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At last Tuesday's show for Nashville Fashion Week, a model struts down the catwalk representing designer Traver Rains' Spring 2012 collection for his clothing line, T. Rains. The collection was cowboy-and-Indian themed, with extreme feather headdresses and out-of-the-box cowboy boots. Photo by Kelsey Klingenmeyer.

For the full story and multimedia gallery, check out mtsusidelines.com.

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SIDELINES STATE UNIVERSITY

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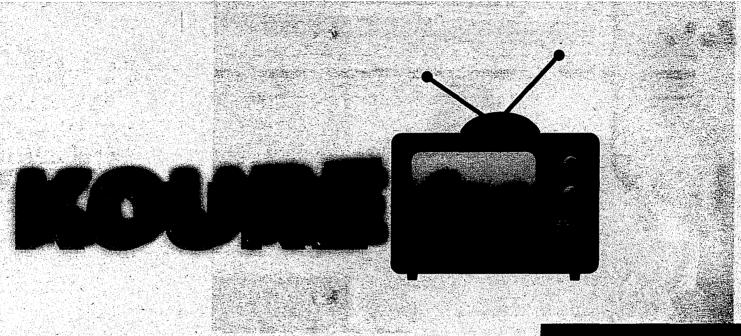
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15 Teams treat fans to dual post-season appearances

Doyle and Koure TV win at College Television Awards



by Emily West <u>Associat</u>e News Editor

hen producer Erica Doyle started working for Koure TV, she never imagined the show would be the first from MTSU to receive a nomination at the College Television Awards.

Six hundred students from 124 schools competed for the awards.

Doyle and two other crew members from Koure TV will attend the award ceremony in Los Angeles, Calif., March 30-April 2 to discover their placement in one of the 12 categories.

Thirty different students will be recognized, and Doyle will be among those crossing the stage to receive an award.

Doyle said that getting to the award show is a feat for her and the rest of the crew, and the process of getting to this point was nervewracking.

"It was such a close call because when we first entered we didn't know we would get it in on time," said Doyle, a senior majoring in mass communication. "I emailed the foundation 15 times that night, and we finally got it in the last minute."

By the beginning of early February, Doyle found out that the show made it to the blue ribbon category, but she didn't tell the rest of her crew in the event that Koure TV did not make it to the final round.

After sending four copies of the show and four of the show's promo, Doyle later received a phone call from the board announcing that she and her show were nominated for an award.

"I screamed and yelled, and the woman [I was talking to] probably thought I was absolutely nuts," Doyle said. "I told her it was the biggest thing that had ever happened to me in my life. The woman told me she had never talked to someone so excited before."

Koure TV jump-started in 2009, and when Doyle took over the show, it consisted of a variety of acts. However, Doyle had a vision of taking the show to a new level.

"Last semester I had an internship in California, and I had the opportunity to speak to my mentor, Scott Wise, who used to work at Turner Broadcasting," Doyle said. "I had spoken with him and told him what we had and wanted to do with it. He told me that I had to think outside the box and figure out what my audience was looking for. This was the time for Koure TV to have some kind of print or stamp, and we had to make it move."

Doyle said she was proud of all her crewmembers that made the show what it is.

"I try to talk to my crew as much as I can so I can see how they feel," Doyle said. "It takes a team to create a dream, and that is my motto that I live by. You need other people to create a vision. I just really wish that I had enough money to send the entire crew to California because they deserve it just as much as any of us do."

Along with Doyle, crewmembers Fadia Patterson and Marquee Doyle will attend the ceremony.

"I want all of us to go up and accept the award," Doyle said. "It's not just one person, it's everyone who made the entire show. I want them to be able to experience as much as I am going to experience."



Erica Doyle

The show that was nominated for the award has yet to air, but other episodes of the show can be found at <www.kouretv.com>.

As Doyle graduates in May, she hopes to see underclassmen pick up what she left behind.

"We are giving them all the stuff that they need in order to keep it moving," Doyle said. "I am not sure if it will end up happening, but we will see."

news

NEW APPROACHES HOPE TO SPARK INTEREST

BIG Event looks to draw larger participation



Kristen McClain, a junior in the college of Behavioral and Health Sciences and Queenie Jordan, a senior in the college of Behavioral and Health Sciences were part of The BIG Event in 2011—helping to clean up neighborhoods in Murfreesboro. Photo by Justin Bingham, contributing photographer.

by Alex Hubbard Sports Editor

mploying some new ideas and approaches, Student Government Association is looking to increase student participation in this year's edition of The Big Event.

The event- which the SGA said is the nation's largest one-day, student-run service project- allows students to work on a variety of community-improvement projects, and is set to take place March 31.

The event has already attracted more than 200 volunteers, marking an increase from the final total from last year, according to Courtnei Secrest, SGA's philanthropic coordinator.

"As far as participation numbers this year, it looks like it is going to be even larger than last year," Secrest said. "We are trying to get students more excited about community service and basically saying thank you to our Rutherford County community."

SGA is hoping to increase turnout with new approaches that are unique to this year's event, including hosting a kickoff event as well as providing the chance for participants to submit personal or group-specific applications for community projects to be included in the event.

The kickoff will take place the night before the event at The Boulevard Bar and Grill and will simultaneously serve as a finale for United Way's Day of Action, with which SGA also maintains a partnership.

"There is going to be free food, and it is a great networking experience," Secrest said. "We're trying to get students excited about the BIG Event this year, and also be a finale to United Way's service project."

March 31 marks the fourth year of MTSU participation in The BIG Event, but it is the first year that groups and organizations participating can submit applications to include a project of the participant's choosing.

More than 12 projects are already set up, Secrest said.

"We have seen a lot of interest and a lot of participation, especially from the larger organizations," Secrest said. "It's helped them so that they know all their members will have a project and have a site."

For past participants, the chance to give back to the community is a fond memory.

"It was really hot," said Anit Patel, an atlarge senator who participated in the 2011 projects. "We knocked down a building at the homeless shelter down by the railroad tracks. It was a bunch of fraternity members and a bunch of non-Greek members, and it was just a great day to help the community of MTSU."

Participation in 2011 was around the 200 mark, Secrest said, and although an increase is expected, the total number of students involved in the projects still stands as a fraction of the total student population.

Patel said more new strategies in conjunction with what has already been put in place might be needed.

"Maybe different marketing styles," Patel said. "We do a good job of trying to get people through social networking, different fraternity members and different groups. There are over 300 groups on MTSU's campus, and we try to reach out to each one of those to get as many people as we can to this event."

The BIG Event is a nation-wide event that began at Texas A&M University in 1982

to serve the community surrounding the university. Subsequently, the event caught on at schools around the nation including Florida State University, Virginia Tech and the University of Nebraska.

Texas A&M announced record participation for this year's event with 17,300 signups before the day of the event, according to the university's website. ■

Those wishing to participate in the BIG Event may visit the SGA's website, www.mtsu.edu/sga, to locate a participation form. Registration begins at 9 a.m., March 31 in the Murphy Center parking lot.

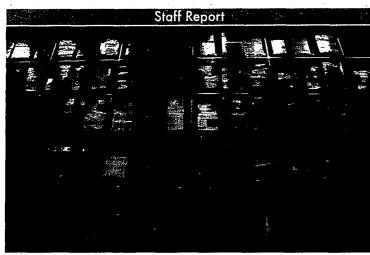
The kickoff event at the Boulevard Bar and Grill, 2154 Middle Tennessee Blvd, runs from 4-6 p.m. March 30.



More than 200 students participated in The BIG Event last year on April 2. The event was co-sponsored by the Student Government Association and the United Way.

news

Amazon breaks ground in Murfreesboro



Amazon plans to have the distribution center open by the end of the year. The company will employ more than 1,000 people.

opular online shopping site Amazon began construction March 22 as the company broke ground for its fulfillment center off Joe B. Jackson Parkway in Rutherford County.

The construction site is located on 88.7 acres of land along Interstate 24 and is projected to be over 1.3 million square feet. Joe B. Jackson Parkway is anticipated to expand to provide a turning lane along with a new four-lane

road branching to the building with \$1.3 million provided by the Tennessee Department of Transportation.

Two new traffic lights will be placed at the intersection of the industrial sites. This road expansion is also intended to aid the NHK Seating Co., which is Amazon's industrial neighbor.

The company is expected to bring more than 1,300 jobs with median pay anticipated at \$16.50 per hour and boost the local economy. The Rutherford County location evolved out of the state's agreement to let the company develop across the state.

However, the Tennessee legislature designated that Amazon would have to start enforcing the state sales tax beginning in 2014.

Amazon is also expanding to Lebanon, Tenn., and has already started plans for construction in that area. Both centers are expected to open in the last three months of 2012 in time for holiday season preparation.

Campus & Community Crime Briefs

Theft

Bell Street Lot March 20, 5:05 p.m. A complainant reported that her vehicle was entered and the belongings were stolen.

Theft

Greenland Drive Lot B March 20, 6:30 p.m. A complainant reported that his vehicle was not parked where he left it. The complainant state that the vehicle has been moved to Scarlett Commons parking.

Burglary

Cummings Hall
March 21, 12:28 a.m.
A complainant reported that
his room had been entered and
his electronic equipment had
been stolen.

Alcohol

Middle Tennessee Boulevard March 21, 1:21 a.m. Authorities arrested Clint Stone, 30, for the charges of first offense driving under the influence and violation of the open container law.

Alcohol

Greenland Drive
March 21, 2:19 a.m.
Authorities arrested Lori
French, 29, on the charge of
driving under the influence.

Vandalism

Midget Business Building Lot March 21, 1:14 p.m. A complainant reported that his bed liner had been damaged. The complainant reported that the damage was caused by someone smoking near his vehicle.

Theft

East Main Street
March 21, 1:34 p.m.
A complainant reported that
her iPod and cell phone were
stolen. The complainant placed
the items on the floor while

she worked out at the sports complex on East Main Street.

Harassment

James E. Walker Library
March 21, 6:46 p.m.
A complainant report that
she was being harassed by
a former friend. Officers
explained the warrant process
and the complainant declined
prosecution at this time.

Warrant

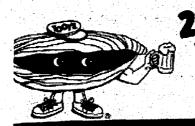
Business Aerospace Building March 22, 3:35 p.m. Authorities arrested Aaron Powell, 22, for two outstanding warrants.

Fire

Tennessee Livestock Center March 23, 7:03 a.m. Murfreesboro Fire Department responded to a dumpster that was smoldering with sawdust. The fire was extinguished by the fire department.



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RANTS&RAVES

Thursday, March 29

An Evening of Comedy with Rene Hicks JUB Tennessee Room, 7 p.m. Admission: Free

Have you ever wanted to go to a comedy club, have a few drinks and laugh your cares away—laughter is the cure for any ailment, after all, right? Unfortunately, for most college students, the price of admission into a comedy club or to see a favorite stand-up comedian can be a bit too much.

Luckily for you, MTSU is bringing the comedy to campus—minus the drinks—and better yet, it's completely free.

Rene Hicks will be the main attraction Thursday evening, and by what I've seen of her act on "Comedy Central Presents: Stand-Up" and several YouTube videos, she's a hilarious comedian I wish I had noticed before.

So, stop by the JUB and get some laughs in before heading out to your Thursday night routine—you'll be glad you did. (Nataly Morales)



JIRO DREAMS OF SUSHI

"Jiro Dreams of Sushi"
The Belcourt Theatre, 5 and 7:30 p.m.
2102 Belcourt Avenue, Nashville
Admission: \$6.75 - \$7.25 (with Student ID), \$7.25 - \$8.75 (adult)

In an age where the skinny jeans-wearing, cat-loving, bike-riding individual seems to be on every corner in Murfreesboro and Nashville, almost everyone has some new affection that could push them into hipster territory. For me, it was sushi.

If liking—no, loving—sushi makes someone a hipster, so be it, and if that's the case, Japanese sushi master, Jiro Ono is the ultimate hipster.

This documentary really manages to make a sushi roll look like a Picasso painting. Simple shots of a slice of tuna on top if a mound of white rice are accompanied by music and the whole scene grabs your attention, holds it and doesn't let go. The film also chronicles the relationship between Ono and his son as he learns the business and art of sushi.

If you can't tell, I absolutely fell in love with this film.

Do I recommend it? I'd be doing all you quirky documentary film enthusiasts a disservice if I said no. Therefore, yes, I absolutely recommend you go see this film. (Nataly Morales)

Friday, March 30

Daughtry
The Ryman Auditorium, 8 p.m.
116 Fifth Avenue North, Nashville
Admission: \$32.50 - \$52.50

If your musical tastes are at all like mine, you probably cringe when you hear the name Daughtry. However, there are some that consider him a musical artist of sorts, and for that reason this news may put a smile on your face.

The Ryman's stage will be full of electric guitar riffs and bald-headed goodness Friday evening when Daughtry takes the stage.

All kidding and sarcasm aside, going to see the band perform can actually be a good thing. For the purposes of this tour, the band will donate \$1 from every ticket sold to Malaria No More—a charitable cause trying to raise awareness of and combat Africa's malaria problem.

So, even if you're not a fan, consider taking a friend who is, and buy yourself a ticket too. The music may not be worth it, but the cause Daughtry is helping shed some light on is. (Nataly Morales)



Double Feature Friday: 'Sherlock Holmes' KUC Theatre, 7 p.m.
Admission: \$2

Who doesn't love a good mystery? Take that mystery, add a couple of cute detectives with perfect comedic timing, and you have yourself the "Sherlock Holmes" and "Sherlock Holmes: A Game of Shadows." If you haven't had the opportunity to see Robert Downey Jr. and Jude Law on screen as Sherlock Holmes and Dr. Watson, you've seriously been missing out.

However, don't fret—here's your chance to catch up so you no longer have to pretend you know what everyone is talking when discussing "Sherlock-Holmes"

The first film, as the British would say, was brilliant. The tongue-and-cheek bits were spot on and Jude Law never looked so good. There was just enough action to keep the

audience's attention without making it seem like a Vin Diesel movie. I can easily say the second film was not as good as the first, but when are sequels ever better?

Trust me—take the opportunity to catch up on both films for only \$2. If you've already seen both, why not see them again? It's not like having to see two handsome men solve a mystery is a complete burden. (Nataly Morales)

Video Game Night KUC Lounge, 4 p.m. Admission: Free

Time is running out for you to join in on the fun of Video Game Night held in the KUC. Friday night's free fun and excitement will be drawing to an end soon (this being the second to last event), and your chance to play some awesome video games will be gone.

Grab some friends, stop by the KUC lounge and enjoy a night of video gaming on the house! (Nataly Morales)

Saturday, March 31

Sound Splash Music Festival Campus Recreation Center, 12 p.m. Admission: Free

All I can say is: finally. A good music scene is finally coming to campus. Sure we have Nashville within a reasonable driving distance and Murfreesboro has the occasional gem show up during a coffee shop's open mic night, but the fact that musical acts will be playing on campus makes me giddy.

The obvious headliner is The Features, a Middle Tennessee native band who recently signed with Kings of Leon's record label, Serpents and Snakes. They're no stranger to the music scene here and in Nashville, but if you haven't seen them live, do not—I repeat—do not miss out on this chance. Their live shows are some of the most intense and energetic shows local music junkies could ask for.

Other performing artists include Indie Electro/Pop group Machines Are People Too, rapper Skewby, Chris Carpenter and Maximillian, just to name a few.

So grab your sunscreen, your bathing suit (since the outdoor pool will be open) and come enjoy the amazing spring weather and gear up for the outdoor music festival season. (Nataly Morales)

Rocketown Prom Rocketown, 6 p.m. 601 Fourth Ave. South, Nashville Admission: \$5 per ticket

Do you remember your prom? Was it as magical as *Teen Vogue* said it would be, or do you wish you could have saved the \$300 you spent on your makeup, hair and dress, worn whatever and just enjoyed the night?

Fortunately, the people at Rocketown must have thought about situations like these and decided to throw a not-so-typical prom. In fact, it's encouraged you go find a vintage dress from Goodwill for the '20s-themed event.





Hair and makeup will be provided for by Paul Mitchell the School Nashville's Design Team. The appointment is free, but in order to ensure you look your absolute best, call Rocketown and book your appointment. All that will be left to do is find a date, take some pictures and relive the awesome memories or make up for the not-so-good ones from your prom. (Nataly Morales)

Sunday, April 1

BIG Adventure Science Center, check website for show imes

800 Fort Negley Blvd., Nashville Admission: \$4 (members), \$6 (non-members) How would you describe the universe? Would you say ever-expanding, dark, beautiful or mysterious? How about the word "big?"

Unless you're a complete astrophysics fanatic or know a little something about astronomy, the numbers and theories that are thrown at you can be daunting. The planetarium show "BIG" takes you through space as you learn a little more about the universe and its wonder.

Hopefully by the end of the presentation, you'll know a little more about space and just how small we are in comparison. If nothing else, this will be a great chance for some of you to brush up on your astronomy without any lectures, PowerPoint presentations and exams. (Nataly Morales)



Auditions for "Don Coyote" The Larry Keeton Theatre, 2 p.m. 108 Donelson Pike, Nashville Admission: Free

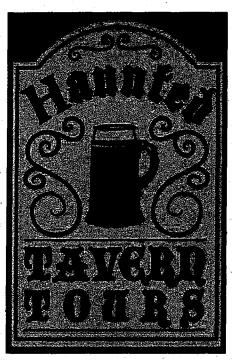
Calling all aspiring actors and actresses! The Larry Keeton Theatre will be holding auditions for their next production "Don Coyote."

The play is a revamped, modern version of the classic "Don Quixote" tale and will surely be a hit once production is underway.

Personally, I only wish I could cry, laugh or

act dramatic on command, but unfortunately, I would never be able to act my way out of a paper bag-and obviously I don't know how to tell an original joke either.

If you have the talent, confidence and are interested in acting, I fully recommend you audition for this play. Any experience is good experience and being part of a Larry Keeton Theatre production would look great on a resume. Good luck! (Nataly Morales)



Haunted Tavern Tours Nashville, Call (615) 884-3999 for starting point Admission: \$15

Did someone say ghost walks and beer? That's

right, my friends—some of Nashville's spooky and historic bars are opening up their doors to anyone 21 and up for a night of ghost tales and refreshing beer.

This isn't your typical ghost walk around Nashville. Instead of walking around the city as your tour guide tells you about different landmarks, you'll actually get a chance to sit and have a drink or two as someone tells you about the paranormal events that have taken place at the bar.

From what I've heard, most people seem to really enjoy the tour, but there are the occasional disappointed participants that decide to simply stay put after the first bar. Just make sure to go into this with a great attitude don't expect a "Ghost Hunters" night that will turn your skeptic friend into a paranormal believer.

If I were you, I would get a group of friends and reserve some spots for this one-of-a-kind bar hop. (Nataly Morales)

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COVER

Opry Mills reopens post-flood to warm Nashville welcome:



Opry Mills updates interstate passers-by about the state and progress of the shopping center. The shopping center is scheduled to reopen on March 29. Photos courtesy of Facebook.



Workers remove damaged light fixtures and engage in post-flood cleanup efforts.



Food court signs lie unused on the floor as employees work to restore the mall.

Turner, Tillis to perform; new stores featured



by Becca Andrews Managing Editor

fter 22 months, a couple false starts and countless whispered rumors, Opry Mills will reopen with a ribbon-cutting ceremony Thursday at 9:30 a.m. to eager shoppers around Middle Tennessee.

The reopening has created 3,000 job opportunities and is expected to give Davidson County a boost in commerce unlike anything the Nashville area has seen since the Cumberland River flood that caused \$200 million in damages.

The number of jobs is about the same as before the flood.

"The return of Opry Mills will be a major catalyst for the local economy, generating much-needed employment opportunities," said Jad Murphy, general manager at Opry Mills.

The business dealings in the reopening process have been complicated at best. Simon Property Group, an Indiana-based firm that owns the majority of shopping malls across the country, bought out the joint partner's share in Opry Mills, resulting in Simon Property's full ownership, according to a recent article in *The Tennessean*.

The buyout was a part of Simon Property's \$1.5 million transaction that took over Farralon Capital Management's interest in 25 malls across America.

Students are taking advantage of the job openings the shopping center offers.

"I'm working at the new Victoria's Secret at Opry, and the opening is so huge that 14 people from headquarters are coming and our store will be the only one like it in the country," said Emily Hartley, a fall transfer student and Nashville resident majoring in interior design. "All of the stores I interviewed with said that the reopening of Opry Mills has been something that is anticipated nation-wide. It's proof that Nashville can overcome an obstacle and be even better after a tragedy than we were before."

The mall has been closed due to flood damage since May 2010. Bass Pro Shops was the only store in the shopping center to reopen in the meantime in September 2010. The IMAX theater reopened the following November.

The grand reopening will be celebrated in true Nashville fashion over several weeks, with performances by country music stars Pam Tillis and Josh Turner, as well as local acts who competed in "Opry Mills Next Big Star," which was a contest to find musical acts for the opening ceremony. Tillis will be performing at 9:30 the morning of the initial opening, and Turner will perform at a finale on May 5. The finale, which has been dubbed "Southern Nights," will include a fireworks display.

"We can't wait to welcome back our eager shoppers from near and far to this beloved Nashville landmark," said Gregg Goodman, president of Opry Mills. "In just one week, Opry Mills will reopen with a stellar lineup of stores, restaurants and entertainment venues that both our loyal fans and new shoppers will enjoy."

Stores new to Opry Mills include Coach Factory Store, Coach Mens Factory, Express, The LEGO Store, Michael Kors, Polo Ralph Lauren Factory Store, Tommy Bahama Outlet and Vera Bradley.

continued on page 16

A Friendly Face in the Cafeteria

by Soizic Peron Contributing Writer

n any given day of the week, Middle Tennessee State University's campus is a small city, composed not only of students and academic faculty, but others for whom MTSU provides a paycheck. They are the hundreds of workers who clean the buildings, plant flowers and feed the multitude.

Often workers in the service industry are hidden in plain sight. Most of their customers don't know anything about them—whether they have children, if they are married, or if they are still living with their parents. But if you pay attention to these people, you will find a treasure trove of stories. Lynda Mead's is one of them.

"Good morning ladies, how are you today?"

This familiar greeting gives rhythm to Lynda's days as a cashier at the Raider Zone cafeteria where she swipes hundreds of MTSU ID cards every day.

Born on a farm in western New York, Lynda, whose age is "no one's business," couldn't imagine that at one moment in her life, she would be four times a birth mother, one time an adoptive mother, 12 times a grandmother and finally, a greatgrandmother. She also never thought she would still be working—but she has to, so she does.

"I grew up as the second oldest child of a 10-children family," she explained. "I think this is probably why I always loved working with children."

Before working at MTSU, she was a foster parent for 20 years, and a therapeutic foster parent for 10 years. She raised Monica, Michelle, Martin, Matthew and Michael, all adults now.

Lynda's life was busy, but when her son, Michael, was unable to raise his child, Lynda and her husband decided to take care of baby Faith. That was eight years ago.

When she is not working, Lynda doesn't

have any time for relaxation. Lynda and her husband consider taking care of their granddaughter their duty because she's family— and they love it.

For 13 years, she has been a food service worker on campus.

"When I started here, I was at the grill and it was really exhausting," she said.

Her life is challenging, but she has to earn money to help her household survive. Her husband, Roy, is unable to work, so she has to do it all for their family.

"You know, here most people are paid with the minimum wage, less than \$10 an hour. But I have good benefits, such as the medical insurance, and I am off for the winter break and during summer."

Lynda is always tired, but she has her reasons for keeping the job.

"I am having fun with this job; I love meeting new students every semester," she

For every student going by her cashier stand, she has a nice word.

"I remember the faces and the names really fast. For the freshmen and the international students, we are a part of their family. We are a kind of surrogate family for them- we make sure that they are eating every day and that they are doing well," she said.

She loves that, because she knows what it's like to live far away from family. She arrived in Tennessee with her husband and four children 40 years ago.

"We just fell in love with Tennessee," she said. "We were visiting people around here in July, and we just loved the weather and the area."

Her husband found a job, they bought a house and by August they were moving to Tennessee- just because they loved it.

Lynda says she's planning to work as long as she can, and that's good news for future MTSU students who will eat at the Raider Zone Cafeteria and find her friendly face.

"I REMEMBER THE FACES AND THE NAMES REALLY FAST. FOR THE FRESHMEN AND THE INTERNATIONAL STUDENTS, WE ARE A PART OF THEIR FAMILY," LYNDA MEAD SAID. "WE ARE A KIND OF SURROGATE FAMILY FOR THEM- WE MAKE SURE THAT THEY ARE EATING EVERY DAY AND THAT THEY ARE DOING WELL."

WANIII)



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Leon Alligood, Sidelines Director, Box 8 or deliver applications to COMM 130
Application deadline: 4 p.m. Wednesday, April 4
Editor selection interviews will be held the week of April 20.

AND,



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Sidelines is also accepting applications for a partitime paper distrubtion employee.

Please e-mail Leon Alligood at leon.alligood@mtsu.edu for more information.

entertainment

South by Southwest a media wonderland

by Jarrod Boone Contributing Writer



alling all creative minds, digital Jedi, and future entrepreneurs, skip the usual shenanigans of the beach next spring break and pack your bags for Austin, Texas.

The South by Southwest (SXSW) conference is the perfect spot to interact, kick back, and drink away the sunshine until your liver is angry. Over the years, SXSW has built quite the reputation for itself as one of the top interactive, film and music festivals of its kind.

This was my first experience at SXSW, and I was blown away. It was almost as if I could feel the energy radiating from the city as I broke ground in downtown Austin at about 11:30 p.m. on March 9. "South By" (as the locals call it) was in full swing and had laid claim to the city. Every street corner, movie theater and bar was at full capacity and vibrating with spirit.

I've seen my fair share of cities around the States, and within the first 10 minutes, Austin was topping my list. Austin has any type of pub, nightclub, or restaurant you could want, and when you sprinkle a little "South by" on top of that, it becomes diabolical. Before I knew it, the drinks were flowing, the women were dazzling, the town was digital, and the energy was contagious.

The next morning, like so many others, I rode that hangover wave straight into the Interactive conference at the Austin Convention Center. Inside the convention center, the atmosphere was an 180-degree shift from the night before. Most had downed a double-shot espresso, splashed their face with cold water, popped an Altoid and settled back into reality.

If you are anything like me, you've been told from day one of your college career to "network, network, network." If your selective hearing has let just a drop of that good advice trickle through, this is the place you want to be. As a young aspiring creative mind, I was overwhelmed. The ideas, innovation and new digital media concepts that lined the halls of the convention center were almost too much to take in.

One area of the convention that stood out to me was the "idea wall," an area covered in whiteboards where people joined together for active listening and brainstorming sessions. I really enjoyed this because it allowed me to intermingle and illustrate new ideas with some of the most intellectual and creative minds the



South by Southwest (SXSW) is a set of film, interactive and music festivals and conferences that take place every spring in Austin, Texas.

world has to offer.

One thing about SXSW that was really intriguing was that you could be having a conversation with the vice president of marketing for Intel one minute, and the next minute be passing Johnny Knoxville on the sidewalk in front of the Blind Pig Pub. Some of the biggest names in the business such as Chevy, Bing.com, Nike and Google were in attendance showing off new ideas, interacting and indulging in the great food and fun that the conference brings along with it.

However, SXSW didn't confine itself to just the convention center. On the surrounding streets the crowds flocked from every direction while promoters and street teams from nearly every company under the sun filtered through the masses to reach anyone they could. They would invite you to festivities, panels, or were just out there to build awareness about new emerging companies that were set to break into the market.

As dusk fell, I found myself parched from the excitement and in need of a drink. I made my way to Lucy's Retired Surfers Bar, grabbed myself a Firemen's Ale #4 and took a seat to watch the up-and-coming talent of Ballroom Boxer take the stage for the next two hours. The atmosphere and service was unmatchable. If you like good food and beer, and like it served to you by a girl you think you recognize from a magazine cover on the table at your hotel, then make sure you put Lucy's on your list of things to do at SXSW. Before I knew it, I was neckdeep in the vibe, and making a fool of myself attempting to dance to the infectious jams of Ballroom Boxer. I downed a couple of scorpion shots (literally with real scorpions in them) with the manager, and cut up with anyone who walked by. Lucy's had caught me hook, line and sinker and I can't thank them enough for it.

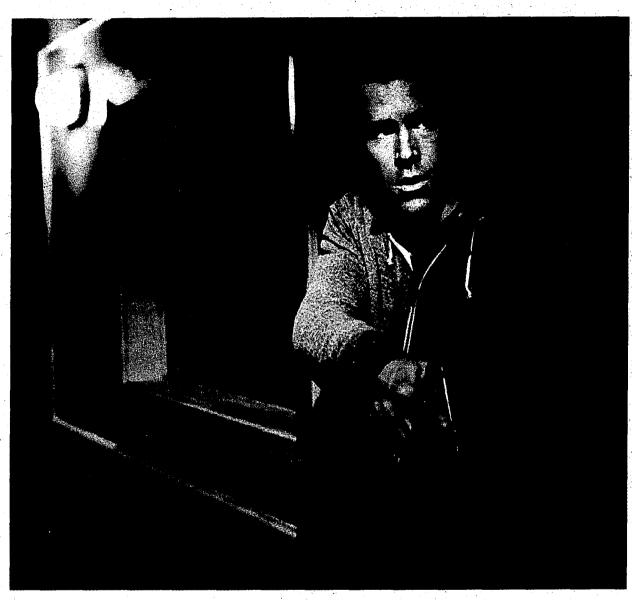
To be honest, whether you enjoy an adult beverage, there is something for everyone at SXSW. You can catch the latest film from your favorite indie director, try out some of the hottest digital devices that aren't yet available to the public, network with recruiters searching for new talent, or just grab a couple of tacos and crash out early.

Regardless of your preference, Austin is happy to have you and will surely make you feel welcome. From the minute I walked in to the minute I hopped back on that plane back to Nashville BNA, I felt comfortable, safe, and like I was a part of something. The opportunities that are available to you at SXSW are unlike anything I have ever seen. It's not every day that you come across something like this, so take my advice and do yourself the favor.

Book your flight, take time off work, do whatever you have to do to get to Austin, Texas, next year for South by Southwest. Who knows, you might even stumble your way into one of those mystical "jobs" before trekking your way back home to fall into that normal everyday routine.

ARTS & C

'Safe House': The ride you expect it to be



by Daniel Kreipe
Arts and Entertainment Editor



hen Americans go to the movies, they expect a few things. If it's a romantic comedy, they expect to laugh while watching two attractive people woo each other despite seemingly insurmountable problems. If it's an adventure film, they expect to see a daring hero overcome the odds to save the world. If it's an action flick, then explosions and gunplay had better be in abundance. In "Safe House," they definitely are.

The seemingly non-stop adrenaline ride, clocking in at 115 minutes, doesn't leave much space for you to catch your breath. This isn't a leisurely "It's a Small World" ride kind of movie; no, this is more like a zero-to-sixty-in-three-seconds roller coaster. One minute you're thinking how boring Ryan Reynolds' job is, and the next you're wondering how he's still walking after being continuously beat up for two hours.

The film tells the story of young CIA operative Matt

Weston (Reynolds) who's tasked with guarding a safe house (Hey! That's the title of the movie!). Chaos is introduced into Weston's life in the form of Tobin Frost (Denzel Washington), and soon bullets and intrigue abound.

"Safe House" does many of things well for a movie that shows the majority of its plot in the trailer. The action keeps the audience engaged and on the edge of their seats the entire time. The storyline has a couple of plot twists to keep things interesting, and there's even something resembling a love story.

But the reason this movie, and many of other movies, are worth watching is because of Washington. He plays the rogue agent with enough pizzazz to rival Matt Damon in the Bourne movies and even manages to infuse some dry wit into the tension. Reynolds performance is also admirable, but given the one-dimensional nature of his character, he could only go so far. Washington, on the other hand, is a pleasure to watch the entire time, and there are actually layers to his character.

Reynolds' performance as Weston brings the film's real flaw into focus: it doesn't slow down long enough to explore the characters and give them some depth. We spend so much time hoping that Weston doesn't get his head blown off that we don't really get to find out why we would care if he did. Weston's "love interest" is a weak attempt at adding this depth, but it seems forced and pointless. The audience doesn't get enough back story about their relationship to make them fear for its safety.

Washington's character, Frost, is superior in this regard, but he's not exactly script-writing gold either. Frost has demons in his past that drive him forward, and a hidden agenda that makes him mysterious. He isn't the protagonist, but he's far more compelling. In the end, it still feels like so much more could have been explored with Frost if he wasn't jumping across rooftops and kicking people all the time.

Basically, if you're looking for the next great action movie franchise, this isn't it. It's a simple, straightforward, shoot-'em-up kind of movie that's a pretty decent standalone. It's not going to be winning any awards, and it's not going to blow your mind. However, if you've grown tired with the increasingly complex nature of the action movie genre, and just want to get back to the "good guys shoot the bad guys" kind of movies from the '90s, then this might be a step in your direction.

entertainment-

Joe Robinson: International Man of Music



by Jane Horne Associate Arts and Entertainment Editor

ustralian native Joe Robinson gives the impression that he's been joked Robir son. in the music business for a long time- which doesn't make much sense, considering he's only been in Nashville a year-and-a-half, and he's a mere

20 years old. But if it seems like he knows what he's doing, it's because he's been an accomplished musician since he was 13.

Robinson won Australia's National Songwriting Competition at the tender age of 13 with the help of his band, the Kaotic Penguins. Three years later, his guitar skills gained him first place in the reality show, "Australia's Got Talent." Now, after releasing his first lyrical album, Let Me Introduce You, Robinson is continuing to travel the world playing his music and dazzling audiences with his smooth voice and smokingfast fingers.

With a cool, casual personality and an evident zest for life, a grinning Robinson said in regards to his latest album, "I feel like I just graduated college?

Robinson moved to Nashville in order to expand his music career. He put out two instrumental albums, but because no one in America knew who he was, he said he was given the chance to start fresh with new skills.

In the small town of Temagog, Robinson was introduced to music through his parents. His mom played the drums, and his dad played the

guitar and banjo, "but he's not very good,"

Music had forever become a part of him from the very beginning.

"Even before I knew how to play, I was kind of interested in it," Robinson said. "I thought it was just part of life because my parents did it, and I thought everyone did it."

With no formal lessons, Robinson began picking up tips from other musicians that practiced at his house and from YouTube videos. While still in his preteens, the Emmanuel brothers, Phil and Tommy, discovered the young musician and fostered his talent by having him perform with them at local shows. It was Tommy Emmanuel who brought a 15-year-old Joe to America for the

"He invited me here to play and check out Nashville and see what it's like," Robinson said. "That was, like, my eyes were open so much on that trip. That's when I decided to

Robinson's move to Nashville brought more than just the average lessons that moving to the other side of the world brings. Although singing had always been a part of his career, this gave him the opportunity to live and breathe his music, focusing on his vocals. Learning new writing skills and how to sing and play at the same time was an exciting new experience.

"It was crazy," Robinson laughed. "It was a really steep learning curve. To write lyrics, if you've never done it, is really hard. Every day I learn something new. It's a constant learning

> Joe Robinson feat. Call it Dope! March 28, JUB Tennessee Room 7 p.m. \$3 students, \$5 non-students

process."

As far as Robinson's lyrics go, his album, Let Me Introduce You, is full of relatable songs delivered with a unique sound. Everything from personal songs like "Adelaide" and "Keep It Together," to the singles "Out Alive" and "Skyline" that address the crazy moments life can bring, the hard work Robinson put into his album can definitely be heard.

Robinson's success has come with some setbacks, such as the process of finding an

American label to sign with. He has his own Australian label, "Joe's Garage," but when Robinson met with other songwriters, the first thing they asked was what format he was writing for.

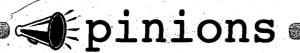
> "I would walk in a room and people would be like, 'Well, what format are you? Are we writing for country radio?' and I'd be like, 'I, I dunno man," Robinson said. "And when it comes to labels, they tend to say, 'You're really good, but we don't know what to do with you."

Not finding a fitting label hasn't been a big issue. Robinson spent a couple of months touring in Europe and routinely goes back to Australia so they know that he hasn't forgotten about them.

The writing process for his album was a new experience, meeting with songwriters five days a week for three weeks straight. Despite the grueling process, Robinson loved every bit of it.

"I even do it in my sleep. I go to sleep at night and just see a fret board."





Kony 2012: Misguided or helpful?

by Rachel George Columnist

few weeks ago a video was released by Jason Russell, co-founder of Invisible Children, about Joseph Kony and his involvement with child slavery in Uganda, Central Africa.

For over two decades, Joseph Kony has been kidnapping young children, forcing them into slavery and killing their families as the leader of the Lord's Resistance Army. Authorities have tried to capture him on numerous occasions. However, he has enhanced his tactics and strategies, making his capture difficult.

Kony began targeting citizens in 1987 by raiding their houses for weapons, supplies, etc. The LRA terrorized villages in Uganda, the Democratic Republic of Congo, Central African Republic and South Sudan. Citizens fearing for their lives slept in schools and hospitals.

The Kony 2012 campaign has made a huge splash recently in the media, and while the Kony 2012 video is very inspirational and informative, it does raise many questions. Many feel it could simply be a publicity stunt because the video focuses mostly Russell and his son. Many people believe after a few months or so, this video will no longer be talked about.

President Barack Obama released 100 U.S. forces to Central Africa to remove Kony from the battlefield. Many politicians, Republicans and Democrats believe this is a great investment. Send troops not into war, but to help save the lives of children. What will happen on Dec. 31 if Kony is not captured? Will this campaign simply be forgotten about?

Shortly after the release of the Kony 2012 video, Russell was seen walking around San Diego, naked, screaming slurs and profanity. A statement was issued on his behalf, stating that he suffered from "brief reactive psychosis, an acute state brought on by the extreme exhaustion, stress and dehydration." Apparently, he was exhausted and stressed from the positive and negative feedback of the video.

Was this episode another plan to make him famous?

Time will only tell if this campaign will be successful. MTSU student Brittany Ware questioned the overall idea of accepting donations for such a cause. "Yes, schools and homes are being built, but how does that help the children who are suffering? Who is helping them? No one," she said.

This campaign has brought about a new word: slacktivism. Society feels as though they are helping the cause and contributing by sharing information on Facebook or retweeting statuses on Twitter. News flash—you are not. Being committed to a cause is more than just sharing information; it's about being active.

Jason Russell was never highly mentioned or even noticed until this video surfaced. Joseph Kony was not nearly as broadcasted, and neither was what he was doing. Some people had never heard of him or what he was doing. Others have and just never cared to talk about it. As far as awareness goes, great job. Whether the mission will be completed, we will see.

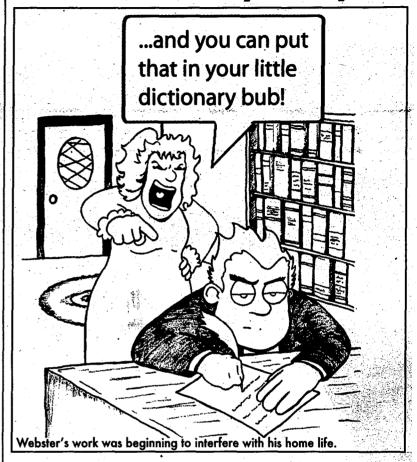
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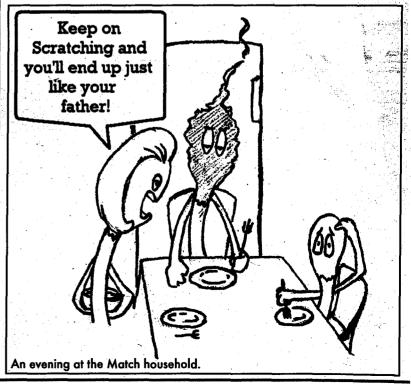




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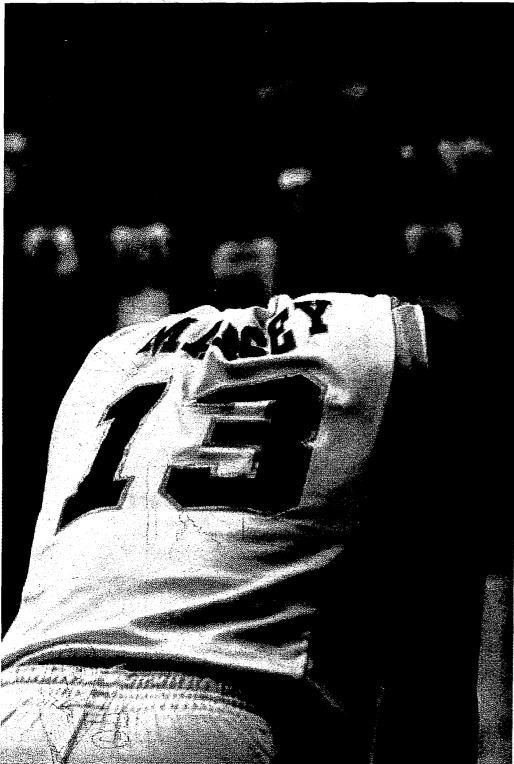
THE FINER THINGS by Jeremy Ball





sports -

Teams treat fans to dual post-season appearances



Junior guard Bruce Massey looks down as his teammates surround the foul line while the Minnesota Gophers shot the ball. Photo by Emily West, associate news editor.

March madness makes a mark

by Alex Hubbard Sports Editor

he success this season of both
Middle Tennessee basketball
teams is unmatched in the recent
memories of Blue Raiders fans.
From a Blue Raiders knock-off of

From a Blue Raiders knock-off of UCLA, to a Lady Raider takedown at home of then-No. 6 Kentucky, to post-season berths for both teams— this basketball season leaves much to be cherished and much to look forward to.

By almost any statistical measure, the Blue Raiders posted the best basketball season in its history as the squad went to the post season for the first time since 1989. The 27-7 record set best marks for wins overall and in conference.

Coach Kermit Davis's squad took off early, jumping out to a 20-2 start, 10-0 in conference play and executing as well as any team in the country.

MT rose to national status early with a dominating 86-66 victory over UCLA in Los Angeles, shooting a school record 71.4 percent from the field. It was a theme for the entire season as the squad finished the regular season ranked fourth in the country in field goal shooting percentage at 54 percent.

Led by LaRon Dendy, who averaged nearly 15 points and seven rebounds per game on the season, the team proved magnetic.

"When we came back from the UCLA game, the fans really latched on to this team," Davis said. "Even for the Greensboro game, it was a little under 5,600. In both the Belmont games, the attendance was terrific. Over our last three conference games, we averaged about 7,100. They were coming to see us play."

The culmination of fan attendance came in the third-round NIT home matchup against Minnesota, when 10,521 packed Murphy Center for a nationally televised game on ESPN.

"They enjoyed having Minnesota here,

but these fans were coming to see their guys play," Davis said. "They like their team"

The season could be characterized as the year of Dendy. The senior, who had only one year of eligibility, not only led the offensive charge, but also became the first Blue Raider to earn a Sun Belt award as player of the year, and the first to earn such a designation from any conference in 31 years.

Although the 78-72 loss to Minnesota ended his run in blue and white earlier than he would like, Dendy put it in perspective.

"It was frustrating, but I'm not going to think about today, I'm going to think about this whole year being great," Dendy said. "Coach Davis brought me a long way as a player and as a person."

Dendy always responded when the team hit a rough patch.

After losing two of three games, he responded with 26 points and 14 rebounds to put down Western Kentucky. In the NIT first round against Marshall, after MT exited the Sun Belt tournament courtesy of an Arkansas State upset that virtually eliminated the team from NCAA tournament consideration, Dendy put up 18 points and 13 rebounds.

With nine of 11 players returning for next season, replacing Dendy's leadership may not be as difficult as one might think.

"I feel like I have to take LaRon's spot next year," said junior guard Marcos Knight. "I have to be a leader like he was, come to practice every day with high energy, and work hard the whole summer."

The Lady Raiders' success under Coach Rick Insell is nothing new. The team's 26 wins, 20-game winning streak and undefeated conference regular season all helped earn a fourth-straight NCAA tournament berth and the second straight at-large bid.

continued on page 16

continued

More attractions to come with Mills opening: continued from page 9 | Veteran team to make next season stronger: continued from page 15

Old favorites here to stay include Banana Republic Factory Store, Fossil, G by Guess, Gap Outlet, J.Crew Factory, LOFT Outlet, Nike Factory Store, Tommy Hilfiger Company Store and XXI Forever.

Family dining options at Opry Mills will include Dave & Buster's, Rainforest Café, Claim Jumper, Aquarium Restaurant, Romano's Macaroni Grill and Johnny Rocket's.

Popular Tex-Mex chain Chuy's will open a location separately in Opry Mills two days before the March 29 grand opening and plans to hire about 150 people.

The mall isn't the only upcoming attraction for the Opry Mills area. Gaylord Entertainment, which owns Opryland, partnered with Dolly Parton's Dollywood Co. to present plans for a \$50 million, 114-acre water and snow park. It will be adjacent to the Gaylord Opryland Resort and Convention Center, and will be the first of its kind in the United States.

The park is slated for opening summer 2014, and construction is tentatively set to start early next year.

Before Opry Mills became the multi-billion dollar industry that it is, it was Opryland USA, an amusement park that closed at the end of 1997. The property was sold to Mills Corporation, which was later gained by Simon Property Group, who turned it into Opry Mills.

Opry Mills is also home to world-famous country music performance house, The Grand Old Opry. The Grand Ole Opry House bounced back fairly quickly after the flood, reopening its doors for live performances less than a week after it initially closed its doors due

The Opry Mills area has seen massive change over past decades, facing business deals to cater to shifts in the community and unprecedented natural disaster. The area has been one of enormous growth, and will no doubt continue to do so in the future.

Although a fourth-straight, opening-round loss stung, Insell pointed to the maturation of the team as a promising sign.

"I think the last two months or month-anda-half of our season, I saw Kortni Jones step up and try to lead us in the way that I was hoping that she would from the very beginning of this year," Insell said. "I saw Ebony Roe and [Icelyn] Elie grow up right before my eyes and become coaches on the floor."

Jones, Roe and Elie formed the backbone of the offense, averaging 16.8, 16.3 and 13.7 points per game respectively.

The improvement that Insell said he wants to see will come in the off-season. In the 60-46 tournament loss to Vanderbilt, the Lady Raiders looked outmatched in size and strength at times, and to combat that disparity, Insell issued a workout program for the offseason that will rely on weight lifting and improvements in basketball fundamentals.

Insell's requests mean that work for next

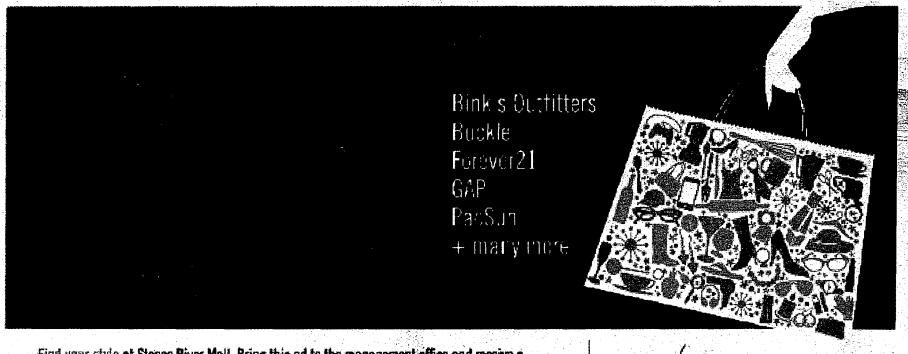
season will begin again almost as soon as this season is over.

"We're here to be basketball players and student athletes," Jones said. "It's just one of those things that you have to find deep in yourself to want to get better and to want to have a better season next year. Everything that we work for is done in the off-season."

Roe, who has already scored 1,000 career points as a sophomore, also has a list of tasks for the warmer months.

"I've stayed mainly in the post, and against most teams that's been able to work," Roe said. "But once you start playing bigger girls and smarter girls, they learn how to guard that... So I really want to work on expanding my guard skills, my jump shot and 3-pointer to take my game to more dimensions."

With every player returning but one, including all the starters, a stronger, veteran team could finally push the Lady Raiders over the hump.



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