We believe that the 2017 deadline is one that we can meet with little marketplace disruptions for consumers," said Lisa Powers, spokeswoman for the Personal Care Products Council, which represents more than 600 companies nationwide.

While waiting more than four years before the ban on sales takes effect irks some environmentalists, industry representatives counter that the process of switching to alternative materials is time-consuming and complicated. Such shifts involve substance testing, clinical studies, customer surveys and product redesign.

SPURS

Continued from Page 3

Harris led the Mavericks with 19 points. Wright and Monta Ellis each scored 11. Dirk Nowitzki was held to 11 points, including four of 14 shooting from the field.

As a team, the Mavericks shot 41.2 percent from the field, including 33.3 percent from 3-point range. Many of the misses were close-in shots.

"It's a long series. Shot-making is going to be up and down," Carlisle said. "We had some uncharacteristic misses at the rim."

Tim Duncan led the Spurs with 27. Tony Parker had 21. Duncan appeared to injure his knee late in the game, but returned to action.

San Antonio led 21-12 at the end of the first quarter. Dallas, keyed by a 15-0 run that began at the end of the first quarter, led 44-43 at halftime.

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Coachella a major stage for brands

By **AMY KAUFMAN**
LOS ANGELES TIMES (MCT)

This spring, Lana Del Rey's stylist, a hirsute Brit who goes by the moniker Johnny Blueeyes, ventured to the Fashion District in downtown Los Angeles to pick out free things for his client.

When he arrived at the showroom of Chic Little Devil, a style house that handles publicity for 75 brands, a handful of pricey items had been laid out before him. An employee directed his attention toward a \$1,100 pair of black studded leather boots handmade in Mexico by a company called Old Gringo.

"Old Gringo would seriously love to be on Lana," Kate Bedrick, CLD's director of public relations, said she told the musician's stylist. "Feel free to take them. We already researched her sizing, so it's really easy."

But Bedrick wasn't hoping Del Rey would sport the so-called Fatale boots on a red carpet or at an awards show or high-end fashion editorial. She was trying to persuade Blueeyes to put the singer in the shoes for her sets at Coachella.

From the muddy fields of Woodstock to the farmlands of Glastonbury, music festivals have long been free-spirited environments for creative fashion expression. For years, celebrities have treated the Coachella Valley Music and Arts Festival as a bohemian costume party — spending their time in Indio, Calif., decked out in elaborate floral crowns, crocheted crop tops and floppy sun hats. It's a vibe that's supposed to feel laid-back and thrown-together, one meant for 100-plus-degree temperatures and dust and sweat.

But ever since celebrity photographers started popping up on the polo grounds of Coachella some five years ago, that laissez-faire attitude has gone out the window. Whether they're onstage or simply lounging at a concert or one of the dozens of parties around the festival, stars know their outfits will likely pop up in an online fashion gallery within hours.

As a result, nearly all of the Coachella fashion regulars — Kate Bosworth, Vanessa Hudgens, Alessandra Ambrosio — hire stylists to help them put together their festival looks.

"The irony is that this very unfussy, free look has been styled to the nines," said Anita Patrickson, a stylist for Harper's Bazaar who dressed actress Julianne Hough for Coachella this year. "It's a tricky balance, because you don't want someone to look at you and say, 'Why is she wearing something

that's \$5,000 that she's gonna mess up?' It's supposed to look like it has no labels and was found in granny's closet."

Now that paparazzi trail celebrities everywhere they go, the street — or the desert, in this case — has become as important a fashion runway as the red carpet. If she looks cute at Coachella, Hough comes across as relatable, "the girl you want to be," says Patrickson, "with an appealing vibe everybody feels they can achieve."

Just four days after the "Dancing With the Stars" veteran turned up at a Coachella-adjacent Old Navy party in a \$24 chambray shirt, the celebrity gossip site Hollywood Life posted an item telling readers where to buy the actress' "super chic (and affordable!), button-down shirt by the brand."

"What people wear at Coachella really sets the pace of the summer — a gauge for what stores should order," said stylist Cher Coulter, who works with Bosworth and Rosie Huntington-Whiteley.

Of course, not all of the festival's looks will catch on: Last weekend Kardashian sister Kendall Jenner wore a Thin Mint-sized nose ring, while Hudgens showed off a full Native American headdress.

"It all started out so innocent," Huntington-Whiteley said, "this place for stars to really get down with the people. But now stars know how much press they get from what they wear, and it sets trends, so it's really important to brands."

So important that some companies not only give their clothes to celebrities for free, they pay Coachella-goers to wear them. The New York Daily News reported that Lacoste was paying "Glee's" Lea Michele \$20,000 to sport its wares at the festival, while "Spring Breakers" star Hudgens was receiving \$15,000 from McDonald's "to hit the festival."

Lacoste slammed the story as "completely false," with a spokesman telling the Los Angeles Times "the \$20,000 is laughable." And a press representative for McDonald's said the company has no relationship with Hudgens. The Daily News' Brian Niemiets said, "We absolutely stand behind that story."

Either way, Patrickson — who has worked with Emma Watson and Chanel Iman in addition to Hough — says there are plenty of starlets who are willing to serve as walking billboards.

"People definitely do get paid to go to certain parties or wear brands at Coachella," the stylist said. "Some clients of mine say, 'Hey, that means my weekend is free.' They know it's a game and decide to play it. Others don't want to be beholden to anybody and just really want to be there for the

Tribeca 2014 focused on simplicity

By **STEVEN ZEITCHIK**
LOS ANGELES TIMES (MCT)

Since it was founded 12 years ago, the Tribeca Film Festival has sometimes swerved between identities like a barfly at happy hour, exuberant but hardly always clear.

The festival looks to change that this time around. Tribeca has entered an era in which the sale last month of a 50 percent stake to James Dolan's Madison Square Garden Corp. gives it economic stability. It also hopes it has finally found a mix of eclectic documentaries, international favorites, well-chosen independent features and even digital experiments to supplant earlier missions, which relied on a kitchen-sink approach to U.S. features or, for a number of years, star-heavy studio premieres.

"People used to say, 'There are so many agendas,'" said Geoffrey Gilmore, the Sundance Film Festival veteran who now serves as chief creative officer for Tribeca Enterprises, the festival's umbrella organization. "I don't think you can say that anymore. We're in our 13th year now. Like any 13-year-old, we have a sense of self."

That doesn't mean there is always a clear through-line to the festival, which on Wednesday kicks off its ambitious 12-day run of narrative and nonfiction films, name-studded live events and unorthodox storytelling initiatives with the world premiere of "Time Is Illmatic," a documentary about the landmark 1994 Nas album that will be followed by a performance from the rapper.

The Tribeca Film Festival was founded shortly after the Sept. 11, 2001, attacks by Robert De Niro, Jane Rosenthal — De Niro's producing partner and a veteran Hollywood filmmaker — and investor Craig Hatkoff as a way to revitalize lower Manhattan both commercially and creatively. The festival quickly generated buzz and attracted consumer interest — not to mention corporate sponsors — but also spurred confusion thanks to an unusually large number of titles, a varying level of quality even by the loose standards of film festivals, and what to the movie industry could seem like a murky mission.

Though Tribeca has basically halved its slate from a few years ago — there are now just over 80 features in its program — it continues to take shots in a large number of areas, which can make for an enjoyably diverse, if at times frustratingly uneven, film-festival experience.

The biggest change this year is the investment by MSG. Organizers hope the move will allow it to reach beyond a traditional festival audience; the "Illmatic" premiere will take place at the MSG-owned Beacon Theatre and sell tickets to the public, a rarity for a film festival's typically more insidery opening night.

It is the first step in what organizers say is a bid to lend Tribeca a new sense of scale and purpose based on MSG's experience of mounting big-ticket events including Rockettes performances at its Radio City Music Hall and concerts at the Forum in Inglewood, Calif., which it also owns.



JAY CLENDENIN | LOS ANGELES TIMES | MCT
Music fans dance and try to cool off inside the Do Lab as the temperatures climb on the second day of the second weekend of the Coachella Valley Music and Arts Festival at the Empire Polo Club in Indio, Calif., Saturday.

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10. "God's Not Dead" \$4.8M

“there are just some really beautiful people in the world. when you're walking down the street, or you're at a restaurant, someone catches your eye because they have their own look.”

Mary-Kate Olsen