

# CARDINAL COURIER



Taking a Hit: What it Means for  
Athletes

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How to  
Brand  
Yourself

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Aftermath:  
Fisher's Thoughts  
on Violence





Britni Martin // Photo by Diana Russo

# Editorial

Most are 18 years old when they are told to have a plan for the next 50 years. College seems to guarantee financial stability and a future plan, but what does a college education really mean?

Regardless of where you choose to fulfill your degree requirements, every student who graduates receives the same diploma. This piece of paper says, 'I am qualified and have the skill set for this certain job.'

However, there is one difference: the college brand. It seems as if a degree from an Ivy League school can hold more value. Does this mean that a college education represents financial stability, rather than intelligence?

Generally, a college education seems necessary but it really is an

American luxury. The price tag can be dreadful but students and families hope that this debt will disappear with success.

Education is power but money is power as well. Those with the most financial stability seem to rise above the general population. In the past five years, Harvard has given honorary degrees to high-profile people, including, Oprah Winfrey, Mark Zuckerberg, Steven Spielberg and President George H.W. Bush.

In cases like this, schools will disregard rigorous requirements because it is more important to be a part of an individual's already successful brand. It is a win-win situation because when someone rises to the top, that university rises with them.

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*The Cardinal Courier* was created to provide the St. John Fisher College community with quality news coverage. Not only will this news agency work to seek, investigate and report the news, it will strive to do so with honesty and integrity. *The Cardinal Courier* will provide the campus with a medium in which to read interesting news articles, thought-provoking editorials and entertaining features. *Cardinal Courier* staff members hope to inform and educate their readers.

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Cover Photo: U.S. Army Graphic from the U.S. Army Website

# GOOD EATS

Is Going Vegan Really Better for your Health?



Mikaela Huber  
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All photos by Valerie Bucella

Categories exist in almost everything. There are vegans, vegetarians and omnivores. Which one are you?

The vegan diet consists of no animal products or byproducts and vegans eat only plant-based foods. The vegetarian diet consists of everything but animal products. Meat eaters, or specifically omnivores, can eat anything.

Ethical reasons aside, all three diets have their drawbacks, according to Jonathan Falanga, visiting assistant professor of Biology.

"Diets that are primarily meat based have an increase in saturated fat and cholesterol intake," said Falanga. "These types of lipids are found in abundance in animal products such as meat, poultry, fish, eggs and dairy. Excess fat, especially saturated fat, has

been shown to increase a person's risk of heart disease, high blood pressure and stroke, as well as other chronic diseases such as type 2 diabetes and obesity."

Even though a meat eater may be at risk for certain diseases, vegetarians and vegans could be at risk as well. They might have insufficient amounts of protein, vitamins and minerals in their diet, as well as an overall deficiency in calories. When an individual lacks vitamins like A, D, B12, iron and zinc, they can become underweight.

Sophomore Kate Schwartz is a vegan and takes B12 to supplement her diet. Since this vitamin comes from the dirt that cows eat, she lacks this nutrient.

"Fat is essential to any diet, and there are some healthy fatty acids that can be lacking in a vegan diet,"

said Falanga. "Most notably are Omega-3 fatty acids."

Falanga said Omega-3 fatty acids have an anti-inflammatory effect, which reduces the risks of heart disease, arthritis and even dementia.

Sophomore Aleccia Mack is an omnivore. She acknowledged that she can get protein from other non-meat products, but realizes it is easier to eat meat than to find alternatives.

"I get protein from meat so I include it in my diet," said Mack. "I'll get stuff from vegetables and dairy and then I'll get the meat to help build muscle and you know, have a balanced diet."

Whether it is a personal preference, a decision related to the environment or the way someone was raised, most have a reason behind their choice to be vegan, vegetarian or a meat eater.

"It's environmental,

ethical and health reasons," said sophomore Karli French who chooses not to eat meat. "I had to do a research project in high school actually, so I did it on the meat industry and I watched all these documentaries and I was super horrified."

One of the things that disturbed French was how lenient the Food and Drug Administration (FDA) was on some of its guidelines, including the number of somatic cells that are allowed in milk. Schwartz also said the diet appeals to her because it can help stop conditions like heart disease and high cholesterol.

"It's arguable that a vegan diet is better for overall health, in the U.S. at least, since this kind of diet does typically cut back on saturated fat and cholesterol, as well as overall calories," said Falanga.

## How to Brand Yourself

Q & A with Mary Therese and Kent Friel, Fisher alumni and owners of the Mary Therese Friel Modeling Agency



By Olivia Musacchio  
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**1. Mary Therese, you have experience on both sides of the business as a coach, agent and model. Is it important for students to gain experience in their own fields to create a successful brand for themselves?**

Experience is key in defining success. If you want to be successful, you have to be actively involved in your chosen field. Internships are naturally one way for students to gain experience, but there are many other ways. Here are two often overlooked methods. 1. Volunteer. Find a non-profit organization that needs help in your chosen field and volunteer to assist in some way. 2. Network. Find industry groups in your field, attend their networking events and introduce yourself to the professionals who attend. Opportunities don't just happen, you have to make the effort to seize them. Success comes when your personal brand reflects the value of your knowledge, experience and capabilities.

**2. Mary Therese, you found your passion in modeling, competing and helping others. How can students find their niche and what makes them unique?**

Passion is inside you. Why did you decide to go to college? What made you choose the degree path that you are on? If you want productive direction in your life, focus on the fire that you have within. Life will present you with opportunities and choices. If you work hard, listen to what is happening and stay true to your values, you will be in a good position to capitalize on opportunities that will help you define your own niche.

**3. Mary Therese and Kent, you have a solidified brand for yourself and your agency. What is your advice for students who want to create a unique brand?**

In our situation, the values of the agency are rooted in our

own. So, WE are the agency and the agency is US. The two cannot be separated. So everywhere we go, our actions reflect the entire company. The people who we represent also reflect the values of our company, which ultimately reflect back on us. We have a strong brand reputation because we treat it with a great deal of care and respect.

**4. Kent, you joined the Mary Therese Friel Modeling Agency in 1995, and created a brand that reflects both of you. How can students working with multiple people create a brand that equally reflects everyone involved?**

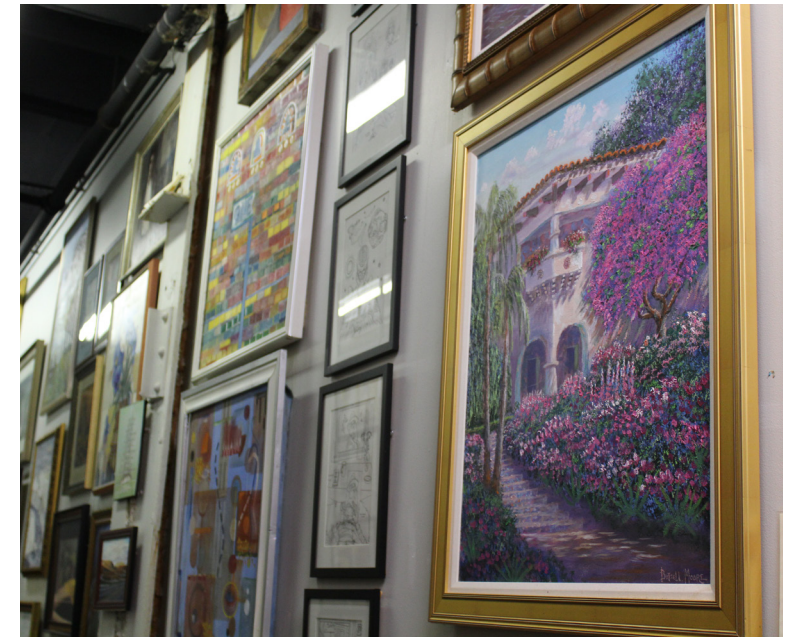
You can't. Teams are made up of individuals, but if you are going to be a successful team you have to focus on the group direction, not individual concerns. Those who have the strongest voices will naturally drive that group direction. A good team leader can assign roles to the members that best suit their individual strengths. Winning ultimately defines the brand of a team.

**5. Kent, how can students communicate their brand in a job interview?**

A personal brand is something that is evident in your body language, your speech, how you interact with others and how you dress and present yourself. It is best that you define this for yourself so that you appear consistent over time. A personal brand is someone's impression of you, it is not something that you need to voice. Prior to interviewing, spend time aligning your resume and the various electronic profiles that you have with the way that you appear in person. Research the company and the position before going to an interview so that you are prepared. At a job interview, focus on communicating your strengths and skills and forging a connection with the interviewer.



# ROCHESTER'S ART HOTSPOT



All photos by Josh Bsoul



Josh Bsoul  
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ARTISANworks, a not so typical art gallery, is a hidden hotspot in the heart of North Winton Village.

However, this isn't a normal picture perfect art gallery because it is crowded with a variety of art pieces. But don't let the chaos fool you, this non-for profit hosts dinners, weddings and other special events.

ARTISANworks has multiple re-

laxation areas with Wi-Fi and dining rooms that offer anything from small snacks to four course dinners. The building is also composed of full stages and even a film screening room. Each dining room has vast seating, preventing guests from feeling secluded or cramped. Every relaxation area is quiet, comfortable and appealing to the eye, because of the sporadic art.

Similar to a small cafe, people bring their laptop and coffee as they sit at one of the several relaxation areas. However, Event Director Victoria Benz-Gehrke notices that this mod-

ern space doesn't attract students.

"Frankly, we just do not have enough college students," said Benz-Gehrke. "This is a great place for them. They could come with friends, hang out all day and do homework."

Even though the space provides basic study necessities and it is only 10 minutes away from Fisher, students may refrain from visiting the location because of its hours. ARTISANworks is only open on Fridays and Saturdays from 11 a.m. - 6 p.m. and noon - 5 p.m. on Sundays.

Even with the limited hours,

Benz-Gehrke believes that the unique atmosphere should intrigue students. "There is always something new here, it is never the same," said Benz-Gehrke.

The gallery was created 19 years ago and has transformed into a 1,500 sq. ft. warehouse that showcases multiple exhibits with different themed rooms. Paintings, photographs, sculptures and even motorized vehicles span the walls of each room, including the American room, the French dining room, the retro room and the F-black room.

The University of Rochester hosts events at the venue but it is currently the only local college with ties to ARTISANworks. Benz-Gehrke said that she wishes local colleges would collaborate with them more often since ARTISANworks is such a unique and spacious environment.

ARTISANworks is determined to share its passion of bringing art and culture to Rochester. For only \$8, students can experience this eclectic space. In order to receive unlimited admission, a one-year membership can be purchased for \$30.

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# Aftermath: Fisher's Thoughts on Violence



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Photo by Diana Russo



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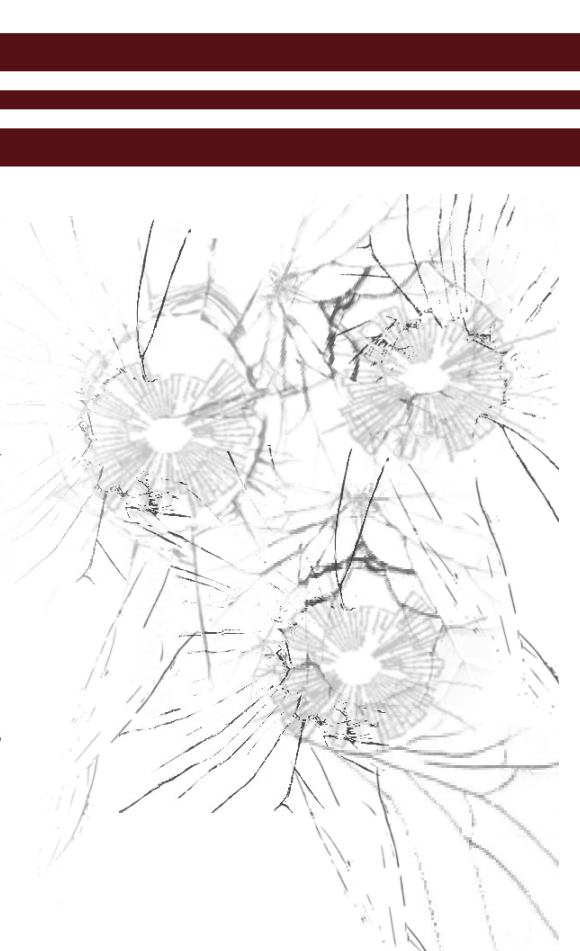
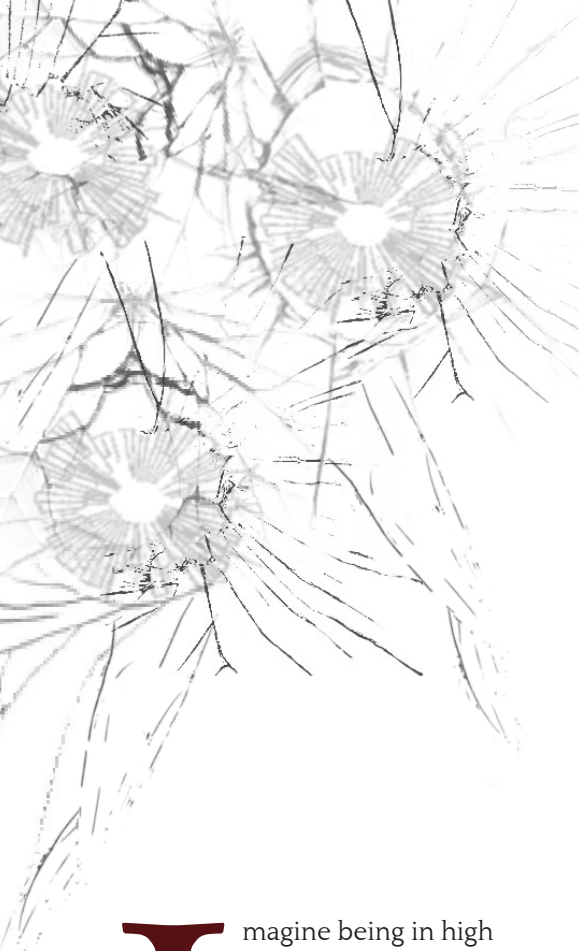
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## National violence renews debate about school safety and Fisher's next steps



Imagine being in high school again. Sitting at a small desk in a cramped and hot classroom with at least 20 other students. The teacher looks over last night's homework as students glance at the clock and wish the school day away.

It's just like any normal day. But then the fire alarm goes off. Just like every year, you and others get up in an orderly fashion to evacuate the building. It seems like an ordinary fire drill, but it's far from any normal routine.

You and your peers were tricked into meeting a former student face-to-face, who used the fire alarm to bait everyone into the hallway.

This happened to everyone who was at Marjory Stoneman Douglas High School in Parkland, Florida on Feb. 14. On that day, 17 lives were taken and 17 more were injured by 19-year-old Nikolas Cruz.

As a result, people nationwide debated gun laws and school

safety, and hoped for change. Despite the opposing views on these issues, Fisher joined the discussion. Students, faculty and staff stood up against gun violence at a nationwide school walkout and signed a sympathy banner that will be sent to the high school in Parkland.

Although several students at Marjory Stoneman Douglas gained national attention for speaking out against this violence, Fisher students made it apparent that their voice should be heard too.

Jennifer Rossi, professor of American Studies, believes that student involvement is important. "It shows people how real this issue of human life is and human life shouldn't be political," said Rossi.

However, sophomore Nichol Salvador said that the only people who should own a gun are those who

hunt and have protective authority.

"It's obviously impossible to get rid of guns all together and I feel like we

need more restrictions on who could get guns," said Salvador.

At Fisher, some think that students, faculty and staff would be safer if the security officers were to have access to firearms. Currently, the security officers do not have access to any guns on campus.

Senior Quinn Mulherin thinks that security officers should be armed.

However, he believes that they should go through extensive background checks like examining their self-restraint and common sense.

"I don't know the specific ones right now that are in the office," said Mulherin. "But possibly if we had some more higher ex-military or even someone who has worked with the police before and has extensive background checks ran on them."

John Harman, professor of political science, is in favor of arming safety and security officers to protect everyone on campus.

"I think that it would frustrate or complicate a potential shooter's action plans," said Harman.

Every year since the Virginia Tech shooting in 2007, Harman hosts safety awareness events for students who are interested in learning how to take matters into their own hands in

a hostile situation.

"This is an educational institution and that's our job is to educate people and this is certainly one of the things people are con-

cerned about and need to be educated about in terms of something they could effectively do in those very trying circumstances," said Harman.

Student Albana Mitchell does not feel like she would know what to do in the event of a shooting.

"I assume that I probably just either try to get away if I could or stay put and hide," said Mitchell. "But I feel like

that's kind of general knowledge that probably anyone would follow."

After each demonstration of public violence, the Safety and Security Department evaluates the situation and then attempts to understand why it happened. They look for the same warning signs at Fisher and then decide if procedures should be implemented on campus.

"Safety and Security recognizes the numerous real and perceived threats that face college campuses," said David DiCaro, director of safety and security. "In the last several years, there have been many security-based activities that have been initiated by the Safety and Security Department in an effort to secure the campus, raise awareness and bring a greater sense of safety to the college community."

Regardless of the precautions set in place, Harman believes that campuses are one of the primary targets for people who want to harm large groups. But he thinks that at-risk individuals are those who don't know a lot about firearms and are therefore afraid of them. Harman said the media is to blame because they don't present a true representation of what guns can do to society.

"One of the fallacies about crime control is that it's done all through laws and the definition of criminals is people who don't obey the laws," said Harman. "So the people who end up being restricted are the people who are law abiding in the first place and it doesn't do a whole lot to keep the weapons out of the hands who aren't going to obey the law."

"It shows people how real this issue of human life is and human life shouldn't be political,"

-Jennifer Rossi



Photo by Brittney Bender

# ABANDONED GOLF COURSE



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Due to surrounding neighborhoods and Interstate 490, Fisher has a limited amount of space to grow. However, the land on the south side of campus has remained minimally developed. As the college's next master plan begins to develop, ideas for what to do with this piece of land continue to be discussed.

For decades, the primary use of this land was for the Fisher golf course. Students were not charged for using the course during the school year and it was open to the public, where multiple leagues played. The prices for the public were lower in comparison to the other golf courses in the area. The typical players were young adults starting out or elderly people, since the holes were of lower distances than typical golf courses.

However, some of the holes were shortened in order to build the baseball and softball fields. When the track and field program began, the holes were shorted again to provide space for practice fields. In 2014, the golf course was closed and it was no longer mowed.

Senior Meghan LiVoti was recruited for golf and was informed about the golf course. When she arrived at Fisher, she found out that there

were only four holes left and that the course would be closed soon.

"Sometimes I feel like the golf team is at a disadvantage because we have to get to our place of practice, whereas other sports like softball, lacrosse and football is all right here on campus," said Livoti. "They don't have to go very far for it."

"The golf course was almost a breakeven proposition," said Athletics Director Bob Ward. "The profit did not exceed the cost for maintenance at a high enough percentage."

Today a mowed trail runs between

a field and a section of woods connecting to East Avenue. Additionally, facilities has taken down trees, compacted the soil and built a road near the front of the property.

The current uses of the land are varied. As the Hermance Family Chapel was constructed, dirt was staged on the south side of campus.

The Biology and Sustainability departments intend to expand this usage in the future to prevent the land from becoming too developed. Sustainability Program Director Michael Boller wants to use the area for



The former golf course property // All photos by Brian Boye

recreation and education, including putting in educational signs about trees and wildlife. During the last week of classes this semester, temporary signs from the Environmental Issues class will be installed on a path on the south campus to show the potential of this area.

"I think of that area as a golden opportunity for engaging a really wide part of the student body with understanding more about nature and the environment by having things right there in walking distance," said Boller.

Some professors also use the land for their classes. The Issues in Sustainability class cleaned up tail swallow worts, an invasive species. The Plant Biology class planted seedlings to monitor their growth.

Birds, deer, foxes, chipmunks and squirrels have been spotted on this land. Some students utilized this area to run an experiment with motion photography to see this type of wildlife.

"This is a great opportunity for students to start the process of lifelong learning that they can do in their own

backyards," said Biology Professor Virginia Maier.

Recreational opportunities such as snowshoeing and cross country skiing have been discussed as well. Behind Fisher's own trail is the Wynnds Woods Trail, part of the Town of Pittsford's expansive trail system.

Junior Jackie Marasco first used the land for sledding when she lived in Murphy Hall as a freshman.

"It's pretty much the only space where we can go be outside in nature on campus, there's not really other places to go," she said.

Although nothing is planned specifically, Ward listed tennis courts, graduate living, a concessions stand, a new softball field, bathrooms and a locker room as other potential options for the land.

"We think it has benefits for students, not just academically but for student life," said Maier. "We'd like to work together with athletics and facilities to make a plan that does all those things. Right now we are waiting for the administration to give a little more support for that."

"We think it has benefits for students, not just academically but for student life. We'd like to work together with athletics and facilities to make a plan that does all those things. Right now we are waiting for the administration to give a little more support for that."

-Virginia Maier



Photo by Brittney Bender

# TAKING A HIT: WHAT IT MEANS FOR ATHLETES



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This year, according to a report done by the NCAA's Sports Science Institute, over 2,000 college athletes will suffer from a concussion. Whether it be in a practice or in a game, these concussions are not only affecting their ability to compete, but their ability to live.

A concussion is a traumatic brain injury that affects brain function. Concussions are usually caused by a blow to the head or violent shaking to the head. Contact to the upper body is also a common cause of concussions.

In hard hitting athletics such as football, hockey, lacrosse and wrestling, concussions are the new norm in the world of injuries.

Currently on the National Collegiate Athletic Association's (NCAA) information page about sports related concussions on their website, wrestling accounts for the most concussions amongst athletes. Although, with a significantly smaller number of programs than other college sports, the data percentages do not equate to the most viewed college sport: football.

Selling more tickets than any other sport in the NCAA as well as having the most viewers for a national championship, football is the most widely sought-after sport in college athletics. Surpassing all other college sports by averaging 41,000 fans at Football Bowl Subdivision (FBS) game, football is the most viewed and attended college sport. Despite being the most popular among the other 23 men's and women's sports, football also has the most concussions out of them all.

College football players responded in a study through various universities where results were anonymously gathered about reporting concussions, resulting in the fact that for every concussion reported six were left unreported according to an article by CBS Sports.

At St. John Fisher College, according to the athletic training staff, the football team reported 14 concussions, around 10 percent of the entire team, during the 2017 season.

In college sports, one of the leading reasons that athletes don't report concussion symptoms is solely due to the fact that they do not want to miss game or practice time. Damien Mousso, a former football player and current freshman at St. John Fisher, was knocked out of the game he loves due to an unsafe amount of concussions.

"When I had my third concussion, I got it during the first quarter of a football game," said Mousso. "I knew I was concussed because I couldn't focus on the hand signals my coach was giving. But, I wanted to play through it. I knew I had to."

Jim Grant, head athletic trainer and trainer for the football team at St. John Fisher, is no foreigner to the world of concussions.

"If someone were to report to us during the game or we saw a hit where the athlete appeared to be disorientated

Story continued on page 16

or slow to get up, we would evaluate them to see if they had any symptoms or neck pain,” said Grant. “Symptoms can be headache, dizziness, loss of memory, blurry vision. If we suspected a concussion, they would be out of the game at that point, unable to return that day and then would have to go through our protocol.”

Many athletes who suffer from a concussion do not just feel the impact after the play or after a night of sleep. The effects of concussions can occur anywhere in many

different situations from the next days in the classroom to sitting down and reading a book.

“I had a headache and I couldn’t concentrate, and I was always tired,” said Mousso. “In the classroom I struggled to maintain focus or any sort of concentration.”

With a concussion lasting anywhere from days to months, trying to tough it out only prolongs the pain and can aid to long term problems that will haunt an individual after he or she has hung up their cleats.

“After those concussions I’ve noticed it’s harder for me to retain information,” said Mousso. “I also struggle to concentrate for long periods of time.”

The long-term effects of concussions have not just impacted the college athlete, but it has also caught the attention of celebrities.

Super Bowl halftime performer Justin Timberlake was asked before the big game whether or not he would let his two-year-old son play football in the future. Timberlake responded to the media by dismissing any chance of his son ever suiting up in shoulder pads and a helmet, according to the New York Times.

Timberlake is not alone. Three retired National Football League (NFL) linebackers, Nick Buoniconti, Harry Car-

son and Phil Villapiano, recently reached out to parents about keeping their children from participating in tackle football in order to protect their brains from any future damage, according to an article by the New York Post.

“I think that this is a personal choice,” said Grant. “It’s certainly something that needs to be looked at, especially with all the research showing the long-term effects of what repetitive sub-concussive blows can lead to down

the road, like early dementia and Chronic Traumatic Encephalopathy (CTE). I think football offers so much more to an athlete, such as dedication, teamwork, work ethic, etc., so it can teach young athletes so much.”

Throughout this national debate on whether or not tackling in football should be allowed, and after extensive research on concussions, the NCAA decided to make multiple changes that make the game safer and injuries easier to diagnose, said Grant.

“Within the last five years or

so, the NCAA has mandated that every institution have a concussion protocol in place,” he said. “This must include a baseline concussion test, steps to evaluate and monitor and then have a return to play progression as well as a return to learn plan. For football, the NCAA has changed rules to help alleviate concussion and head injury. Most recently is the targeting rule.”

More research is being done by multiple organizations including the NFL and the NCAA to learn more about the brain and concussions. Only time will tell whether football is a safe avenue of athletics for many youth in America to go down.

“When I had my third concussion, I got it during the first quarter of a football game. I knew I was concussed because I couldn’t focus on the hand signals my coach was giving. But, I wanted to play through it. I knew I had to.”

—Damien Mousso



Photo from U.S. Department of Agriculture’s photostream via Flickr

# Q&A

**WITH JIM GRANT, HEAD  
ATHLETIC TRAINER**

**1. How do football players get concussions more often than other athletes, as in what is the main cause for concussions in the sport?**

It’s because of the contact/collision associated with blocking, tackling, etc. A concussion can be sustained from a single hit or multiple hits over the course of a game or practice or it can be due to the head hitting the ground or another player’s body part.

**2. What is the protocol for an athlete who gets a concussion during a game, from the second that contact is made all the way to being cleared?**

So most of the time in our situation it is the athlete coming to us reporting symptoms. We don’t have the benefit of seeing a reply or usually having someone alert us to a hit that could potentially be a concussion. If someone were to report to us during the game or we saw a hit where the athlete appeared to be disorientated or slow to get up, we would evaluate them to see if they had any symptoms or neck pain. Symptoms can be headache, dizziness, loss of memory, blurry vision, etc. If we sus-

pected a concussion, they would be out of the game, at that point unable to return that day and then would have to go through our protocol. This includes a daily check of their symptoms, which they report to us. There are a few different symptoms lists that can be used with some slight difference in what they ask. The one we currently use asks them to rate 22 symptoms. Their symptom score will determine what we do on a daily basis, but we usually will do a Sway balance and reaction test on them daily until this returns to their normal. At some point we will ImpACT test them which is what we use to baseline test our athlete’s neurocognitive function. They can begin light biking if tolerated when the symptom score is below 15. If they feel worse, we stop. Once they have no symptoms, and have a normal Sway and ImpACT, they are allowed to increase their activity. For football, they lift weights. If they tolerate this with no return of symptoms we allow them to practice with no contact, followed by a contact practice. If they have no return of symptoms, they are cleared to return to play. A return of symptoms would be moving back a step and repeating the process. As for the Return to Learn piece, this is up to what the athlete can tolerate. If their symptoms don’t worsen they can go to class. If they feel worse, if it is a class with a computer screen or something like that, they may have to leave. We generally tell them to take breaks while doing any homework to lessen the likelihood of their symptoms worsening. Usually I would say if they are returning to play, they usually are returning to learn, but sometimes this may not be the case.

**3. Has the NCAA done anything regarding concussions such as rule changes, new protocols or safer equipment?**

Yes. Within the last five years or so the NCAA has mandated that every institution have a concussion protocol in place. This must include a baseline concussion test, steps to evaluate and monitor and then have a return to play progression as well as a return to learn plan. For football, the NCAA has changed rules to help alleviate concussion and head injury. Most recently is the targeting rule and previously, (back in the 70s or 80s) was the addition of a spearing rule. This was specifically added because of the increase in neck injuries.

**4. Do you agree with parents not allowing their children to play the sport because of concussions?**

I think that this is a personal choice. It’s certainly something that needs to be looked at, especially with all the research showing the long term effects of what repetitive sub-concussive blows can lead to down the road, i.e. early dementia and CTE. I think it would probably be wise to not allow tackling until a certain age. Even though little kids don’t obviously hit as hard, there is certainly a risk with this at such a young age. I think football offers so much more to an athlete, such as dedication, teamwork, work ethic, etc so it can teach young athletes so much.

# ROCHESTER'S DISAPPEARING SPORTS SCENE



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ochester is home to the garbage plate, Wegmans and Kodak. In recent years, Rochester has said goodbye to some of its local sports teams.

In the past 2½ years, Rochester has lost two local sports franchises, while the fate of the Rhinos is uncertain after the owners called a year break from play.

This decline has already created problems for students who would like to work in the sports industry.

In 2005, Rochester was ranked as the number one market for minor league sport teams nationally, according to Street & Smith's Sports Business Journal. However, as of 2017, Rochester was ranked number 70, after a 32.2 percent decrease in the attendance of local sports games, according to the Democrat and Chronicle.

One Democrat and Chronicle article by Brian Sharp credits the loss to a decrease in game attendance and lack of sponsorships. According to data from the International

League, the Knighthawks have suffered a 32.37 percent decrease in attendance and the Amerks have suffered a 45.32 percent decrease from 2006 to 2017.

Professor Patrick Gordon, who oversees the internship program for the Sports Management department, said that 229 Fisher students have completed internships at local sports franchises since 2001. However, with the decline of Rochester area sports, internships and paid jobs are becoming more competitive.

"We rely heavily on our pro sports teams here in this town to help students gain experience and complete internships," said Patrick Gordon. "And with the loss of some franchises, we need to get more creative in where we send students and give them some of those experiences, even if it's going to require us to search beyond Rochester."

At Fisher, every sports management major is required to complete two internships, many of which are with local sports franchises. However, some of Rochester's teams have left, such as the Rattlers, an outdoor lacrosse team, and the Western New York Flash, a professional women's soccer team.

"I think it impacts us because students have to go out

and find experiences and if there's a limited number here in Rochester, particularly in professional sport, it requires our students to extend beyond Rochester, beyond western New York sometimes, if that is the area that they want to get experience in," said Patrick Gordon.

One current student who was able to get an internship, and was eventually hired, is Gianna Sarkis, a media management major who is currently working as a communications manager for the Rhinos.

Although the Rhinos aren't playing for the 2018 season, Sarkis is still able to reach out to fans to sell tickets and prepare for the following season. Sarkis explained that the Rhinos decided to take a year break from play mainly because of how difficult the change in the ownership over to Wendy Dworkin and David Dworkin was, rather than because of low game attendance, as one Democrat and Chronicle article by Jeff Diveronica suggested. However, Sarkis explained that more ticket sales and increasing sponsorships would have helped to keep the team on the field for the 2018 season.

Sarkis mentioned that a big problem in attracting college students to Rhinos' games is informing them about the teams in the area.

Since a lot of students aren't from Rochester, Sarkis believes that they don't know these local sports teams exist and that the ticket prices are decent as well. In addition, many college students prefer to spend their time watching major national sports, rather than local sports.

"You're going to be more likely to see a Barcelona match than going to see a Rhinos game because those players are more known," said Sarkis.

Senior biology major James Felice, who is from Owego, grew up watching Binghamton Mets games (currently called Binghamton Rumble Ponies). Felice went to games when he was in elementary and middle school, mainly with his family, but went to less games in high school. However, in college, Felice notices local sports teams serve as a form of entertainment for him and his friends.

"A big group of my friends went and we had a blast," said Felice. "It was like two years ago and it was a playoff game, so it was really exciting."

Marketing major Mike Gordon works for the Rochester Knighthawks

and creates promotional campaigns. Mike Gordon has always enjoyed watching local sports teams, including his hometown lacrosse team, the Buffalo Bandits, and the Amerks. However, Mike Gordon hasn't noticed a large population of Fisher students at the games during his internship.

"I have a lot of fellow interns, from Fisher, but not really a lot of students that attend the games," said Mike Gordon.

Mike Gordon believes that few students attend local sports games because the ticket prices may be too high. Instead, they may choose to attend collegiate sporting events to save money.

"I think that college students don't necessarily have the funds to attend sporting events that often, and even though the Knighthawks are priced at a lower level than NBA [National Basketball Association] or certain leagues, it's still money that college students don't have to attend," said Mike Gordon. "And I think a lot of leagues are looking at a way to make it more affordable for college age students to attend."

To attract more college students, Mike Gordon said that the Knighthawks have worked with college activity boards to create student trips for a reduced price. Mike Gordon thinks this would be effective, since the last time he went to a Rochester area sporting event was a college sponsored trip to an Amerks game.

"I think that sporting events, in general, are attended by groups of friends that know each other from whatever college or workplace," said Mike Gordon.



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