Campus updates marketing plan

By Amber Bachiochi Staff Reporter

Southwestern’s marketing plan this year is a primary tool in its recruitment and enrollment effort. From YouTube ads to radio commercials, SWOSU’s newest marketing campaign will reach a vast number of potential students involved, and the message SWOSU is putting out.

Another way to help study is determining if you do better studying with multiple people. Students tend to share notes that can help elaborate some information on the subject. Studying in a group increases retention according to Adler said the university typically updates its campaign every two years.

Students offer study strategies

By Katie Lafferty Staff Reporter

Finals are right around the corner. The task means long hours of studying and cramming for tests. For most students, studying is not something that is easily achieved. Luckily there are tips that can make studying easier and more beneficial.

Research explains that listening to music while studying is not something that is easily achieved. For most students, listening to music while studying is not something that is easily achieved.

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Top events coming up at SWOSU

- Blue & White football game— ASAP Energy

Field, Friday, April 15, 7 p.m.

- SWOSU Research and Scholarly Activity Fair — Tuesday, April 19, from 8 a.m. to 3 p.m. in Memorial Student Center.

- SWOSU Palooza — Tuesday, April 19, 6:30 p.m.10:30 p.m. in PCEC

Baseball

Softball

Rodeo

SWOSU Snapshots

The Parks and Recreation Management students conducted a prescribed burn last week as part of the wildland fire training. (Photo by Nakota Taylor)

Southwestern students were part of the most recent SWOSU marketing campaign launched two years ago. The campaign will be updated this spring.

The Theatre Department’s opening night of Pecos Bill and Slue Foot Sue Meet Dirty Dan Gang by Tim Kelly is Thursday at 7 p.m. at the Hilltop Theatre. The series dates include Friday at 7 p.m. and Saturday at 2 p.m.

Attendance is free with valid SWOSU I.D. Tickets are $5 for adults, and $3 for students with an I.D.

The dialogue is loaded with laughs, the stage action opportunities and the townpeople of Prairie Dog are fun to play. But above all else is the legend of Pecos Bill and Slue-Foot Sue, two young people whom most folks just naturally think are a ‘mite peculiar.’

The series concludes this Friday at 7 p.m.

Students study effective on page 2

Quick links

Home ● Search ● About ● What's in Store ● Don’t Miss It! ● Latest ● Contact Us ● FAQs ● Privacy Policy ● Sitemap

Pioneer Cellular Event Center, Boyd Southall will open a concert at 7 p.m.

President Austin Cantrell (middle) with Vice President Matt Farris (left) and treasurer Ryan Schmidt (right)

Cantrell completes time as student body leader

by Caylie Patton

Staff Reporter

The student body president will soon leave his position as the leader of the Student Government Association to become a medical student at the University of Oklahoma. SGA President Austin Cantrell said this experience has been rewarding.

President Austin Cantrell (middle) with Vice President Matt Farris (left) and treasurer Ryan Schmidt (right)

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Staff Reporter

The student body president will soon leave his position as the leader of the Student Government Association to become a medical student at the University of Oklahoma. SGA President Austin Cantrell said this experience has been rewarding.

Cantrell won a hard-fought race for the presidential position last year with his running mate, Matt Farris. This year they, along with the rest of SGA, have put on events like the Occasional Cook-Off, Battle of the Bulldogs, multiple Kids’ Nights and SWOSU Palooza, which is coming up on April 19.

“At the beginning of the year, we had a realistic expectation to be the student body president this year,” Cantrell said. “One that I wouldn’t have thought for anything.”

New salliefied: Tanner Boyd SGA president

Austin Loomis — Vice President

Seth Odum — Treasurer

Details on page 3

Theatre Production: Pecos Bill and Slue Foot Sue Meet Dirty Dan Gang

by Elizabeth Folker Staff Reporter

The Theatre Department’s opening night of Pecos Bill and Slue Foot Sue Meet Dirty Dan Gang by Tim Kelly is Thursday at 7 p.m. at the Hilltop Theatre. The series dates include Friday at 7 p.m. and Saturday at 2 p.m.

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For more information or to make reservations, students can call SWOSU Hilltop Theatre Box Office at 774-6046.

Both Office hours are 4 p.m. to 7 p.m. Monday through Friday.

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Recent socially, Sanders has had a major impact on the political landscape. His campaign has raised awareness of issues such as healthcare, tuition fees, and the need for social change. Sanders' message of economic equality and political reform has resonated with many voters, especially young people. His strong performance in the primaries and caucuses has solidified his status as a viable candidate in the Democratic race. Sanders' appeal lies in his ability to connect with grassroots voters and his willingness to challenge the establishment. His campaign has sparked conversations about the need for political reform and has inspired many to become active in the democratic process.

**Marketing**

Sanders' marketing strategy has focused on grassroots organizing and social media. He has built a strong online presence and has been able to connect with voters through social media platforms. Sanders' campaign has also emphasized the importance of direct communication with voters. He has been known to personally call voters and engage with them on a one-to-one level. This approach has helped him to build a strong base of supporters who are passionate about his platform.

**Effective**

The effectiveness of Sanders' campaign has been evident in his strong showing in the primaries and caucuses. His strong performance has helped to solidify his status as a viable candidate in the Democratic race. His campaign has sparked conversations about the need for political reform and has inspired many to become active in the democratic process.

**SWOSU Snapshots**

**SWOSU students celebrate employee appreciation week**

"Staff, Administrators, and Faculty S.A.F. Appreciation week was a huge success this year, and I appreciate everyone who got involved," said Cameron Horn, S.A.F. chairperson.

The winners received a traveling trophy with their names engraved as well as an engraved pen and pencil set. Staff member of the year is Anita Fischer from the Admissions and Recruitment office who "works extremely well and in her job she has the opportunity to make each prospective student's experience unique, exciting and welcoming."

Faculty member of the year is Sara Kodumthara from the department of Social Sciences, because "she is a great example, hard worker, truly cares for students, and is one of my favorite people on campus and many more would agree."

Administrator of the year is Dr. Bath Rohd, Vice President for Student Affairs. She "got it on the basis that, as one student put it, "she makes an effort to relate personally to every student that she helps, she is a confident and compassionate leader before an administrator and that goes a long way in the eyes of the university.""

The staff, administration, and faculty appreciation week is one of C.A.U.'s favorite events," said Horn. "This year saw a huge turnout of happy people. We are honored to say thanks to them."
Random summer jobs for college students

By Max Jirak
Staff Reporter

During the summer, most college students end up doing the same old jobs. Mowing. Fast food. Something that the world has to offer,” the job description states.

No one wants to spend their summer at a job that leaves nothing but a paycheck at the end. This year, however, there are more options than that. A couple of them involve...

**TV/ACTING**

Applicants are encouraged to send in their resume to be considered for acting roles in the upcoming movie.* "The Southwestern."

The job that has been surfacing around the Internet over the past month has been traveling to drink beer. "We're recruiting three Drink it Interns to hit the road this summer and search out the best craft beer and food the world has to offer," the job description states.

The company is paying $12,000. The job wants three people.

The job wants three people. "I've been looking for an opportunity like this for over a year," said one applicant.

"This summer, I plan on traveling the country and exploring new cities," said another.

The job pays well worth the while, is a nanny. Looking on craigslist, you can find jobs that pay as much as $500 per week.

"It's a great way to see the world and make new friends," said an applicant.

Another fun and out of the ordinary job would be to work on the Maury show. "I've always been a fan of the show," said one applicant.

The leadership for the 2016-2017 senate session will be Tanner Boyd as president, Austin Loomis as vice president, and Seth Olaim as treasurer.

"These future leaders all have strong ties to the Student Government Association where they will continue to work and lead our students," said Austin Cannell, the current student body president. "I'm very excited to see where they take things next year."

**NANNY**

"The nanny position seems too fun but at the same time pays well worth the while, is a nanny. Looking on craigslist, you can find jobs that pay as much as $500 per week."

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**UPCOMING EVENTS**

• National Cowboy and Western Heritage Museum
• The Gifts of Imperfection Book Exploration
• Free Trip to Wal-Mart Available
• The Leadership for the 2016-2017 senate session will be Tanner Boyd as president, Austin Loomis as vice president, and Seth Olaim as treasurer.

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SGA Leadership 2016-2017

New officers for Southwestern's Student Government Association in Weatherford for the 2016-2017 year have been announced. Tanner Boyd of Weatherford will be student body president. Austin Loomis of Deer Creek will be student body vice president and Seth Olaim of Turtle is the SGA treasurer.

"The SGA is going to be dedicated to making Southwestern a better place to live for all of our students," said Austin Cannell, the current student body president. "We're recruiting three Drink it Interns to hit the road this summer and search out the best craft beer and food the world has to offer," the job description states.

The job is simple drink beer and share what, where, and who you are drinking with. That sounds pretty boring....
Spring has come to stay

By Michelle Taylor

Staff Reporter

As the cold blustery day's end, students look forward to spring and the pleasures the season brings, as well as dread the issues that present themselves. Spring cleaning and getting out doors are two things many enjoy. However, there is also seasonal allergies and enrolling for the fall semester.

Brooke Harden and Katie Lafferty both agree.

"Make sure you have plenty of allergy medications," they both said.

Spring cleaning comes to students' minds as well. This is the time to remove sweaters and coats and replace them with T-shirts and shorts.

"Time to throw out the boots and bring out the sandals," student Delmi Moi keeps up with what is trendy in the semester.

By Michelle Taylor

If you are looking for a movie to watch with the family, then look no further than Here Comes the Boom.

Starring Kevin James and Salma Hayek, Here Comes the Boom is a charming movie that has action for the men, romance for the women and a fun story for the kids.

It was released in 2012 and it earned PC (Parental Guidance) gave Here Comes de Boom a 6.5 out of overall rating.

Here Comes de Boom is a typical movie that involves a man who once was a great teacher but has allowed life to get him down.

The school is struggling financially and announces that they will be shutting down the music program due to low school funding. Scott Voss (Kevin James), a high school biology teacher, decides that he isn't going to allow them to close the program and seeks out alternatives to raise money. He then teams up with the music teacher, Mary (Jenny Westerink), and a former Mixed Martial Arts fighter, Niko (Ray Butten). Thus begins Voss' journey to fight to MMA to earn money to save the music program. In order to save the program, Voss needs to get $48,000 before the end of the school year. The plan is to fight, even lose, until that money is earned. Throughout the numerous losses, and some wins, Voss comes up to school name, Bulla (Salma Hayek), and earns her respect by the end of the film.

As Voss loses and wins several matches, he wins an appreciation from a commentator for the UFC, Mike Goldberg. Goldberg hears about what Voss is trying to accomplish and gives him an opportunity to beat the UFC's top contender, Dietrich (Krzysztof Soszynski). The final chance to earn the rest of the money needed to save the high school's music program.

Here Comes de Boom does a great job of showing the audience how Voss starts out as a lazy teacher who then gives his time to become a MMA fighter for a cause that he believes in.

I love this movie because it is a clean movie but still accomplishes telling a story and making the audience feel good. I believe that it is a must see for the whole family.
The Bulldogs were held scoreless in just one inning, the second, and they plated 12 runs in the final three frames to earn the victory by run-rule in the ninth inning. SWOSU tallied 6-3 through the bottom of the fourth inning, but Ashley Jones led off the inning with a home run and Samantha Perry added her first home run of the season, a three-run shot to right center that gave the Bulldogs a 7-4 lead. Miranda West added an RBI triple and Tori Hawk hit an RBI double to help SWOSU put up seven runs in the inning and take control of the contest. Four more runs were put on the scoreboard in the fifth as SWOSU secured the run rule. Perry had an RBI single and Emily Garcia came through with an RBI double before Taya Haney and Miranda West each had sacrifice flies that made it 14-7 after the fifth. SWOSU needed just one run to end the game in the sixth and they got that just after Samantha Householder singled up the middle, scoring McDonald for the walk off. Coupled with his 70-point ride on Thursday night, Stemo was the first Bulldog into the Don Mitchell Arena on Saturday night and he made the most of his bareback ride, scoring 81 points to win the round.

Jennifer Dearman hit a sac fly in the third to score Joel Baxley and make it 4-2 and Polston sent out a solo home run in the final four outs, including two on strikeouts.

Ouachita got within one after scoring two runs in the bottom of the inning to lead 2-1. The Dawgs scored the next three runs, getting an RBI single from Santos and a bases-loaded walk of Jacob Spring to go up 5-2. Devin Ring (4-3) got the victory after allowing four runs — three earned — on six hits in 4.1 innings of work. Jeremy Smith (6-3) started but took the loss after allowing five runs — four earned — on six hits in 1.2 innings of work.

The plate consists of crawfish or shrimp, corn, sausage, red potatoes and a bottle of water. The two teams split the four-game conference series and SWOSU is now 15-29 on the year and 13-21 in GAC action. The Bulldogs return to action on Tuesday, heading to Alva for play with 10 games remaining in the regular season. The come-from-behind victory in game one of the day accounted for nine RBI in the contest.
ResLife

The Hunt Is On!!

Oklahoma Hall will be hosting a Scavenger Hunt! A campus-wide hunt on Thursday April 14, 2016. Residents and guests are welcome to meet at Oklahoma Hall lobby at 6:30 PM to go over details. Participants will be asked to divide into groups of 2 or 3 for the hunt and bring either a digital camera or phone to take pictures of required items and tasks. First group to complete the scavenger hunt or the group with the most completed within the hour allotted will be rewarded. We hope to see you and your friends compete in our scavenger hunt!

Pics of ResLife

ResLife Spotlight

Nathan Retherford

Hometown: Hydro, OK
Classification: Sophomore
Major: Accounting
Building: Jefferson Hall

Why did you choose your major?
I thought numbers were pretty cool, I guess.

What are your hobbies?
I play lead guitar and sing vocals in the Oklahoma City band, Cobrajab.

Who's been a major influence in your life?
Lou Reed, for so many reasons.

What's your favorite SWOSU moment?
Spinning records in R&J.

Peace, Love, and Plants

Want to relieve some stress? Maybe add a little life and color to your room? Stewart Hall is having a Peace, Love, and Plants event. There will be planting pots, trays, and seeds. You will get to have a hand on experience and choose from a wide variety of different plants. If you are feeling extra crafty you will be able to paint your pot. There will be snacks and refreshments. Most importantly, it will be a fun environment and time to have a small break from your busy school schedule. We look forward to seeing you there.

ResLIFE Happenings

<table>
<thead>
<tr>
<th>What</th>
<th>When</th>
<th>Where</th>
</tr>
</thead>
<tbody>
<tr>
<td>ResLife @ the National Cowboy and Western Heritage Museum &amp; OKC Zoo</td>
<td>April 16th</td>
<td>Oklahoma City, OK</td>
</tr>
<tr>
<td>Bingo</td>
<td>April 14th</td>
<td>OK Hall Lobby</td>
</tr>
<tr>
<td>Scavenger Hunt</td>
<td>April 19th</td>
<td>OK Hall Lobby</td>
</tr>
<tr>
<td>BYOB</td>
<td>April 28th</td>
<td>Stewart Hall Lobby</td>
</tr>
<tr>
<td>Game of Thrones Watch Party</td>
<td>April 24th</td>
<td>Black Kettle Movie Room</td>
</tr>
<tr>
<td>Grill Out</td>
<td>April 19th</td>
<td>Neff Hall Front Lawn</td>
</tr>
<tr>
<td>Jefferson Hall</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ultimate Frisbee</td>
<td>April 14th</td>
<td>R&amp;J Field</td>
</tr>
</tbody>
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