SPRING INTO THE ACTION
iPULSE IS BACK

BIO EDITION [SPRING 2017]
MEET THE iPULSE STAFF

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Christina Diabo, senior staff writer, interviews a Lynn athlete after a winning game. Staff Photo / V. Alvarez

FIND US ON
LYNN UNIVERSITY'S HEARTBEAT DRUMS AGAIN

iPulse Returns With A Mission, A Vision And New Stories To Tell

By ADRIANNA MATAMOROS & ADAM YURKIEWITZ
Editors

August 2016 marked the beginning of a whirlwind - both on campus and off. In the context of the real world, the political sphere shook a generation, influencing and impacting student voters in ways that were unforeseen. On university grounds, enforcement of new policies, discussion of future architectural advancements and introductions to innovative technologies became topic of debate and intrigue among students, professors and university leaders alike.

Even iPulse felt a shift, as a new class of editors and writers took grasp of its award-winning mission, revolutionizing its layout and introducing it to digital innovation.

The fall of 2016 marked the birth of iPulse Live, a weekly show broadcasted live by a team of hard working and talented video-graphers, producers and content creators.

The fall also welcomed the fresh faces of a new iPulse generation, from the youngest freshmen staff-writer eager to share their opinion, insight and reporting skills, to the second semester senior prepared to lead a dedicated editorial ensemble into launching iPulse through a new dimension.

But now, with the onset of a spring semester and a fresh new year, we salute another chapter; one that will inspire, encourage and foster greater innovation and awareness for all things that students and faculty find important. The spring semester of 2017 marks a movement within iPulse that establishes student interaction as the core feature of its expedition. The iPulse newspaper will now feature an announcements section, in which faculty, staff and students from around campus will be able to submit their news, birthday messages and sport or club announcements.

Distribution will spread as well, allowing readers from all corners of campus to have easier access to the paper's content. Social media will grow, featuring daily segments and uniting print and broadcast sections to form a single entity source for all things news.

Despite improvements, innovation and new leadership, one thing remains the same for this network of student-run news: the people and the stories that soar across the pages of each edition.

On behalf of the entire iPulse staff, thank you for the constant support, involvement and readership. Join us this semester, as we continue to work eagerly to distribute news, facilitate discussion, embrace the university culture and spread the human experience among all those who flip through our pages, tune into our live-streams and click on our content.

This semester, embark on iPulse's journey and be one with the staff writers, journalists, designers and storytellers who are prepared to join forces and become one body, one entity and one heartbeat for Lynn.
MEET THE EDITORIAL STAFF

ADRIANNA MATAMOROS
Editor-In-Chief

Adrianna Matamoros is a third year transfer student pursuing a degree in multimedia journalism at Lynn. Her curiosity for the world and her passion for storytelling has lead her to explore all mediums of journalism; she has written for fashion magazines, published work for online blogs, hosted local television programs and offered her talents to NBC Universal and NBC 6 South Florida. Aside from her ambitions in journalism, she loves film, literature, activism, fashion and the arts. Matamoros strives to achieve a career that satisfies each one of these passions and aspires to take her storytelling ambitions to New York City. She is committed to learning as much as she can about the world and to working toward something that is greater than herself.

VICTORIA ALVAREZ
Editor-In-Chief

Victoria Alvarezs is a senior majoring in multimedia journalism. Originally from Pembroke Pines, Alvarezs first found her passion for journalism at a young age and carried that passion to college. Through her hard work and dedication, she was given the opportunity to previously serve iPulse in various positions, including Editor-In-Chief. Alvarez recently studied abroad in Rome for the 2016 fall semester where she studied journalism and the Italian language as she traveled Europe. Before doing so, she spent her time as the Event Chair for the Universities of Boca Raton Relay for Life, a Resident Assistant for Housing and Residence Life and a student ambassador for the Office of Admission. Today, Alvarezs serves as an intern for Athletic Communication at Lynn, focusing on sports journalism and photography. Alvarez aspires to work for a major news network following graduation in May.

ADAM YURKIEWITZ
Managing Editor

Adam Yurkiewitz is a current co-editor-in-chief and social media editor for iPulse. When not with iPulse, Yurkiewitz enjoys helping faculty, staff and students as a student worker in the Information Technology department. Yurkiewitz has also worked with other organizations, helping them to boost their online presence and spread awareness about products, services and news. He is open to questions, comments and suggestions with anything pertaining to iPulse and the social media platforms used. Yurkiewitz is currently a senior and is majoring in communications and emerging media. Aside from working at Lynn, Yurkiewitz enjoys spreading his knowledge of technology to senior citizens around the community and aspires to continue educating innovation for many years to come.
SHAWN JOHNSON
Assistant Editor

Shawn Johnson is a freshman studying multimedia journalism. Thanks to his passion for sports, Johnson has found a love for writing and strives to utilize it to make a difference in the world. Johnson is now excited to bring relevant stories to the Lynn community while working with iPulse.

KAITLYN FRAME
Assistant Editor

Kaitlyn Frame is a sophomore in the 3.0 program majoring in multimedia journalism. While enrolled in her Journalism I course, Frame gained editorial experience and enjoyed writing about entertainment. Frame aspires to work for Rolling Stone magazine or as an editor for a publishing company.

GRADUATE ASSISTANTS
Support Team

Maria Cardenas, Calvin Jordan and Christelle Mehu are graduate assistants in the College of International Communication who provide additional support for iPulse. Cardenas and Jordan, who are both specializing in media studies and practice, currently work in public relations. Jordan holds a degree in advertising and public relations while Cardenas majored in communication and emerging media.

Mehu, specializing in digital media, obtained a degree in elementary education from Lynn's College of Education before choosing to follow an alternative route for her graduate-level studies. Cardenas, Jordan and Mehu collect content and provide guidance for the staff. The three are eager to begin a new semester and hope to refer to their experiences and hold writers to the highest esteem.
MEET THE CREATIVE STAFF

BRIAN MARTIN
Web Coordinator

Brian Martin is a junior majoring in multimedia journalism with a minor in social media. Martin has been with iPulse since his freshman year and loves to be involved with it. He feels very accomplished having earned the President's Honor Society mantle for spring semester last year and fall semester this year. In addition to being a part of iPulse, Martin is also a member of Lynn's G.A.M.E. Club and a contributing writer for the online website The Artifice. Martin hopes to maintain his good grades and hopefully land a writing job at his favorite entertainment news organization, IGN. Besides writing, he enjoys anime and gaming.

GIOIA SACCO
Social Media Manager

Gioia Sacco is a senior studying multimedia journalism. Originally from Long Island, Sacco has been involved with iPulse for three years and is a contributing writer for the Palm Beach Post. Sacco has obtained multimedia experience interning for Long Island Radio Broadcasting. Aside from her writing endeavors, Sacco has a passion in life for cosmetology. As for her journalistic ambitions, she hopes to fulfill her dreams of becoming a news anchor on a New York television station. She is excited to take on her role as social media manager and to develop creative content for iPulse's social media.

CASSIDY KRUSE
Advertising Manager

Cassidy Kruse is a junior at Lynn University studying advertising and public relations. Kruse is originally from coastal New Jersey, but knew from a young age that she would move to Florida in order to enjoy the sunshine and beaches year round. She realized her first love for this field when she became a published author in middle school. She loves to be involved in the entertainment and sports industry, where she hopes to work one day. While still in her first year as a Fighting Knight, Kruse has already grown to love the community she now resides in. As an active member on campus, Kruse also serves as President for the Student Activities Board, Student Admissions Ambassador and manager for Pulse Agency.
THORN DANIELS  
Producer

Thorn Daniels is a senior from York, PA. The onset of spring 2017 marks his second year as the producer of iPulse's broadcast component. During his junior year, Daniels created and directed iPulse Live, as well as worked on the development of video shows for the online site. Recently, Daniels was awarded the CLA Scholarship for the J-term of 2017, where he had the opportunity to travel to Japan and film a series of shorts. Following graduation, Daniels plans to move to LA to attend the New York Film Institute. From then, he aspires to take his talents to IGN or Cracked and continue producing his own work.

GRACE GOODENOUGH  
Associate Producer

Gracie Goodenough is a 3.0 student at Lynn. After obtaining in-studio experience with iPulse last semester, Goodenough has returned as an iPulse Live producer and is eager to continue to foster its growth. She aspires to produce for NBC one day.

SPENCER JACKSON  
Video Editor

Spencer T. Jackson is a junior at Lynn majoring in film and television. Jackson is involved with Knights of the Round-table as the Information Knight. He is passionate about sports and politics and hopes to translate that into iPulse and to make a difference.

JAMES BOND  
Video Support

James Bond is a passionate, hardworking student who is prepared to offer his support to the broadcast team for the production of iPulse Live. Aside from iPulse, Bond enjoys creating content and exploring the video world.

CARLY GALANT  
Video Support

Carly Galant is a student at Lynn who is eager to lend her talents, passions and skills to the broadcast side of iPulse. Aside from working with video production, Galant enjoys creative endeavors like watching film.

ESIN VENTURA  
Video Support

Esin Ventura has been eager to collaborate with iPulse Live for some time. With her position as video support, Ventura is ready to put her passion on display. She looks forward to an exciting and educational semester.
MEET THE STAFF WRITERS

LAURA GARRIDO
Copy Support

Laura Garrido was born and raised in Colombia. She is pursuing journalism with a minor in communication and emerging media. Outside of media, Garrido performs with Lynn University’s drama club and is part of the President’s Honor Society.

HADASSA DELHOMME
Copy Support

Hadassa Delhomme is a freshman studying multimedia journalism at Lynn. She found a love for writing and the arts while taking creative writing in high school. She hopes to graduate in two years with the 3.0 program.

KAITLIN ARMSTRONG
Athlete Profiles/Video Games

Kaitlin Armstrong is a junior studying communications and emerging media. The Atlanta native currently lives in Ft. Lauderdale and swims competitively for Lynn. She hopes to use her former experiences to further a career in sports management.

ANDRES BARBERY CUETO
General Assignment

J. Andres Barbery Cueto is currently going through his third year at the university. He loves movie directing but will be dedicating the semester to pursuing journalism. Barbery Cueto hopes to present his news stories with honesty and truth to make a change.

ANTHONY BIAGINI
General Assignment

Born in Washington D.C., Anthony Biagini found a passion for journalism, media and music. His interests has lead him to a vocation as a professional break-dancer for Urban Artistry in D.C. Today, Biagini plans to obtain a position where his skills are valued in a given organization.

CHRISTINA DIABO
University Athletics

Christina Diabo is a senior studying multimedia journalism. Diabo loves interviewing anyone with a story to tell. At Lynn, Diabo had the opportunity to intern for The Palm Beach Post and to cover presidential nominee meetings and community happenings.
KYANA BORBON
Where Are They Now?

Kyana Borbon is a junior studying digital art and design. Her passion for writing has granted her awards and scholarships. She aspires to one day have a career in computer animation and to own her own graphic novel.

BARBARA CALIXTE
Fashion News

Barbara Calixte is a senior studying multimedia journalism. Outside of school, Calixte runs a fashion blog and volunteers with an after school children’s program through Lynn’s Paladin Society. This year, she looks forward to being apart of Lynn’s broadcasting team.

ALEXANDRE CARRIER
GUILLOMET
Around Town Photographer

Alexandre Carrier Guillomet is eager to pursue his passion for photography with iPulse this semester and to lend his creative talents. As the Around Town photographer, he will be traveling around West Palm Beach in search of captivating images.

ALISON EATON
On-Campus Photography

Alison Eaton is a junior studying television and film. The Maine native served as a Peer Mentor during 2016. She hopes to one day work for a major media company like ABC or Disney. She also aspires to write scripts, create a film, or produce her own music.

BEN FAGAN
Athlete Profiles/Millennial

Ben Fagan is a sophomore majoring in multimedia journalism. Fagan plays for the school’s baseball team, but when he is not playing baseball or working on his studies, he enjoys pursuing various business endeavors. His latest interest is making homemade hot sauce.

MARIA FREITAS
Man On The Street

Maria Freitas is a 3.0 student majoring in public relations with a minor in sports management. She works for Lynn’s Athletic Communication department combining her love for PR and athletics. Freitas hopes to move to L.A. and work in the entertainment industry.
MEET THE STAFF WRITERS

CHRISTIAN FRELINGHUYSEN
Video Support

Christian Frelinghuysen is a senior at and is majoring in film and television and has been interested in movies and photography since he was young. He recently studied abroad in Italy and filmed his directed study capstone there.

EMILY GALVIN
Film Review

Emily Galvin is a film and television major at Lynn. She has enjoyed working on several of her own short films and currently interns for Better Your Life network in Boca. She hopes to pursue her own work in New York.

HUNTER GRIFFITH
Video Support

Hunter Griffith is a senior studying film and video production. In his free time, Griffith enjoys partaking in many outdoor and creative activities. Among these activities include skating, snowboarding and editing photos and short films.

ADAM LEIBOWITZ
Food and Dining

Adam Leibowitz is a junior at Lynn. He is currently studying public relations and advertising. Leibowitz seeks a career in real estate sales and is developing his own practice in the meantime. He is most notably known by many as "Mr. Personality."

JESSICA LYME
Book Review

Jessica Lyme is a freshman studying digital art and design. She is a proud member of Theta Phi Alpha and also holds a position in the Chabad Student Center (CSC). She enjoys photography and hopes to pursue it after graduation.

LANA MACCHIAVERNA
Mental Health

Lana Macchiaverne is from Seaside, N.J., and studies digital art and design. She enjoys creating abstract pieces out of broken surfboards in her free time. Macchiaverne aspires to follow her passion for art and design.
DONISH HENRY-COLE
Flashback Films

Donish Henry-Cole is a 3.0 junior majoring in communication with a minor in psychology. When she is not playing soccer for Lynn, Henry-Cole is reviewing books on her blog. Henry-Cole is also a content marketing intern for Kamcord.

ASHLAN KELLY
Campus Events/Student Profiles

Ashlan Kelly is a junior at Lynn studying communications and emerging media. She is originally from Orlando and is eager to begin a career in public relations to assist Florida companies grow customer bases. She is excited to write for iPulse.

RACHEL MARGOLIS
iPulse Instagram

Rachel Margolis is a senior with a major in communications and emerging media. This is Margolis' second semester in iPulse. She is excited to experience it again, this time creating content for iPulse's Instagram.

CHRISTIAN LEE
Video Games

Christian Lee is known for being the creator, writer and host of Rag FM. He was born in Long Island and was raised with two brothers and one half brother. Lee currently studies communications and media and aspires to further his broadcast career.

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YEINA MELENDEZ
Web Support

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MEET THE STAFF WRITERS

LUCAS ORELLANA
Club Profiles

Lucas Orellana, senior, was born in Argentina and raised in Miami. Aside from writing, Orellana enjoys playing soccer for Lynn and helped them win the NCAA title his freshman year. The sports management major interns for Sponsor United.

DANIELA PAPADAKIS
Healthy Eating

Daniela Papadakis is a junior studying multimedia journalism. Originally from San Juan, Papadakis moved to the US to study at Lynn. She is one of the lead anchors for iPulse Live and is also a student athlete for the XC team.

ASHLEY PITRE
Art and Relaxation

Ashley Pitre is a senior at Lynn. She is pursuing a degree in advertising and public relations with a minor in graphic design. Originally from New York, Pitre moved to Florida and pursued broadcasting for a year at Southeastern.

MEHDI SHAH
Technology

Mehdi Shah is currently studying digital art and design. Through time, Shah developed a passionate hobby for Photoshop and writing. He aspires to do something creative with his writing one day after graduation.

DARPN SHAH
News

Darpan Shah, senior, is studying communication and media, specializing in film and television. He plans on completing his master’s degree from Lynn and looks forward to finishing his education and pursuing a career in writing.

WHITNEY SHARPE
Around Boca

Whitney Sharpe, senior, studies multimedia journalism with a minor in fashion and retail. In Nov. 2015, Sharpe won the coveted title of Miss Massachusetts USA 2016, spending the year volunteering and attending more than 100 events.
BRIANA RANDALL
Fashion Trends

Briana Randall is a senior majoring in multimedia journalism and minoring in fashion. As a returning staff writer, Randall plans to continue to expand her portfolio and to take part in the many valuable opportunities Lynn offers.

CARY RUCKER
How-To/Film Reviews

Cary Rucker is a senior studying film. She aspires to write and direct movies following graduation. As a returning staff writer for iPulse, Rucker is eager to lend her skills to the print and broadcast components of iPulse.

MARIAH SAAD
Food & Dining

Mariah Saad is a transfer student studying communication and emerging media. She enjoys drama, movies and traveling back to her hometown in Brazil. One day, Saad aspires to take over her family's business.

JORDAN VERDADEIRO
General Assignment

Jordan Verdadeiro, senior, believes that the best things a girl can be are confident, intelligent and unafraid. She is a junior at Lynn and has a passion for story-telling and being on TV. Verdadeiro recently interned with ABC 7 in Washington D.C.

MEGAN WEINRAUB
General Assignment

Megan Weinraub is from New Jersey and is a senior studying digital art and design. She recently studied abroad in Australia and traveled to Indonesia and New Zealand. She aspires to pursue photography.

MATT WEITZ
Video Support

Matt Weitz was born and raised in Atlanta. He looks forward to bringing credible content to iPulse's print and broadcast sides. Aside from writing, Weitz has a passion for sports and enjoys spreading his knowledge.
LYNN PRESENTS A CELEBRATION OF NATIONS
Students And Staff Are Treated To A Global Dining Excursion

Above: Students and faculty experienced a taste of different cultures at last week’s celebration. Staff Photo / A. Eaton.
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WAXING THE CITY
{SERIOUS ABOUT SMOOTH}
Last month, President Ross stood among Lynn students and signed a civility pledge for Lynn University Project Civitas, a campus and community-wide initiative which seeks to utilize education as a means to help promote a sense of community and civility within politics and public life. Learn more and make the pledge by visiting http://ow.ly/Mtul308goXc.

Students: Enter a campus-wide contest to design the new “civility commitment” sticker for Project Civitas. These stickers, which will say “I embrace civility!,” designate our personal commitments to the values of civility, tolerance, understanding and inclusion. Send designs to Dr. Watson (rwatson@lynn.edu) and Professor Varga (tvarga@lynn.edu) by 5 p.m. on Feb. 28.

ATHLETICS

WOMEN’S

NEXT GAME Date Time
SOFTBALL vs. Tampa 3/4 3 p.m.
SOFTBALL vs. Tampa 3/4 12 p.m.
SOFTBALL vs. Tampa 3/4 2 p.m.

MEN’S

NEXT GAME Date Time
BASEBALL vs. Florida Southern 2/24 2:30 p.m.
BASEBALL vs. Florida Southern 2/25 11 a.m.
BASEBALL vs. Nova Southeastern 3/3 2:30 p.m.

UPCOMING EVENTS

Alternative Spring Break Tabling
2/24 @ 11 a.m. | Lynn Student Center

Lynn Preview
2/25 - All Day | Lynn University Campus

Career Fair Registration Table
2/27 @ 6 p.m. | Assaf Courtyard

Black History Showcase
2/27 @ 7 p.m. | Amarnick-Goldstein Hall

Honors Convocation
2/28 @ 6 p.m. | Wold Performing Arts Center

DOWNLOAD THE APP

Find iPulse in the app store or scan the QR code
The Women's March
A Look Into the Historic Fight for Full Equality

Also in This Edition:
Upcoming Ceremony Honors Students
Profile Spotlight: iPulse Live Creator
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Rachel Margolis
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Briana Randall
Karla Rosario Cesari
Cary Rucker
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Stefanie Powers

Faculty Advertising Advisor
Gary Carlin

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7 CONSUMERS BEWARE
A Look At How Advertisers Prey Online Data

Editor Victoria Alvarez observes a piece from Eran Shakine's 'A Muslim, A Christian and A Jew' Exhibit while in Berlin, Germany for study abroad fall 2016. Learn more about the exhibit at jmberlin.ed. Staff Photo/V. Alvarez.
LYNN NEWS

THIS YEAR'S HONORS CONVOCATION IS SET
Honor Students For Fall 2016 To Be Recognized For Achievements

By SYDNEY LEPSELTHER
Staff Writer

Students will be recognized for their high academic achievement for the fall of 2016 during this year's Honors Convocation to be hosted on Tuesday, Feb. 28 at 6 p.m. in the Wold performing Arts Center.

Speakers for this ceremony will include President Kevin Ross and 2015-2016 Faculty Member of the Year, Dr. Sonne Unger.

"For the past four semesters I have pushed myself into maintaining [a high] GPA," said Colleen O'Connell, senior. "When I get recognized for my hard work it makes it all worth it."

There are various honorary titles that students may achieve when meeting certain academic standards.

Among these include the Dean's List, which recognizes students who have completed a minimum of 12 semester credits with a grade point average of 3.5 or higher. Students who have earned Dean's List honors for four consecutive semesters and who have maintained a grade point average of at least 3.5 are recognized by the Honor Society. The highest revered honor society, the President's Honor Society, recognizes students who have earned Dean's List honors for six consecutive semesters and who have maintained a minimum grade point average of 3.75.

"Maintaining honors requires daily sacrifices," said Gavin Cohn, junior, who received Dean's List honors recognition during last semester's convocation. "But for me, it is all worth it in the end. You only have one chance to create your academic reputation."

About 200 students make up the top 10 percent of Lynn's student body who will be recognized for one of these honors. All are invited and welcome to attend the ceremony, regardless of qualification.

"The convocation is an opportunity to recognize students who have excelled academically," said Dr. Gregg Cox, vice president of academic affairs. "[It's] a chance for them to be seen by their peers and by the faculty."

The honors convocation will conclude with light refreshments and a social hour. For more information on the event, how to get involved or for information regarding the qualifications for certain honors, visit lynn.edu.

Above: Vicky Elhelbawi, senior, and Colleen O'Connell, senior. Staff Photo / S. Lepseltuer.

Above: Students are recognized for their academic achievements. Staff Photo / S. Lepseltuer.
WOMEN AROUND THE WORLD JOIN IN PROTEST, Thousands Of Men And Women Gather For The Women’s

By KAITLYN FRAME Assistant Editor

One day following President Donald Trump’s inauguration, women from all over the world gathered in protest to promote equality and to protect the rights of women. The Women’s March on Washington was hosted in Washington D.C. but was joined by protesters in virtually all 50 states and in prominent cities including Miami, Pittsburgh, New York City and Chicago. Thousands of protesters across seas in Europe, Australia, New Zealand and Antarctica, also took to the streets in protest of the new administration.

The March, which had an estimated half a million attendees, was organized to show support for causes including immigration reform, health care reform, protection of the natural environment, LGBTQ+ rights, racial justice, freedom of religion and workers’ rights.

“Today we marched for the future,” said Sherry Phillips, Boca resident who attended the Women’s March in Washington D.C. “We call on leaders around the world to protect our rights no matter our race, age, sexual orientation and gender.”

Hope Gillespie, a junior at George Washington University, was also in attendance. Gillespie had just returned from a semester abroad in Ireland and says she felt like the states “alienated” her while she was away.

“Our nation told our little girls to sit down and shut up,” said Gillespie. “For me, [today] was a reminder that women like my mother and my grandmother are not alone in being strong and independent women.”

“We CALL ON LEADERS AROUND THE WORLD TO PROTECT OUR RIGHTS NO MATTER OUR RACE, AGE, SEXUAL ORIENTATION AND GENDER,“

- Sherry Phillips, marcher

Across borders in Pittsburgh, participants marched through the city to the Market Square, giving locals and students the opportunity

Above: A young boy holds up a sign in support of his mother and his friends at a march rally in Sydney, Australia. Stock Photo.
STORY

DEMANDING THAT THEIR RIGHTS BE PROTECTED
March On Washington, One Day After Trump's Inauguration

to express their concerns and feelings toward the President, who faced media scandal and public controversy surrounding what many concurred was misogynistic mistreatment of women.

"I marched because I believe in women and our capabilities to do whatever it is we that we want to do," said Gabbi Hamer, senior at Point Park University in Pittsburgh. "Being raised by a woman who made her way as a black woman in a white male dominated profession really motivated me to fight for my rights."

For many, the marches represented a way for these women to make their voices heard and to carry on the legacy set forth by the women that came before them.

"I was brought up not just being told, but witnessing that I could be anything I wanted to be," Hamer continued. "I saw how hard my mom fought for it and how much she had to prove and I think I wanted to march because continuing a fight for equal rights is the only way to repay those who blazed the trail before us."

The marches highlight a growing tension between government officials and the general public in the months proceeding the election.

According to the movement's social media platforms, organizers plan on releasing specific information pertaining to upcoming protests and events.

To learn more about how to get involved, visit http://www.womensmarch.com.

Above: Protesters in Marseille, France demonstrate support for the movement. Stock Photo.

Above: Protesters in London pay homage to the suffragettes of the early 20th century. Stock Photo.
STUDENT PROFILE

IPULSE REVOLUTIONARY LEAVES HIS LEGACY
Chris Daniels, Senior, Reflects On Making His Mark On Campus

By ADRIANNA MATAMOROS
Editor

Sitting in front of a wall of TV monitors, Christopher Daniels, senior, observes each angle of the iPulse Live newscast, directing his talent and camera personnel through a wired headset.

"We are switching the story on Russian intervention with the uprising of rebels in Aleppo," he says through the mic, leading his crew from the director's chair in the production studio. "Standby, we are ready to go live."

Daniels' ability to lead a crew of a dozen students seems natural to the multimedia journalism major who wears the title of video editor for Lynn's iPulse broadcast team. It comes as a surprise then, when Daniels reveals how new he is to the video production realm.

"When I was asked to lead the video side of iPulse a year ago, I thought it was a crazy idea," he said. "At that point, I had not even taken a journalism class."

In a testament to Daniels' natural talents, his first encounter with journalism was just last fall, three years into his academic career at Lynn.

"I went for history," Daniels said, recalling the area of study he pursued upon coming to the university from his hometown of York, Pa. "I made a knee-jerk decision and switched my major to drama in my sophomore year. But it wasn't until my junior year that a close friend of mine introduced me to iPulse."

To the surprise of Daniels, iPulse offered a creative outlet into a sphere he had not explored before. From then on, the uncertainty that plagued Daniels three years prior in the wake of his move became clear.

"I came to school feeling pretty lost," he said. "After discovering broadcast through iPulse, I was convinced that what I want to do is video production and I have never looked back."

Under the guidance of Martin J. Phillips, associate professor and veteran television producer, Daniels cultivated, produced and directed a revolutionary iPulse Live news segment, which live-streamed daily to YouTube beginning in the spring of 2016.

"At first, [iPulse Live] was really rough because I was mostly doing it all by myself five times a week," said Daniels. "This year though, I have an awesome team that performs outstandingly to ensure that this year's iPulse is better than ever."

Daniels' iPulse Live conception transformed the broadcast element of iPulse, which, according to him, lingered behind an already renowned print segment in both popularity and respect.

"I hope that the video section of iPulse keeps improving after I am gone," Daniels said, alluding to his approaching graduation in May 2017. "I hope iPulse Live stays a mainstay of the paper."

The show's continuation is the legacy that Daniels wishes to leave behind when bidding farewell to Lynn and beginning a new journey in L.A. For him, the cultivation of ideas within the walls of the broadcast studio is more precious than a degree.
TECHNOLOGY

TRUTH BEHIND ADVERTISING IN A DIGITAL ERA
As Technology's Use Grows, How Is Data Really Being Used?

By ADAM YURKIEWITZ
Editor

Social media has a presence in virtually every country around the world. From the 1.79 billion monthly active Facebook users, to the 317 million Twitter users, digital advertising is likely to be viewed multiple times per day.

With the ever present addition of advertising on these various platforms, how do people feel about how their information is treated online? How does searching for something allow companies to follow consumers' Internet activities?

In October of 2016, the Federal Communications Commission sided with those concerned about their privacy. Their recently enforced rule requires websites that contain advertisements with user data to seek the individual user's permission prior to displaying the material. If they are to deny it, the advertisement publisher is forbidden to collect the user's data for targeting purposes.

"We carry more intimate information on the devices in our pockets and on our wrists than most personal diaries," said Diego Naranjo, advocacy manager at European Digital Rights. "Our browsing history alone can already tell a lot about us and who we are, where we are, what we do in our free time, our fears, our political views and our relationships."

In today's era of constant connectedness, it is not a coincidence that popular websites, such as the New York Times or Amazon.com, happen to display a user's favorite products and services. Online advertising works by reading users' cookies, which are small data files kept on each user's computer after they visit a website.

These cookies are then intercepted by third party advertisers, such as AdChoices and Google AdSense, which take what one has recently looked up. Next, these advertisement publishers attempt to display relevant material to them based on their previous queries, while tracking their user's every move once he or she makes the click on the targeted advertisement.

"Facebook serves as a spearhead for producers [and] consumers to spread information around the world," said Taiwo Justice Olorunlana, senior. "For me, Facebook is a multidimensional social network for all businesses that grant business autonomy for its users."

Since online advertising's inception at the beginning of the internet's time, their abilities have become more intricate, making this industry a booming business.
ATHLETICS

WOMEN'S

NEXT GAME                        Date   Time
SOFTBALL vs. Tampa              3/3     2:30 p.m.
SOFTBALL vs. Tampa              3/4     12 p.m.
GOLF vs. Tampa                  3/4     2 p.m.

MEN'S

NEXT GAME                        Date   Time
BASEBALL vs. Nova Southeastern  3/3     2:30 p.m.
BASEBALL vs. Nova Southeastern  3/3     11 a.m.
LACROSSE vs. Young Harris      3/4     4 p.m.

UPCOMING EVENTS

Career Fair Registration Table
2/27 @ 6 p.m. | Assaf Courtyard, IBC Lobby

Black History Showcase
2/27 @ 7 p.m. | AGCH Concert Hall

Honors Convocation
2/28 @ 6 p.m. | Wold Performing Arts

Wellness Wednesdays
3/1 @ 11:30 a.m. | Lynn Student Center

Career Fair Registration Table
3/2 @ 6 p.m. | IBC First Floor

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Tuesday is the last day to submit your Project Civitas designs. These stickers, which say "I embrace civility, I designate our personal commitments to the values of civility, tolerance, understanding, and inclusion. Submit your designs by Feb. 28 at 5 p.m. to Dr. Watson (rwatson@lynn.edu) or Professor Varga (tvarga@lynn.edu)"

Find us in the app store or scan the QR code

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