

Georgia College's new student-led sports studio an enthusiastic success

From the COVID-19 shutdown to over 20,000 views a week: this semester saw the expansion of GC Studios, a student-led production crew.

Luke Winstel, Bailey Clark and Joel White make up the current version of GC Studios. The team of junior and senior mass communication majors began as athletics student workers, and now work together to manage athletics' social pages, boost excitement for student-athletes and produce original content.

"Everything we do at GC Studios is for the athletes to get the clout they deserve, it's not for us," Clark said. "I felt that they were underappreciated, so this is to make athletes feel wanted."

Their enterprise started with Senior Sundays, where the team would introduce senior star student-athletes to the Georgia College community. Since, administration in athletics have given them room to grow with a converted office space and major equipment upgrades.

"Once they invested in us, I knew they wanted us to execute," Winstel said. "And we're going to prove them right."

Each student assists with idea creation, footage and production, but they all have a niche. Winstel is often the voice of GC athletics but helps with editing. Clark conducts interviews, and White is their producer.

"You don't really think about it when you're watching TV, but there's a lot of background stuff going on in making sure every

camera angle cuts correctly, all graphics look good and everything runs smoothly," White said.

Many changes have led to the success GC Studios now enjoys. The team created an all-new graphics package, like broadcast overlays, and implemented a direct-to-consumer approach to social media.

"Now we're about bringing it to you, more than it being on our YouTube page, and you check it out if you want," Winstel said. "We're embracing a more modern social media strategy, and I would say, more creative."

They started with the goal of 6,000 views per month over nine months. But on any given week, the team can now expect 6,000 views in a few days. Recently, they hit their biggest viewership mark when a single Instagram video surpassed 10,000 views.

"Every time we get more than 2,000 views on a video, we're like 'this is awesome,'" Clark said. "We watch the engagement, and it's gratifying because we put so much work into the videos. I don't think we could have ever imagined that we'd have this much of a blow-up on social media."

Through the students' work, GC Studios has brought student-athletes and the wider GC community closer together.



"This kind of work spreading to the student body as a whole and giving them a sense of pride in the athletics department is the ultimate goal," said Alan Weston, assistant athletic director for communications. "These students care so much, and I appreciate their hard work. It's going to pay off for them professionally, and it's exciting to work with them and see what they come up with on a day-to-day basis."

To check out their content, follow "gcbobcats" on Instagram.

Old Governor's Mansion hosts upcoming special events

Georgia College's Old Governor's Mansion is offering several special events in the next few weeks.

As Halloween approaches, the Mansion will host the popular "Death: After Dark" tour.

This specialty tour focuses on the deathways of the 19th century. It is intended for mature audiences and may not be suitable for young children.

This tour will be offered on Friday, Oct. 22 at 7 and 8:30 p.m. Tour sizes will be limited and advanced ticket reservations are required.

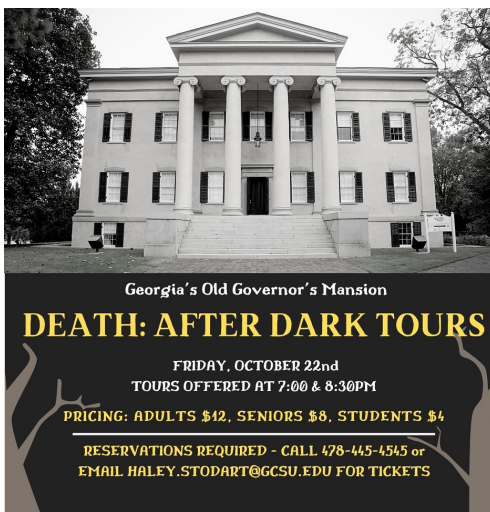
Tickets are \$12 for adults, \$8 for seniors and \$4 for students.

You can also join a virtual event to hear the history of Georgia College.

On Oct. 21 at 6:00 p.m. Dr. Bob Wilson, professor emeritus of history and university historian, will give the lecture.

Georgia College has a tradition that dates back to 1889. What was once an all female Normal and Industrial institution, is now Georgia's designated public liberal arts university.

Please call 478-445-4545 for information on either event.



GC and German students practice language skills

World languages and culture students this summer polished their French- and Spanish-speaking skills--while reflecting on the worldwide climate crisis.

The course was part of the GC Border Free initiative, which utilized Zoom to create an international classroom. Thirteen Georgia College students interacted online with education majors in Northeast Germany, who needed to practice their English skills.

"This was a really innovative and ambitious course. It brought together a diverse group of students from both sides of the Atlantic and got them thinking together across cultural differences about a global problem," said Dr. Libby Murphy, chair of World Languages and Culture. "This, to my mind, is liberal arts learning at its best," she said.

The course, "Climate Crisis: Teaching Fiction and Philosophy at the End of the World," was offered by Dr. Hedwig Fraunhofer in conjunction with Professor Laurenz Volkmann at Friedrich-Schiller University in Jena, Germany.

Fraunhofer is originally from Germany. The topic of climate change is frequently discussed in Europe, she said. In the United States, however, the issue gets lost in a myriad of other subjects. To counteract that, Fraunhofer said it's imperative for educators of the humanities to get involved.

"A liberal arts college is where we can establish these connections across disciplines. It is really ideal for this kind of social effort," Fraunhofer said. "The science is in, but nobody's doing anything about it. That's the role of the humanities: How are we going to make people realize what's going on and how urgent it is?"

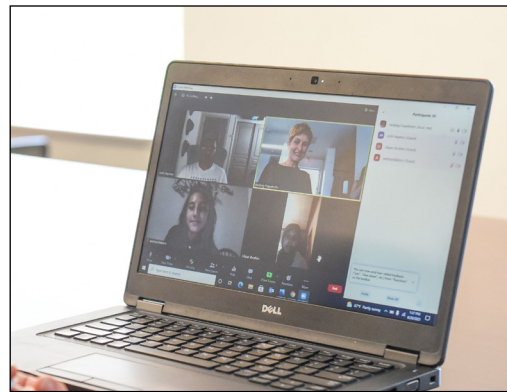
Biology professor Dr. Melanie DeVore gave a guest presentation about the science of climate change. Guests from Germany spoke about pedagogy and involved students in discussing ways to teach climate change and garner attention.

Students read a graphic novel in French and another novel in Spanish by a South American writer. They worked in bi-national groups and co-presented projects in class. Fraunhofer worked to "create strong conversations" among students. One topic of discussion was "greenwashing." That's when corporations present themselves as ecological, but it's a pretense for profits.

For their final assignment, students were asked to link what they learned in class to their majors and career interests. Some wrote short stories, while others created visual art or wrote academic papers.

Liliyan Ibrahim, '21, of Addis Ababa, Ethiopia, wrote a business proposal for her final project. She graduated in the spring with a degree in business marketing and a minor in French. Ibrahim wants to be a fashion designer. For years, she's been working on her own clothing line called "16Arrow." The world languages and culture course was a chance for her to work on her dream, while exploring the fashion industry's effect on climate patterns.

Sophomore nursing majors Joshua Haymes of Effingham, Georgia, and Andrea Villatoro of Guyton, Georgia, took the course to strengthen their Spanish skills and learn more about climate change. Haymes' mother is from Peru, and he enjoyed delving deeper into his family background. Villatoro's family is from Guatemala. With the help of a friend, they created an information video about climate change in those countries.



Joshua Haymes, Andrea Villatoro and Liliyan Ibrahim talk online with Dr. Fraunhofer.

Did you know?

For the last 10 years, the Wellness and Recreation building has been home to intramurals, clubs, aquatics, group fitness, Counseling Services, Adventure Programs and Student Health Services.

Last week, they celebrated their 10th anniversary with snacks and informational posters on the impact of their programming for the last 10 years.

With more than 100 students employees and over 100,000 check-ins each year, Wellness and Rec is a hub for campus activities.

The building also carries the LEED silver certification. LEED stands for "Leadership in Energy and Environmental Design," and focuses on a more sustainable approach to building designs and construction.

The building hosts summer and athletic camps and is open to all students, faculty, staff and the community.

For more information visit, gcsu.edu/wellnessrec.



What's going on in Bobcat Territory?

Visit frontpage.gcsu.edu/calendar

Tuesday	Wednesday	Thursday	Friday	Saturday
12 Fall Break for students is Oct. 11 and 12.	13	14 10 a.m. - 2 p.m. - The Office of Sustainability has collected donations from across campus and will host a Pop Up Thrift Shop on Front Campus. 7 p.m. - GC Jazz Jam Session at Amici Café. Hosted by our faculty and student jazz musicians, the GC Jam Session is open to all members of the community interested in working on their jazz and improvisation skills. Bring your instrument if you want to play or come just to enjoy the menu and the live music at Amici Café.	15	16 5 p.m. - GC Soccer vs. Young Harris.