



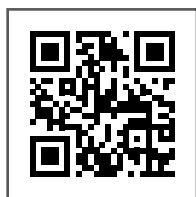
It's Raining
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Are You
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Top 10
Rom Coms
Part 1



Volume 1 Issue 1

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Is YouTube Bigger Than Television?

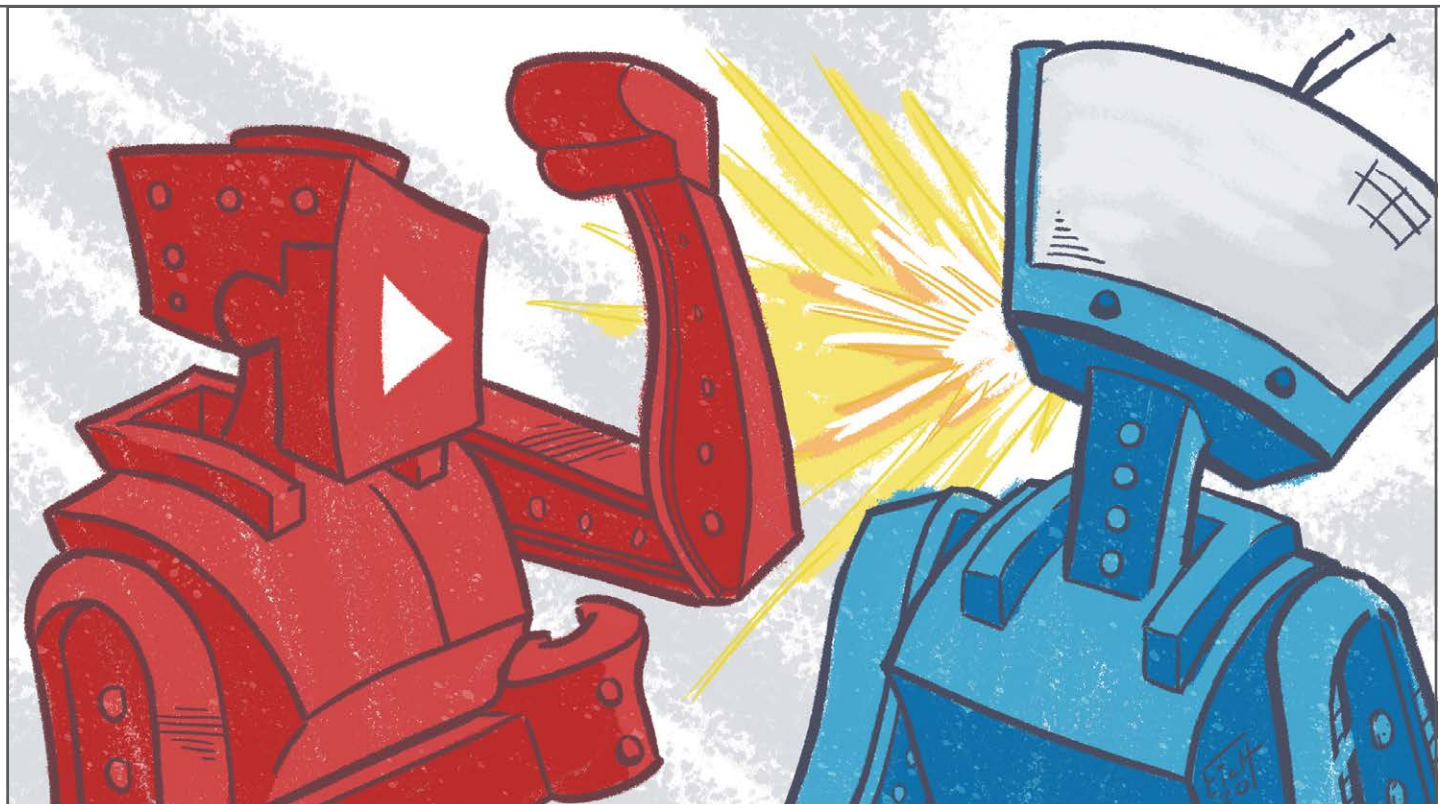
by U Cast Studios

When someone thinks about YouTube, depending upon their age group and how much time they spend online, they might have different views and interpretations of the platform. Is it a media company? Is it an ad agency connecting businesses to potential consumers? Is it a place where people post funny videos about animals and babies? Is it home to the largest assortment of podcasts on the planet? Is it inundated with large media companies' shows (i.e., late-night shows)? Is it an advertising platform?

Yes, to all of those.

YouTube is home to the largest collection of posted videos on the planet and contains all kinds of videos; from the bizarre like 'Don't Hug Mel I'm Scared,' to movie reviews like the kind that RedLetterMedia produces, and political commentators' videos like the ones that Tim Poole posts. Over the years, YouTube has amassed an enormous library of content, and due to its rise in popularity, it has run into direct competition with television.

According to Statista, in 2019, YouTube's global advertising revenues amounted to \$15 billion, up from \$11 billion in the preceding fiscal period. According to MediaPost, total T.V. advertising in 2019 was \$76.1 billion, which is down from \$79.3 billion in 2018. Now, there are no comparing revenues between these two media - television makes far more money than YouTube, at least for now, but when it comes



One of the keys to understanding YouTube is to think of it as television, and not a website.

to viewership, the numbers are shifting more and more in YouTube's favor.

According to Marketing Charts, in Q3 2018, television viewership time per day for 18-34-year-old Americans dropped by 17.2%. This translates into an average of one hour and fifty-one minutes per day of watching television, which is nearly four hours less than the 50-64 age group, and five hours less than the 65 and up age group. Additionally, traditional television only reached 73% of 18-34-year-olds. Conversely, according to Hootsuite, YouTube is the second most-watched platform for watching videos for 18-34-year-olds (after Netflix), with over 81% of all Americans aged 18-25 using

the platform on a daily basis, and 71% of people aged 26-35 years old used the platform on a regular basis.

One of the keys to understanding YouTube is to think of it as television, and not a website. You do not think of television as delivering content from just one station or source, you think of it as a medium, from which content is delivered via multiple channels or sources. YouTube is essentially the same thing; a platform for content from many sources. If you look at YouTube as a website, it is the second most visited website in America, only behind Facebook, and if you look at it as a search engine, it is the second-most used search engine in America, only behind

Are You Already A Member?

by Turner Stephens

Co-ops are often thought of as small grocery stores that primarily sell organic and vegan foods. In 2019, the 200 co-op natural foods stores sold \$2 billion, while total sales of all 40,000 food stores nationally, was \$682.86 billion. This \$2 billion is only 0.29 percent of all grocery sales. That is a huge difference in revenue!

So, if there is so much competition, why do people form and support cooperatives?

The goals of cooperatives are better service, better value (lower cost of goods and

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The Perfect Grilled Cheese

by Roberta Nadler

What do creating a mouth-watering, not-to-be-forgotten grilled cheese sandwich, and creating a successful business have in common? Quite a lot. Each requires careful thought, attention, and vision to make it all work. Reality is – it is all about carving out the all-important niche.

Following are three elements to business to consider:

- 1. What is unique about your Business?** Like the sandwich, what is your special sauce? Think of In-And-Out Burger, known for their special sauce and secret menu. For many service businesses, branding is primarily about the owner. What is your area of expertise? Or, have you created a whole new service that did not exist before? Think Instacart; fine-tuning the grocery home delivery business. Your logo and visual communication are only part of the branding experience. Branding is the entire experience, from start to finish.
- 2. Who is your ideal target client?** Who is going to enjoy the sandwich? Seniors, students, foodies? Having a narrow target audience does not mean others cannot use, or will not use your business.

For example, The Lazy Dog Restaurant caters to dog lovers. Their ideal customer loves dogs and great food. Understanding your target audience guides you with the choice of words, pricing, style, and what you offer. And, how you offer it – via Zoom, eBay, Esty, a website, a delivery truck, or a retail location? Focusing on your best customer helps business owners stretch marketing dollars further because the communication is directed to a specific target audience. A narrow audience, for many service businesses, can be a geographical location. And for other businesses, the narrow target audience can be worldwide. For example, t-shirts with Huskies doing funny things can be sold to Husky owners all over the world.

3. Finally, what does your brand stand for? What does the chef creating the sandwich care about? While food service and fair pricing are important, more is needed. What your business stands for, and cares about is an essential part of your niche. It is extremely important for most consumers. For example, the Patagonia brand stands for safeguarding, and appreciating the environment. That is something, about

which consumers care. Most long-standing local service businesses support nearby community organizations, and non-profits – assisting youth, seniors, healthcare, Rotary, Toastmasters, and more. It is part of the presentation of your memorable, never forgotten sandwich. It helps create a loyal following, a brand, a niche.

A unique niche is the first step

in the creation of a strong, long-lasting business. It is worth the time to think it through. Don't you agree?



Member, *continued from page 1*

services, or to make available goods and services that cannot be obtained otherwise), and democratic ownership.

That sounds okay, but is it impressive? Well, by putting these principles into practice, 65,000 cooperatives exist today in the USA. They are in various industries and service sectors and one in three Americans is a member. Many people do not even realize they are a member of a co-op or when they are buying a product made by one.

What do Sunkist citrus fruit, Land O Lakes butter, Ocean Spray cranberry juice, Organic Valley milk, Sun Maid raisins, Welch's grape juice, and Florida's Natural orange juice have in common? They are made and marketed by co-op member farmers. The majority of 2 million US farms are members of one or more of the 2,100 farm cooperatives. Without co-ops many farmers are forced to sell to larger farms or land developers. Worse, many go broke and leave their land. Four million farms went out of business between 1948 and 2015. One-hundred thousand farms were lost between 2011 and 2018 alone. Farm debt, at \$416 billion, is the highest it has ever been. The 2013 drop in commodity prices for many foods has continued to fall, caused mostly from the growth of large corporate farms and global competition from farms in other countries.

5,500 are federally chartered credit unions and they provide quality financial services including 30,000 surcharge-free ATMs in all 50 states and 10 other countries.

People who live in large metropolitan areas take electricity for granted. Yet, in rural areas, large utilities have found it unprofitable to provide services at reasonable rates. Currently, there are 900 rural electric cooperatives and public power districts providing retail electric service to more than 42 million consumers--that's 18 million homes--in 47 states. This comprises 33% of the U.S. electric utility industry.

Urbanites have easy access to mobile phone service and the Internet. But people in rural areas have had to work hard to get these. Because of their efforts, more people in very rural areas have access. Although 260 telecommunications cooperatives serve less than 5% of US telecom subscribers, these 5% live in an area that covers over 40% of the nation's landmass.

There are various other types of cooperatives but all co-ops are formed to address one or more of these needs: increase member income, increase bargaining power so members pay less, obtain products or services otherwise unattainable, expand market opportunities, improve product or service quality, and lower operating costs. The cooperative model of business has proven to be a successful business model for groups of consumers, producers, or workers to join together to improve their lives.

The US Census estimates that in 2019, 329 million people live in this country, of which 209 million are adults, 18 years and older. The approximate 7000 Credit Unions in the US have 110 million members--more than half of the adult population--and hold over \$1.45 trillion in assets. Of these,

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Writers: Daniel Bavi, Mariah Jeffrey, Jane Miller, Alec Moore, Chris Carnicelli, Dustin Brewer, Isabella Giotis, John Tolson, Marcella Wilroy, Novin Shakiba, Turner Stephens.
Email – UCastNews@gmail.com
Messages – 805.551.5691

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Re-Training Your Brain with Neurofeedback Therapy

by Jane Miller

When I first heard about neurofeedback therapy, also known as EEG biofeedback, I was immediately intrigued. Neurofeedback is a method of re-training your brain to more effectively distribute electrical energy, basically helping your brain become more effective and balanced. Neurofeedback is used to treat a variety of conditions from anxiety, and depression, to post-traumatic stress disorder (PTSD). In addition to treating conditions, it can also simply be used to boost effectiveness in a particular area such as concentration or creativity.

Organizations including NASA, the US military, and many pro-athletes are fans of the performance enhancing neurofeedback. For instance, basketball player Tobias Harris, who plays for the Philadelphia

76ers, uses neurofeedback for 45 minutes every day while he is on the road, according to ESPN.com. NASA uses neurofeedback in astronaut training as a method to improve astronauts’ focus and mental acuity.

A neurofeedback session generally lasts anywhere from 30 to 45 minutes, and most patients have anywhere from 20 to 40 sessions if they want to experience the desired benefits. The sessions are non-invasive, and involve electrodes placed on your scalp to measure brain wave activity. The brain waves are translated into audio, and video sounds, and images which you can watch. When your brain-wave produces an undesirable pattern, you will receive a sort of negative feedback, whether it is a sound, or the video patterns change,

that will ‘tell’ your brain that something is out of balance and must be adjusted.

As I myself experience a lot of anxiety and trouble concentrating, I thought this was something I wanted to try for myself. I also love trying new things, especially if they are related to personal growth and wellness. One of my best friends also encouraged me to try it by describing her experience with neurofeedback. She said, “It’s like doing a hundred hours of

meditation in one hour.” That sounded great to me, and also, well, a little... too good to be true. Despite a bit of skepticism, I was game to try it to reduce my anxiety.

I found a treatment center near me that does neurofeedback. Unsurprisingly, Los Angeles is filled with them. For a period of several months, I did 45-minute sessions of neurofeedback therapy, twice a week. I sat in a comfortable chair (feels like a Laz-E-Boy lounge) as

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Why is Your Air Conditioning Unit’s Airflow so Weak?

by Service Genius

If you feel like your air conditioner can be on for hours, and only slightly make your home cooler, you’re not alone. The average air conditioning unit in the Greater Los Angeles area is over 50 years old, and like most pieces of machinery that old, they get run down and become inefficient.

Here are just a few reasons why the airflow in your home is not what it should be:

Clogged Filters

If your A/C filter is old, or has never been replaced, there is a good chance this may be the culprit. Clogged filters can lead to stuffy air, hot and cold spots, or even damp areas/spots if left unattended. Change your A/C filter according to the manufacturer’s instructions to avoid even bigger issues.

Low Refrigerant Levels

Another common cause for A/C issues is a low level of refrigerant. Whether it’s time to refill the refrigerant or there is a larger issue like a leak, your unit will not be close to running at full capacity. This issue will require a trained technician to test for leaks and to service your unit.

Outdated Design

How old is your home’s air conditioning unit? If you live in Los Angeles or the San Fernando Valley, your unit was most likely installed in the 1950s or 1960s. Outdated, and old models will gradually see their performance diminish overtime. HVAC systems weren’t built to last for over 60 years!

Blocked Vents

One of the most common reasons for weak airflow is due to vents becoming blocked or obstructed. Whether the vent isn’t completely open, or something is blocking the air from normal flow, check to make sure that your vents aren’t being obstructed.

Over the last 50 years, the home services industry has stood still – until now. The team at Service Genius is able to provide a better quality of service with more innovative products and solutions by leveraging today’s technology for cleaner, more efficient, and more affordable home air conditioning in Southern California.

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MLB Confirms Red Sox Cheated, then Let Them Get Away With It

by Dustin Brewer

After the Houston Astros cheating scandal rocked Major League Baseball, it was announced almost immediately, that the Red Sox were being investigated on similar accusations. The dots between the two clubs were easy to connect: Red Sox manager, Alex Cora, had been with the Astros the previous season, in which, the Astros had undeniably cheated. After a lengthy investigation, Major League Baseball levied incredibly soft punishments on the Astros, including no suspensions for any of the players involved. Despite being heavily criticized, and given another opportunity with the Red Sox investigation to

set a standard to help prevent these types of scandals from reoccurring, the league failed once again.

For their sign-stealing scandal, the Red Sox punishments were as follows:

- Loss of a 2020 2nd-round pick.
- Suspending replay operator J.T. Watkins for the 2020 playoffs and 2021 season.

Yes, you read this right; that was the full extent of the punishment that MLB imposed on a team that cheated during a season in which they won a World Series.

Former manager Alex Cora was suspended for the 2020 season for his role in the 2017 Astros scandal, and after that

punishment was handed out, the Red Sox quickly parted ways with him. But with no additional punishments for a repeated offense, for which he was previously suspended, which culminated in winning baseball's biggest prize with his new team, Cora likely will not have a hard time finding a job in the future. The Red Sox cheated their way to a title and the only person who received a punishment is an unknown replay operator. It seems a little odd that a non-uniformed employee would be the biggest ringleader or



only culprit in a major cheating scandal.

Either it is indicative that sign stealing, and other scandals, are a bigger problem than the league is letting on, or the powers that be simply do not care that two of the last three titles in their sport have major asterisks.

Either way, yikes.

Reexamining What Should Make a Baseball Hall of Famer

by Alec Moore

The 2020 Baseball Hall of Fame Induction Ceremony has been postponed to July of 2021 due to the COVID-19 pandemic, so we will have to wait another year to see Derek Jeter enter the Hall. In the absence of a ceremony, the next best thing is clearly a debate over what should qualify a player for entry. I attended last year's ceremony to see the obviously deserving relief pitching legend Mariano Rivera get inducted, but that meant I also watched the far less obviously and arguably wildly undeserving Harold Baines get inducted. Baines was a very good player for a very long time and seems like a good guy, but at no point was he one of the best players in the game. For Baines, Hall of Fame is also a misnomer, as he wasn't very famous.

Here are some of Baines' contemporaries who were more famous: Dale Murphy, Don Mattingly, Dwight

Gooden, Orel Hershisier. You know what else all those guys have in common? They were much better players than Harold Baines. And do you know which of them are Hall of Famers?

None. Here are some other players who are not in the Hall, but who were dominant for a number of years: Tony Oliva, Kenny Lofton, Johan Santana. If the Hall of Fame is to celebrate the legends of the game, well, these guys are all legends. Oliva was twice runner up for MVP and won three batting titles for the Twins. Lofton led the league in stolen bases five times, had the best WAR in the AL in 1994, and actually finished his career with a 68.4 career WAR, which is nearly as high as the average Hall of Fame center fielder WAR of 71.3, yet Lofton received

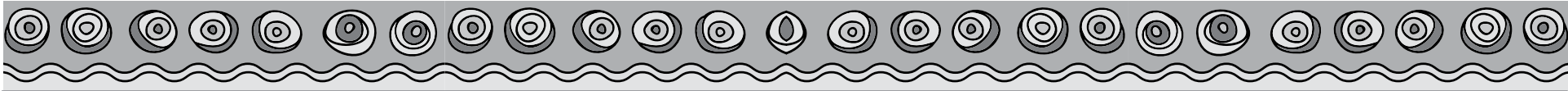
just 3.2% of the Hall of Fame vote in 2013 and was thus dropped from the ballot.

Players like these guys won MVPs and Cy Young Awards and were for a time

I would argue that if you were one of the best there ever was for a period of five years, you made a mark that deserves serious consideration for the Hall of Fame.

recognized as the best in the game at what they do. Many of them had their careers shortened or lessened after a time by injuries. Well, perhaps you've heard this phrase: "Injuries are part of the game." If that's the case, then why punish some of the game's brightest stars for having not been able to shine brightly for quite so long as some other players simply because they had

the bad luck to get hurt? I would argue that if you were one of the best there ever was for a period of five years, you made a mark that deserves serious consideration for the Hall of Fame. Bill Mazeroski is in the Hall of Fame despite a .299 career on-base percentage. He was an excellent defensive second baseman, but the reason his name was even famous before his election is that he won the 1960 World Series with one of the most famous home runs in baseball history. If one great moment can help snag a spot in the Hall of Fame, surely five great years should. While fame alone does not merit putting one in the Hall of Fame, it does seem rather incongruous to enshrine lesser players who weren't that famous, while leaving out some of the most famous stars who were rightfully celebrated in their primes.



What is a Sport, Anyway?

by Daniel Bavi

“The most crucial element to defining what constitutes a sport vs. a competitive activity is not skill, physical exertion, organizing principles or pleasure. The most crucial element of sport is defined by one word: defense.”

It is an irrefutable truth that the topics of religion and politics are best avoided in polite company. Surely, nothing sours a Saturday evening soiree more quickly than a soused, and surly someone vehemently arguing that Neville Chamberlain’s geo-strategic policy when signing the Munich agreement was sound (Don’t be that someone). Much better to avoid controversy and potential hostility by sticking to subjects of levity and fun at social gatherings; things like basket weaving, horticulture, bird watching, or, in the right crowd, existential motifs in contemporary reality television. Of course, if none of these strike your fancy, there is always that old stalwart of spirited barroom philosophizing: sports.

The issue of radical fandom notwithstanding, sports has the ability, perhaps more so than any other societal element, to transcend the divisive lines that render other subjects that similarly stir the passion’s unfit fodder for civil discourse. Or so it does until an inquiring mind asks a simple, yet incendiary question: what, really, is a sport?

The most basic definition, as offered by the Oxford Dictionary, states that a sport is an “activity that you do for pleasure and that requires physical effort or skill, usually done in a special area and according to fixed rules.” By this logic, golf, which many deem a pleasurable activity, played on a special course with special rules, is a sport. So, too, does surfing, an incredibly exciting, and skill-based oceanic pastime, meet the criteria for sporthood. Some who read this might now be wondering where the problem lies. I will say precisely, and without a hint of irony or sarcasm, that the problem, dear reader, is that neither golf nor surfing is a sport. They are, indeed, activities that many pursue

for pleasure, and that require physical effort and skill, and are performed in special areas according to fixed rules. But sports, they are not.

This is because the definition provided in most standard dictionaries, and therefore the one widely understood and accepted by the masses, is incomplete. The most crucial element to defining what constitutes a sport vs. a competitive activity is not skill, physical exertion, organizing principles or pleasure. The most crucial element of sport is defined by one word: defense.

Defense, or the actions taken to directly deter the opposition from accomplishing their goal, is the sole distinction between a sport and a mere competition. Some might be inclined to insist that our previous two examples are sports due to their high degree of difficulty and the skill required to compete at the professional level, but the fact that that a golfer or surfer cannot impede their fellow competitors’ path to victory through direct action, means that neither are accurately placed in the realm of sport. Some might take offense and assume that this is an attempt to denigrate or disparage, but that is not at all the case. Both golfers and surfers are remarkable athletes, and their feats and accomplishments are worthy of adulation. But the plain fact remains that a competitive game or activity that does not allow for defense to be played is no sport.

Before attempting to create a definitive list of what qualifies as sporthood, and what does not, consider that while all sports contain elements of competition, not all competitions are considered sport. For example, nary a person alive would claim that The Great British Bake Off is a sport, and yet, it meets all of the criteria in our earlier definition: baking is pleasurable and requires skill and effort, it is done in a special area and has specific rules. But The Great British Bake Off, and other similar food-based programs, are considered competitions, not sport. Hypothetically, if the producers for The Great British Bake Off were to introduce an

element of defense wherein the bakers could sabotage their competitors – steal their butter, disable their ovens, replace their sugar with salt – one could then justifiably argue that the show is a sport. Similarly, if golfers could impact their opponent’s score by taunting so as to throw off their swing, or intensifying wind conditions to alter the ball’s trajectory, this would make the game of golf sport eligible. But, alas, neither golfers nor bakers have any control over how well their competitor’s fare.

Now that it has been established that the defining characteristic of a sport is defense, we can apply this logic to determine whether something is a sport or not in a delightful game called “Sport or No Sport.”

Keep in mind that if one were to decide to propose this game at their next Saturday soiree, the evening could devolve into a hellacious hullabaloo, which

sounds fun, but, in fact, is not.

Basketball

LeBron James, indisputably one of the greatest players in NBA history, has as his defining career moment a come-from-behind block on Andre Iguodala to secure his third championship. A defensive play. Nothing else need be said.

Verdict: Sport.

Swimming

Michael Phelps might be the most decorated Olympic athlete ever, but at no time in the pool did he gain a competitive advantage by swimming into an opponent’s lane and disrupting their progress.

Verdict: No Sport.

Tennis

Defense in tennis looks an awful lot like offense when you’re watching it on TV, but taking a good defensive stance and anticipating where and how to return a ball to your opponent

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One Year Later: Re-Evaluating The Anthony Davis Trade

by Dustin Brewer

Last off-season, the Lakers finally decided to push their chips to the center of the table and scream “All In” at the top of their lungs. After months of rumors and some thinly-veiled tampering on both sides, the Lakers and the Pelicans reached an agreement that sent Pelicans’ franchise star Anthony Davis to join LeBron James, and the Lakers.

The terms of the deal:

Lakers Received: F Anthony Davis
Pelicans Received: G Lonzo Ball, G Josh Hart, F Brandon Ingram, Three First-Round Picks

While the move was quick to put the Lakers back into the playoffs and instantly make them a favorite to win the title, it is impossible to ignore the wonderful position the Pelicans have landed in. Now led by GM David Griffin, the Pelicans are currently the 9-seed, they have a new franchise cornerstone in Zion Williamson, Brandon

Ingram was an All-Star in his first season with the team, and Lonzo Ball perfectly complements the style of play coach Alvin Gentry wants to run.

On the Lakers’ end, Anthony Davis and LeBron James are both the best player that each has played with throughout their respective careers. LeBron has jumped to another level as a playmaker with Davis running alongside him, and the spacing each creates for the other and their teammates have translated to wins much faster than anyone could have predicted.

With how disjointed the season has been, it is easy to forget just how fortuitous this trade has been for both teams. The Lakers enter this NBA restart as the favorites to come out of the Western Conference and contend for this year’s title. But with proper development, and their AD haul, the Pelicans may become a force to be reckoned with before we know it.



The Teams Most Likely To Play Spoiler In The NBA Playoffs

by Dustin Brewer

With the NBA embracing a new format to help them finish a COVID-19 interrupted season, there is a greater chance than normal for something unexpected to happen.

While no one can fault the NBA for trying to make the best of a bad situation, and find a way to finish a season that made owners, fans, and players all unhappy, calling their solution “complicated,” would be a massive undersell. Twenty-two teams will travel to Orlando, and play eight “regular season” games to give teams within six games of the 8th seed in each conference a chance to make it into the playoffs. If the 9th seed ends up within four games of the 8th seed, the two teams will play each other with the 9th seed needing to win two games and the 8th seed only needing to win one.

While the likelihood that one of these fringe teams makes a

sustained run, and wins NBA’s COVID-cup title (not an official name) is slim, there are still a few teams that could shake things up. Here are my top spoiler prospects:

Washington Wizards (5 games back of the 8th seed) Will John Wall return from a two-year absence to finally offer Bradley Beal some help? No one quite knows, but even if Wall remains on the shelf, the Wizards are currently holding the 9th seed, and would only need to make up a one game difference to play the Orlando Magic for the 8th seed. Depending on how Orlando comes out of their surprisingly tough schedule (Pacers, Kings, Nets twice, Pelicans, 76ers, Raptors, Lakers/Blazers), there is a great chance that the Wizards are the team to take advantage of the formatting and sneak their way in, with or without John Wall.

New Orleans Pelicans (3 games

back of the 8th seed) The NBA should probably go ahead and rename this the “Zion Williamson Tournament,” because it is safe to say that this all exists to get more Zion television air time, and hope to get him into the playoffs, and a 1st vs 8th seeds matchup against LeBron James and the Lakers. Their schedule (Kings twice, Grizzlies twice, Jazz, Spurs, Clippers, and Magic) is much easier than the Grizzlies (Blazers, Jazz, Spurs, Thunder, Bucks, Pelicans twice, and Celtics), and you would have to like their chances in a must-win series vs the Grizzlies.

Portland Trail Blazers (4 games back of the 8th seed) One name: Damian Lillard. Portland was set to get a few key players back from injury before the pandemic, so assuming they



can get their depth back, there is no fringe team that the West should be more concerned about than the Blazers. Dame and CJ McCollum are always threats to go off for 35-plus points in any game, Carmelo Anthony has had a resurgent return to the league, and adding Jusuf Nurkic and Zach Collins back to the rotation should be enough to keep other teams, even the 7th seed Mavericks, on edge.

The next few months are going to be every NBA fan’s dream, but for some teams, it may just be a nightmare.

What is a Sport, Anyway?, *continued from page 5*

are critical elements that players like Serena Williams and Novak Djokovic have mastered to reach the pinnacle of the sport.

Verdict: Sport.

Hockey and Soccer:

Both hockey and soccer feature an entire position fully dedicated to protecting a goal to prevent the other team from scoring. This one is a no brainer.

Verdict: Sport.

Track & Field

Track and field attracts some of the world’s finest athletes who push the human limits when it comes to running, jumping and throwing. Unfortunately, there was nothing Yohan Blake could have done to stop his fellow countryman Usain Bolt from beating him at the 100-meter race in the 2012 Olympic Games. It’s all about personal preparation, perseverance and raw, God given talent.

Verdict: No Sport.

Football

In the 2016 Super Bowl, Peyton Manning threw 141 yards, zero touchdown passes, had an interception, and a fumble. What could have

been a disastrous last game in a storied career turned into storybook victory thanks to his teammate, Von Miller leading the charge in one of the most dominant defensive displays in the history of the sport.

Verdict: Sport.

eSports

It’s in the name, right? It might seem silly to suggest that competitive video gaming is a sport, but games like Call of Duty, Super Smash Bros., and League of Legends all very clearly have defensive tactics. Try winning a competitive Super Smash Bros. tournament without using a shield, roll or air dodge. Just try it. I dare you.

Verdict: Sport.

Golf

This was already settled in the preceding paragraphs, but just to make it official: golf is not a sport. Sorry.

Verdict: No Sport.

Baseball

There was a time when defense in baseball was all about pitching and controlling the field with strategic spacing and fielding, but then the

Astros went ahead and added banging on trash cans and wearing sign-stealing devices under their jerseys. Do they get credit for their innovations? No.

Verdict: Sport.

Boxing/MMA

Floyd Mayweather achieved a record of 50-0-0 in his career by being one of the greatest defensive fighters of all time.

Verdict: Sport.

Bowling

Unless a player is willing to sprawl out in the middle of a waxed lane and block their opponent’s ball from hitting the pins with their body, this one is pretty clear.

Verdict: No Sport

Poker

Can wearing baseball caps and sunglasses indoors be considered playing defense? I say yes. Intimidation, deception and bluffing can all influence what an opponent does with their hand.

Verdict: Sport

Fishing

The answer to this one differs depending on what perspective

you’re taking. From a human perspective, competing in a fishing tournament doesn’t necessarily allow one fisherman to directly impact another’s ability to snag a fish, unless you reason that one person making a catch prevents another person from making that catch, which is faulty logic at best. However, if you look at it from the perspective of a fish, it could very well be a sport. Racing through a veritable sea of bait and hooks to see who can reach safety first, maneuvering and bumping your gilled opponent to force them into a trap. But, since this is an article written by a human and presumably for an audience of other humans, we’ll stick with the former perspective.

Verdict: No Sport.



Cloud Gaming: Google Takes It To A New Level

by Isabella Giotis

Less than a year ago, an online service debuted that had some thinking that the Netflix of gaming had finally arrived. While it has not exactly turned out what way, some people in the gaming industry think that Google’s Stadia service could be a power player in the field. In a nutshell, Stadia is a Cloud gaming service that gives users access to a digital gaming library, and allows you to use it on the go, on different platforms, from home PCs, to smartphones, and tablets. It is currently only available on certain phones, such as Pixel smartphones, supported Samsung phones, OnePlus, Razer, and Asus. Stadia has the ability to run on any desktop Chrome browser, so no additional software is needed. There are different ways of using the service. You can use a

Chromecast Ultra, your phone, or your laptop. You then add a controller of your choice; it can be Google’s Stadia Controller, an Xbox One controller, or a PS4’s DualShock4 gamepad. One of Google Stadia’s hallmarks is its capability of streaming video games up to 4K resolution at 60 fps (frames-per-second), with support for HDR (high-dynamic-range). One of the concerns with Stadia is the way in which it links to your internet service. If you have 100MPps internet speeds, Stadia can perform very well. But, if you have a slower connection or a cap on your data service, it can burn through it rapidly. Google launched Stadia in 2019, with just over 20 games, with plans to add 120 more in 2020. Gamers say the catalog

contains some quality games, some lesser-known ones, and some created exclusively for Stadia’s platform. It competes against Nvidia’s GeForce Now, Microsoft’s Project xCloud, and Sony’s PlayStation Now services. Google also launched Stadia Games and Entertainment, a division focused on developing new games exclusively for the service. Some of the recognizable names include, “PUBG,” “Red Dead Redemption 2,” and “Mortal Kombat 11.” Players can start games without having to download them onto their devices, and can also stream, or even record their sessions on YouTube. The StreamConnect function allows gamers to play the games together with friends, using a picture in picture function.

The service is currently offering a deal that gives you the first two months of service for free, and \$9.99 a month thereafter. Some industry observers say that there has been a surge in signups for the service because of a combination of the relatively cheap deal, and the coronavirus crisis. To be clear, Stadia is not like Netflix, which offers a seemingly unlimited number of titles for a set price. Instead, it offers a catalog of free games, with the option to buy more. While it offers some games for free, including a growing catalog of its custom games, the platform also sells some of the big-name games. So, instead of comparing it to Netflix, it is perhaps closer to an online GameStop which tries to position itself as a one-stop-shop for gaming.

In 2017, Tostitos chips created a bag o’chips that came with a built-in ‘breath’o’lizer’ to tell whether or not you have been drinking.

America clocks in with the most vending machines in the world; over 6.9 million.

In his career, Elvis Presley only endorsed one single product, a little store called Southern Made Donuts, his favorite go-to place for eats.

The online company “AndVinyly” is unique. They will bake your cremated ashes onto a vinyl album for a price.

A recent survey shows that California takes the most “selfies while driving.” No surprise there!

Tom Harrison completed the London Marathon while dressed as a gorilla.

To cure hearing loss in 1550 B.C., Egyptians injected olive oil, liquid lead, ant eggs, and goat urine into their ears. lcckk!!

Since 1969, singer Willie Nelson has played only one guitar. It is old, beat-up, and is named Trigger (after Roy Roger’s horse).

★AMAZING★
Facts & Trivia
by Chris Carnicelli

Male hippopotamuses fling their poop around with their tail to impress the females.

96% of people can tell the difference between hot and cold liquids being poured into a glass.

How do you tell identical twins apart? Easy! Look at their belly buttons. They are all different.

When Democrat President Harry S. Truman went to Disneyland in 1957, he refused to ride the Dumbo Flying Elephant ride. Why? Because the elephant is a symbols of the Republican party.

Pink is for girls, and blue is for boys. When did that all start? Why, 1918, of course!

The rough-skinned newt emits a poison that is 10,000 times deadlier than cyanine.

In WW1, German, and Russian troops (enemies to each other) teamed up to stop the attacks of packs of killer wolves. It sounds like a movie plot.

At Google HQ there is a rule: no office can be more than 150 feet away from some kind of food.

Birds cannot detect the heat given off by chili flower or plant.

In 1912, a Paris orphanage held a raffle to raise funds. The prize? The orphaned children.

What is the longest war ever? It is the 335 Year War between the Netherlands and the Isles of Scilly.

In the 15th Century, convicted murderers in Ireland were handed over to the deceased families as either slaves or victims to be killed.

Orville Redenbacher paid an advertising company \$13,000 to name his world-famous popcorn Orville Redenbacher Popcorn. Yeah, money well spent.

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Resilience. Re-Invention... Relax, You Got This!

by John Tolson

This is for business owners. Remember back in the day when you were a new entrepreneur with boundless optimism, and enthusiasm but ZERO experience? You tried a myriad of ways to generate business. Some worked, while many failed miserably. However, you did not let those failures stop you from getting up and trying again; you pressed on. Over time, you learned what worked in your business and what did not. You developed systems to streamline processes and outsourced tasks as you saw fit. You began to hire employees, and learned the value of a positive, hard-working team. You learned that training and ongoing learning are important, as your industry and technology constantly evolve. Who remembers when there

was a phone operator? Or a Blockbuster? At the time, you would have never guessed those would go away. Then along comes Covid-19: a worldwide pandemic. A true setback. A kick in the gut, and the pocketbook. For many business owners, it means having to start all over again. But luckily, you have so much more than when you originally started your business. You have expert industry knowledge. You have credit. You have built relationships. You have a customer base with contact information. You have resources beyond measure, and the confidence and know-how to put all of these things



together, and move forward. You have access to the internet. There may be forums of business owners, who like you, are struggling or starting over. You can throw out ideas. There are ways to use social media to tell your story. You can record a video and post it using your cell phone. Need to learn a new skill? You can go to a learning site like Lynda.com or YouTube and watch professionals teach your topic of choice. Need to watch it again? Go right ahead. Experts in just about any field can easily be reached via Twitter and Instant Messenger, and are willing to answer your questions. Will life be the same as before?

Maybe, maybe not. Will it be easy? Probably not. But you are better equipped now to tackle the challenges of Covid-19 than when you first started. Imagine five years from now; you will be able to say "I started my business in the middle of a worldwide pandemic!" Congratulations. You can do this. Go for it. Keep on keeping on! John Tolson is the Director of Marketing and Membership for the Simi Valley Chamber of Commerce, where he has been for 10 years. He also has an independent insurance business, where he is a Broker for many home and auto carriers. Currently, he is also a Planning Commissioner for the City of Simi Valley. He can be reached at john.tolson@goosehead.com

YouTube, continued from page 1

its parent company, Google. So why is YouTube growing in viewership and television is on the decline? There are a variety of reasons why this is the case. For one, YouTube is free, (television subscriptions can cost anywhere from \$24 to \$100 a month, according to Techwalla). Large corporations have emphasized moving their expensive/high-quality shows onto their streaming services (or are preparing to do so), and the content on YouTube is a lot better than the content on television. YouTube has something for virtually every audience on the planet. If a person likes politics, there are thousands of channels on YouTube catered to that audience. If someone would rather listen to basketball talk and analysis, there are dozens of channels on YouTube that discuss nearly all aspects of basketball (including the YouTube channel Dom2k who hosts a show on our podcast network, U Cast Studios), or if someone likes creepy stories read to them in a manner that will give them goosebumps, they are in luck, there are plenty

of channels on YouTube that produce that kind of content. Is television going to be around ten years from now? Most likely, yes. Will YouTube be around ten years from now? Unless the world turns into Mad Max, the answer to that question is an unequivocal, yes. As more time passes, YouTube's daily viewership and time spent on the platform is going to dwarf television's by such a large amount, that future college student will be writing papers on how there used to be a time when a band of suits in high-rise buildings was deciding what Americans wanted to watch, instead of the paradigm where Americans choose what they watch, and by whom, and what they want to see is individualized content produced out of bedrooms. To continue reading this story, please scan the QR code in this article.





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The Domcast

Do you like basketball talk? If so, you're in luck! The Domcast is a weekly basketball show hosted by Dom2k. This is the show for you. In Dom's recent episode, he covers the NBA's return and all of the dynamics associated with it.



Pokéblock Podcast

The Pokéblock Podcast is hosted by the YouTuber HoopsandHipHop. In this weekly podcast, HoopsandHipHop covers weekly Pokémon news and analysis. In a recent episode, Hoops discusses what he thinks Nintendo is going to do for the 25th anniversary of Pokémon.



Lakers Outsiders

Lakers Outsiders is a weekly Lakers-centric podcast hosted by Gary Kester. The Lakers are the greatest team in modern NBA history. Join Gary as he discusses news and analysis related to the Lakers.



The Talk Spot

The Talk Spot is an interview show that features guests from all walks of life. In a recent interview, Jimmy McMillan, from The Rent Is Too Damn High Party stops by and gives his thoughts on current day events.



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GREATER LOS ANGELES

A Living Greenland Shark as Old as America

by *Novin Shakiba*

One of the most fascinating aspects of nature is that so much of it is ancient compared to humans' lifespans. Some giant Sequoias are known to have been standing for thousands of years. But when it comes to living vertebrates, none have been known to live longer than the Greenland shark.

Until recently, the oldest known living vertebrate was the Bowhead whale, native to Arctic waters. One specific specimen was estimated to be 211 years old. But a scientific study of Greenland sharks in 2016 revealed one particular shark, tagged off the coast of Greenland, to be around 392 years old. A living shark whose birth likely coincided with the Mayflower arriving in America. Imagine that. To put it in perspective, when the pilgrims first settled in the New World, this shark was roaming the north Atlantic waters. This particular shark, alive today,

essentially bore witness to almost all of American history.

Scientists use lines formed in bones over time, much like rings in trees, to determine the age of most vertebrates. But because Greenland sharks are cartilaginous, meaning they have soft cartilage instead of bone structures, determining their age requires applying another method called radiocarbon dating. Forensic scientists have long been able to carbon-date the proteins inside the eye lens of humans to determine their age. Lens proteins are unique, in that they do not degenerate. Once they are formed during the prenatal stage, they retain their original profile throughout the person's lifetime. By carbon-dating these proteins, scientists can determine the age of the person.

Much like the human eye lens, the Greenland shark's lens contains carbon-14, a slightly radioactive form of carbon that exists in all living

things. Interestingly enough, thermonuclear bomb tests that became prevalent in the 1950s deposited radiocarbon in the marine environment, which resulted in higher levels of radiation inside the lens of all marine life, including Greenland sharks. This spike in radioactive levels is referred to as the "bomb pulse." So, in 2016, marine biologists capitalized on the bomb pulse and tested the radiation found in 28 Greenland sharks that were tagged and surveyed between 2010 and 2013.

The results were astonishing. Only the smallest, thus youngest sharks, showed residuals of the bomb pulse inside their lens. This dates them to the early 60s, roughly 60 years old. Radiocarbon dating of the larger, pre-bomb sharks suggested they reached sexual maturity at around 156 years, with a lifespan of at least 272 years. This study

also unveiled the oldest known living vertebrate, a 16-foot female Greenland shark, estimated to be approximately 392 years old. How amazing is that? Here is a fish that was alive throughout most of American history, from the pilgrims to the Civil War, the industrial revolution to the technological revolution, and everything in between. That is quite the life.

The idea of living for 400 years seems superfluous. If asked, most people will likely be content with 80. In contrast, the Greenland shark has yet to reach sexual maturity at the century mark, with the prime of its life still ahead. At 100, it has so much yet to see and do, and so much of human history to behold. These gentle giants may hold the secret to longevity. But for now, we can only take a pause in time and appreciate them for the biological wisdom they bear.

It's Raining Whale

by *Novin Shakiba*

It was an unusually sunny day on November 9th, 1970, along the central Oregon coast. The small beach town of Florence, which sits at the mouth of the Siuslaw River, began its seemingly routine Monday preparing for the work week ahead. But all was not what it seemed. In the darkness of the previous night, a dead sperm whale, 45 feet long, weighing an estimated eight tons, had washed ashore. Within three days, the unsuspecting residents of Florence would witness an event that would forever etch their beloved town's name in the pages of absurd history.

As the eastward ocean breeze picked up by early Monday morning, a burgeoning, rancid stench sheathed over Florence. By mid-morning, the Oregon Highway Division, which at the time had jurisdiction over the beaches, was notified of the dead whale. After consulting with the US Navy, a decision was made to detonate the whale. The idea, and hope, was that the eight-ton whale would disintegrate, and seagulls, crabs, and other scavengers would then clean up the remnants.

It was now Thursday, November 12th. By noon, the morning gloom had mostly dwindled and made way for a bit of sunshine to warm the air. The Highway Division had sought the expertise of George Thornton, an engineer, who by his admission, did not quite know how much dynamite would be needed to achieve the safe and successful detonation of the whale. Appearing irresolute in a television news interview just before the scheduled discharge, Mr. Thornton conceded that he was chosen to carry out the fateful blast because his supervisor was out hunting, and unavailable. The stage was set for everything to go wrong.

In the three days that followed the discovery of the carcass, the otherwise monotonous small town had something to talk about. Word of the whale blast had spread all across Oregon. Portland's KATU-TV even sent a news crew to document the blast. Folks from nearby towns migrated to Florence to bear witness to what promised to be a spectacular event. One particular bystander, who

happened to be a military veteran with explosive training, pointed out that the nearly one-thousand pounds of dynamite were far too much. His expertise was ignored, and at 3:45 pm, with television news crews, experts, enthusiasts, and skeptics on hand, the explosives were discharged.

KATU-TV's live broadcast caught the countdown and subsequent blast on film. The massive explosion disintegrated the whale carcass, launching massive chunks hundreds of feet into the air. In the footage, which, according to a BBC study, is the most-watched TV news report of all time on the internet, spectators can be heard cheering in the first few seconds following the explosion. But what went up, eventually came down, and in the ensuing moments, the legend of the Exploded Whale was born. The detonation had not gone as planned. The whale carcass did not fully disintegrate. Large, heavy chunks of rotting whale blubber rained down on bystanders, rooftops, and cars as far away as a quarter of a mile. Spectators who initially

oohed and awed were now sent scrambling for safety. Murphy's Law was in full effect, and what could have gone wrong, indeed went wrong.

The aftermath of the blast left most of the whale carcass intact. What was sent into the sky landed on people, buildings, and left several cars in nearby parking lots damaged. A few cars had their roofs caved in by larger blubber chunks. Luckily, no one was hurt, except perhaps the Highway Division and the lead engineer's egos. Frightened by the blast, the seagulls were nowhere to be seen. The Highway Division was left to swallow its pride and muster the effort to clean up the mess they created.

Nearly half a century later, in June of 2020, Florence, Oregon opened its doors to Exploding Whale Memorial Park. A park dedicated to the memory of the most infamous day in Florence's history. It offers views of the Siuslaw River, the dunes on which the Exploding Whale once laid, picnic tables, and a great conversation piece for its patrons.

Worldwide Lockdown Brings Roaming Wildlife

by Novin Shakiba

While most of the world has been under lockdown, the advent of Covid-19 has given animals all over the world the freedom to roam and explore. Cities across the globe that would otherwise be robust with human activity are now barren and empty. The noise from cars, trucks, trains, planes, and streetcars that have become commonplace in many corners of the world has now faded under an unprecedented global quietude. The social distancing orders this pandemic has necessitated, have curtailed human infringement on nature, and wildlife is reaping the benefits and reclaiming its habitat.

In Italy, one of the first countries to impose a nationwide lockdown, jellyfish were observed wading the turquoise waters of the Venice canals. Although images of dolphins swimming in Venice have also circulated on social media, they have since been debunked. Nonetheless, satellite images show a distinct difference in

water clarity before and after the lockdown.

In India, one of the most densely populated countries on the planet, videos of a critically endangered civet crossing a barren street surfaced and went viral. The nocturnal cat-like mammal was seen ambling on a crosswalk in broad daylight. Authorities believe the animal must have wandered from far distances into town, as such sightings are extremely rare.

Thailand's tourism industry, which accounts for a large portion of the nation's economy, has been one of the hardest hit due to coronavirus-related travel restrictions. With far less human activity on the streets, native macaque monkeys, which are notoriously territorial, have taken over. A recently surfaced video on social media shows over one hundred of them brawling in the street over food. Interestingly enough, some locals believe the monkeys have actually formed rival gangs between those that live in the city, and

those that have wandered into town from nearby temples.

Here at home in America, we have also encountered our fair share of rare wildlife sightings. Wild turkeys have been spotted roaming desolate streets coast to coast, from Boston to Oakland. Emboldened by the dearth of human activity, a pride of mountain lions was photographed, casually strolling through a neighborhood in Boulder, Colorado. Mountain lion sighting is extremely rare, as the large predatory cats are generally timid and avoid human contact. Here in California, bears, coyotes, and deer have parlayed human social distancing and quarantining into exploring and reclaiming some of their lost habitats.

While human and animal interaction is not uncommon, the fact that animals have wandered

deeper into human territory and stayed longer during the global lockdowns is indicative of how impactful our encroachment on their habitat can be. It is also worth noting how in such a relatively short time, the negative impacts of our routine behaviors can be reversed. As we prepare to open up across the globe and return to normalcy, we can appreciate how quarantining ourselves from nature has meant cleaner air, clearer waters, brighter stars in the night sky, and roaming wildlife where they otherwise would dare not roam. Even if only for a brief moment.



Lifestyle

What Is Dopamine Fasting and is it Legit?

by Jane Miller

Unless you are part of a certain circle of tech folks in Silicon Valley, one of the newest lifestyle trends you probably have not heard of, is called dopamine fasting. I first heard about it from a New York Times article titled "How to Feel Nothing Now, in Order to Feel More Later." I was intrigued, as it sounded like something I would want to try.

Dopamine is a neurotransmitter that is involved in making us feel good, and is part of the brain's system for reward, pleasure, and motivation. Imagine the feeling you get when you check your Instagram account and find out you've gotten tons of likes on

your recent post, or the rush of pleasure you get when your phone dings with a text from your crush. Well, you can thank dopamine for that happy feeling.

What is wrong with dopamine, you might ask yourself, and why would one want to fast from it? Fasting from pleasure seems a bit extreme, especially in a time when we are already restricted in many ways. Well, the problem seems to be from the excess of electronic stimulations - those we get from our phones, computers, etc. We are rarely away from our devices, and perhaps constantly getting small dopamine hits every time we get a notification is a problem.

That is because our baseline for pleasure becomes higher, so simple joys, like seeing a beautiful flower, might not give

us a dopamine hit like it used to pre-electronic gadgets.

Essentially, dopamine fasting is about re-setting your brain's reward pathway by reducing over-stimulation. Consider it like a juice cleanse for your brain. When doing a dopamine fast, the hope is that by limiting activities that release dopamine for a certain period of time, you can get dopamine from the everyday activities in life.

Dopamine fasting can be different for everyone. Some ways to dopamine fast might be abstaining from checking social media, going online, seeing friends, watching movies, etc. The length of time one dopamine fasts can be anywhere from several hours to a full 24 hours, or even longer.

In my opinion, dopamine fasting seems like a fancy name for a simplistic idea that has been around since the dawn of time. Isn't Lent kind of like

dopamine fasting? Or, the trend of 'Dry January,' when many people abstain from alcohol for a month after the New Year begins?

Is there any true science to dopamine fasting?

According to Dr. Peter Grinspoon, a writer for Harvard Health publishing, "While dopamine does rise in response to rewards or pleasurable activities, it doesn't actually decrease when you avoid overstimulating activities, so a dopamine "fast" doesn't actually lower your dopamine levels."

Sure, it probably is worth taking a break from things that bring us those dopamine 'hits' to appreciate their worth. However, I am not convinced we need an official name for something that is essentially the reward we feel from momentarily restraining ourselves from something we enjoy.

Essentially, dopamine fasting is about resetting your brain's reward pathway by reducing over-stimulation. Consider it a juice cleanse for your brain.

Artemis Fowl Movie Review

by Chris Carnicelli

Based on two of the more popular 2001 book series by Eoin Colfer, this movie, adapted by the Disney machine, has fans of the books crying foul ever since the trailer dropped. Apparently, the Harry Potter/ Spy Kids/Men In Black spin isn't sitting well with people who know the character and subject matter. Welcome to Hollywood! I have never read any of the books, so I cannot make any comparisons, but this is one bad movie adaptation. Narrated by an oversized dwarf named Mulch Diggums, we are quickly thrust into the life of Artemis Fowl (Colin Farrell), who is either an international art thief, or a really good businessman. His 12-year-old son, Artemis, Jr. (Ferdia Shaw), is a super-genius, and like his father, believes in all the Irish folk tales, which is good, because dear 'ole dad just got kidnapped by Opal Koboi (Hong Chau), an evil pixie, who demands the McGuffin... I mean, the "Aculos", a gizmo of untold power.

But where is that Aculos hidden? Only Fowl, Sr. knows, and it is up to Junior to figure it out, and save his pops. That is the A-story. Meanwhile, we also have the B-story running at the same time. Hidden deep in

the Earth, is Wakanda... I mean, Haven City, the super-advanced techno-city that is home to every fairytale creature imaginable, and policed by elves, and their commander, Julius Root, played by a gravelly-voiced Judi Dench. Root assigns recon officer Holly Short (Lara McDonnell) to investigate the human world for that Aculos, despite Holly's checkered past. After a confrontation with a troll, Holly is caught, and captured by Artemis, Jr., and his loyal butler/bodyguard, Domovoi "Dom" Butler (Nonso Anozie).

Having a captured elf is dangerous to the other world, so Root calls out a huge tactical elvish SWAT team to rescue Holly. But after getting their butts kicked by a kid and a butler, Root decides on shrewd diplomacy instead, and calls in her ace-in-the-hole, the incarcerated Mulch, to spring the captured elf. But by now, Artemis and Holly have bonded over their missing dads, and become friends. How convenient! The Aculos is then located, a big action piece ensues when Professor Quirrell yells, "There's a troll in the castle," and the movie ends, defying what has already been shown on the screen. Wait, what?

I have a theory. Screenwriters

Conor McPherson (The Eclipse) and Hamish McColl (Johnny English Reborn) are actually 10-year-olds and like to write fan-fiction for school, and their friends. This simplistic, badly paced, and horribly childish dialogue could not have been written by adults. They essentially combined the first two books, cut, chopped, dissected, and eviscerated the story into something abominable, and the result is two complete full-length movies, badly edited to make a 95-minute flick. Nothing makes sense, the plot holes themselves, have plot holes, scenes start and end for no reason, dialogue that makes no sense whatsoever, and worst of all, Artemis, Jr. is hardly the main character.

Director Kenneth Branagh (Thor, Murder on the Orient Express), at least tries to make this movie look good with impressive CGI and whiz-bang SPFX, but this is nothing less than Harry Potter/Percy Jackson meets Men In Black. It also does not help that the lead, newbie Ferdia Shaw, has all the charm and charisma of a bag of rocks. He has never acted before, and

it shows. Fortunately, he does not take up too much screen time, and his co-stars fare much better. The impressive Lara McDonnell makes the best of the ridiculous dialogue written for her. I cannot imagine what Dame Judi Dench, the high-priestess of cinema, was thinking when she signed on to do this lame film. Money? A favor to Branagh? Blackmail? Let's also not forget that she was in the Cats movie that came out around Christmas of 2019.

One saving grace in this whole debacle was Josh Gad. As the narrator and comic relief, he knew how to play his character; throw out the script, and improvise his lines. At least, that is how it seems. He was the only shining light in this whole wretched waste of time. This movie is currently streaming only on the Disney+ platform, and not in any theaters... yet. This is both a blessing and a curse, I guess. A blessing, because I did not have to pay to watch it, but a curse, because it was 95 minutes I will never get back. Oh, and a sequel, as it alludes to it in the end? I don't think so.

The Origins of "Dank"

by Marcella Wilroy

What is dank? Well, a lot of things are dank... really. When thinking back to some of the slang and colloquial terms spawned from the past several decades, a few well-known words come to mind. I am sure we are all familiar with terms like gnarly, wicked, sick, and maybe even totally radical, dude. These are all phrases most of us have probably heard. Whether it was from the mouth of your local neighborhood surfer, or not, plenty of us have had exposure to surf culture in films like Fast Times at Ridgemont High, Lords of Dogtown, and possibly even Lilo and Stitch. Like all of these wonderful and outdated surfisms once did, dank is starting to gain popularity with the young adults of Southern California.

Whether growing, or consuming weed, the West Coast has been a popular hotspot for marijuana culture. As the legality of cannabis spreads from state

to state, so does the culture that comes along with it. Growing up around this kind of community, one will have heard several terms thrown around, like bomb, dope, sweet, and hella. Over the last few years, as I have observed dank make its way into several walks of life, it begs this question: Where did dank come from? This word has been around for well over just a few centuries and with several different meanings. The word's exact background is unclear, though its usage in almost all forms has been dated back to around 1400.

According to the Oxford English Dictionary, dank refers to something that is wet or watery, as in rain, clouds, or dew; though, this application is probably rendered obsolete these days. Dank, as I know it, living in Southern California, is now used to convey something satisfying

Continued on page 15

Neurofeedback *continued from page 4*

electrodes were applied to my scalp, aided by the use of a headband. I also held a mouse in my hand, and sat in front of a monitor. The monitor displayed what looked like a series of kaleidoscopic images, much like fractals, and I watched as the colors, and lines twirled around on the screen. When I lost focus, I heard a weird, somewhat uncomfortable tone in the headset I was wearing, which I suppose was re-training my brain to stay focused on the images. It could get kind of boring and monotonous at points, and on days when I felt particularly antsy, it was frustrating to sit in a chair and watch images of fractals float across the screen for 45 minutes.

The meditation analogy my friend shared with me about neurofeedback turned out to be

appropriate, if not completely accurate. After leaving a session of neurofeedback, I never felt like I just did 100 hours of mediation (but then again, I have never done 100 hours of mediation, so who is to say), but I did feel more focused. At the end of my time doing neurofeedback therapy, I did feel a slight reduction in my anxiety levels. I was not as easily rattled, and it took me longer to react negatively to distressing situations. During the time I tried neurofeedback therapy, I was also doing traditional talk therapy, so it is hard to say which variable helped my anxiety the most. It is also hard to say if I perhaps experienced the placebo effect. Regardless, neurofeedback is a very interesting method of potentially helping our brain operate optimally.

Top-Ten Rom-Coms from the 90s and Beyond (Part I)

by Daniel Bavi

Is it an exaggeration to say that the decline of the romantic-comedy in the late aughts and early 2010s is directly correlated to the decay of decency, civility, and genuine human empathy exhibited by so many in our contemporary, twitter-obsessed culture? Maybe. But still, every time I sit in the dark sanctuary of the movie theatre (remember those?) and watch cartoonish, caped characters clashing over the fate of the known universe, I cannot help but yearn for those faraway days when a movie’s climactic moment could just be a girl, standing in front of a boy, asking him to love her.

Not being a fan of playground politics or the outdoors, I spent most of my adolescence inside watching rom-coms with my mom. From Moonstruck to Pretty Woman to Meg Ryan’s entire 90s oeuvre, rom-coms provided texture and color to the unrealized passions and unattainable dreams of 10-year old me. So what if they are clichéd? So what if they are a tad formulaic? Life is chaotic and unpredictable and painfully deficient in so many ways, we need a little formulaic magic every now and then. And despite being declared dead by the Hollywood Reporter in 2013, the genre has made a comeback in recent years, and just in time.

Romantic-comedies at their best can serve as a beacon of light in times of deplorable darkness, so follow along as I count down my personal favorite romantic comedies released since the year 1990. Why 1990? Because this is my list and I arbitrarily set the parameters. Also, since my two favorite examples of the genre were released prior to 1990, I wanted to set those aside for future articles to give them the appropriate spotlight they deserve. Now, let’s get into it.

The American President

Director: Rob Reiner
Writer: Aaron Sorkin

What screams romance and comedy more loudly than the story of a president, an environmental lobbyist, and a Congressional bill calling for a 20% reduction in carbon

emissions? The answer, for most people, is many, many things. But with The American President, Reiner, Sorkin, and a top-notch cast manage to pull off a cinematic juggling act by combining earnest romance, sharp, if slightly partisan, political drama, and genuine wit to form an undeniably entertaining package that still resonates 25 years after its initial release.

The story centers on the president of the United States, Andrew Shepard (Michael Douglas)-a recent widower who narrowly eked out an electoral victory and now enjoys a 63% approval rating heading into an election year - and newly hired environmental lobbyist Sydney Ellen Wade (Annette Benning). Their auspicious meeting at the White House begins with Sydney criticizing Shepard’s political track record on environmental issues and ends with Shepard, obviously bewitched by her passion and beauty, asking Sydney if she’d “like to get a donut.” This spark of attraction leads to dating, which leads to controversy, which leads to tanking poll numbers and fervent debate about what is and is not the business of the American public when it comes to a president’s personal affairs.

While all of that sounds a bit heady for a fun rom-com, it’s the chemistry of the ensemble cast (which include such notables as Michael J. Fox and Martin Sheen) and the unique, rhythmic magic of Sorkin’s dialogue that provides an air of effervescent charm and catapults this movie onto my list.

Ten Things I Hate About You

Director: Gil Junger
Writers: Karen McCullah, Kirsten Smith

My favorite phenomenon in all of filmdom is the one where two movies are released in the same year with strangely similar settings and stories. You know what I’m talking about, things like 1997’s twin volcanic eruptions in Volcano and Dante’s Peak, 1998’s asteroid-striking-the-Earth-movies Armageddon and Deep Impact, and the fantastical, magical stylings of 2006’s The

Prestige and The Illusionist. The subgenre of teen-rom-coms had its own brush with this phenomenon in 1999 with the release of She’s All That and Ten Things I Hate About You. Both films are based on literary source material (Pygmalion and Taming of the Shrew, respectively), and both plots revolve around a bet or transaction, which leads to deception, which inevitably leads to romance because, well, movies. But what is it that elevates Ten Things I Hate About You above its contemporaries, and pretty much every other teen rom-com ever made?

Maybe it’s the charisma of a fresh-faced Heath Ledger and Julia Stiles, whose performances transcend the typical tropes of a teenage love story. Maybe it’s the well-crafted script written by Karen McCullah and Kristen Smith (who went on to write Legally Blonde, one of a handful of movies I

consider to be “perfect”), which expertly hits all of the beats of a movie dealing with the teen experience - first love, angst, the perils of popularity, the confines of conformity, prom, and the pressures of plunging into the precipice of adulthood that every graduate feels at some level - without pandering or over-simplifying. These are complex characters in a complex story, and that alone puts it in the upper-echelon of the genre. But when you add iconic moments like Heath Ledger serenading Julia Styles with Frankie Valli’s “Can’t Take My Eyes Off You,” and Larisa Oleynik’s character Bianca punching the antagonistic underwear model Joey Donner (played by Andrew Keegan) in the face on the middle of the prom dance floor, you get one of the best movies of a year many consider to be the best in movie history.

Drive-In Movie Event

by U Cast Studios

On July 9th, 10th, and 11th, a drive-in movie event took place in the lot behind the Junkyard Cafe in Simi Valley. The event was put on by Definite Media and the company’s owner, Scott Juceam, the Simi Valley Soroptimist group, and the Junkyard Cafe.

Families purchased their tickets online at SavingSimi.com.



Over the three-night event, the films ‘Field of Dreams’, ‘Captain Underpants’, and ‘The Karate Kid’ were played on consecutive nights.

During these unprecedented times, families throughout our area are desperately looking for something, anything to do, and this movie event gave them an outlet to have some fun, while still adhering to social distancing rules and protocols.

Definite Media is exploring doing additional drive-in movie events in the near future.

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Preventing Brittle Bones As Easy As Changing Your Diet

by Dr. Harpreet Bawa/Adventist Health Simi Valley

When it comes to osteoporosis, milk does not always do a body good.

That is the news from a Harvard University study that followed more than 77,000 women for more than a decade. Researchers found no reduction in the risk of an arm or hip fractures in women who drank three glasses of milk daily.

As an orthopedic surgeon who practices at Adventist Health Simi Valley, I hear it from patients frequently: “I can’t have osteoporosis. I drink plenty of milk.” It is one of the greatest perpetuated myths when it comes to bone health.

Osteoporosis is a painful and devastating disease caused by calcium deficiency and aging, that leaves bones more porous and fragile, increasing the risk of fractures.

Nearly 33% of women and about 20% of men over the age of 50 will suffer an osteoporotic fracture annually, according to the International Osteoporosis Foundation. Women are at higher risk due to natural hormonal changes that take place throughout their life cycle.

Oftentimes, we can make simple

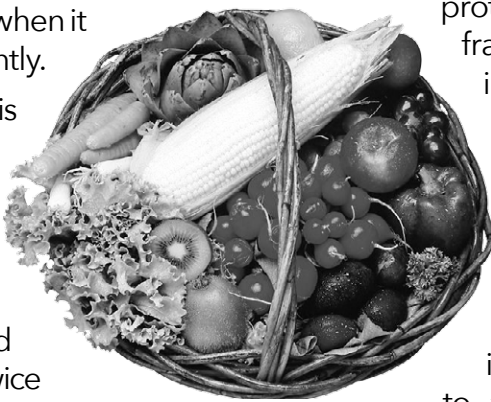
lifestyle changes to improve our bone health. It is easier to prevent osteoporosis than to treat it. But first, we need to understand the primary functions of our bones. They, of course, provide support and protect our organs; but they also store essential minerals, including calcium. It is calcium that makes it possible for our heart to beat, our muscles to contract, and our nerves to conduct impulse. When we do not have enough calcium, our body pulls from those stockpiles in our bones. That is okay occasionally, but it can lead to osteoporosis when it happens frequently.

Osteoporosis is often thought of as a geriatric disease. It is not. It can affect people of all ages, and women are twice as likely to develop the disease as men.

The risks are devastating.

Roughly 20% of all those who break a hip die within the same year. More than half of those who develop osteoporosis in old age lose their independence and must enter a skilled nursing facility.

So how do we prevent it?



The key is keeping calcium in our bones. Mineral loss in bones comes from a combination of genetics, diet and lifestyle factors. In general, to retain calcium, it’s best to avoid salt, caffeine and tobacco, while increasing physical activity and exposure to the sun.

Another thing to avoid? High animal protein diets.

Diets high in animal proteins, including eggs, lead to a greater excretion of calcium in our urine. As a result, there’s a strong correlation between animal protein diets and fracture rates internationally.

Meanwhile, eliminating animal proteins from our diet cuts calcium losses in half, according to a report in the American Journal of Clinical Nutrition.

So, just changing our diet to incorporate more fruits and vegetables could be part of the answer to decreasing our osteoporosis risk. Try eating broccoli, Brussels sprouts, collards, kale, mustard, and greens that are loaded with absorbable calcium.

Tips to Prevent Osteoporosis

Increase:

Exercise

Exposure to sun

Fruits and vegetables

Avoid:

Salt

Caffeine

Tobacco

Diets high in animal fats

Combining a healthy diet with exercise can be a powerful tool in decreasing risk. Walking, jogging, hiking, and climbing stairs help keep our bones strong, as does strength training with weights.

We know some people gripe about eating vegetables, but dietary calcium has not been associated with any elevated risk of heart attacks.

As for the milk? Drink up – but it is not going to prevent brittle bones.

Dr. Harpreet Bawa is a fellowship-trained joint replacement surgeon with the Southern California Orthopedic Institute who specializes in knee and hip replacements. He practices at Adventist Health Simi Valley.

“Fitting In” and Why You Should Not Do It

by Mariah Jeffrey

Why try so hard to fit a narrative instead of being the person you are meant to be?

I have lived my life trying to be someone else, because I did not make the cut in other people’s eyes. At eleven years old, during the recession in 2008, my family and I made a huge move from Michigan to California hoping to start a new life. I left my Grandma, cousins, aunts, uncles, and friends. It was not easy to do, but I was just a kid, and the wind blows, Mariah.

California is an amazing place. It is full of diversity, it has great food, the best weather, clean beaches, and a sea of opportunity. When I started school in San Clemente in the fifth grade, I realized I was different. I did not know anybody, and I definitely stood out. I made one great friend, but unfortunately, had to switch

schools, and cities after a year, just in time for Middle School. Unsurprisingly, these were not the best years of my life. I tried to make any friends that I could, and soon enough, I had a clique. However, the girls that I rounded up only wanted to change me. First, it was “don’t talk like that,” then, “don’t dress like that,” and finally, “why are you doing that?” They told me they just wanted to help me, they wanted me to fit in.

I had a Midwest accent, I dressed like a mismatched hippy, and all I could remember was not listening to them. I did not care about fitting in. All I cared about is that I had

Why try so hard to fit a narrative instead of being the person you are meant to be?

friends to sit with at lunch. I won the middle school pie-eating contest in front of the whole school, against a boy. I ran six-minute miles in P.E. because I did not care to be one of the “cool kids” in the back. I knew what I was good at, and I made the most of it. I did not like cussing or vulgarity, and I did not even shave my legs until the eighth grade, until someone pointed it out. I questioned authority, and anyone who would take it upon themselves to tell someone what to do and how to do it. There are a million ways to do things, there are a billion ways to live your life. Why settle to live the same life everyone else is living?

I think life, and the people in it can be very judgmental. A lot of acquaintances, and friends, with whom I have associated throughout my life, have proven to me that they do not want you to be better than them. You may think they want the best for you, and they probably think they do, too. But this is only the case when what is considered the best, is not above them. Some may tell you things that may get to you, or make you think differently. Some may question your abilities, beliefs, or preferences. Do not listen to them. If you believe in yourself, and know who you are, you do not need others’ approval, nor want their opinions.

If something is right for you, you will know. Keep doing you, and do not care about what anyone thinks, including your friends, and family. If you

Continued on page 15

The Reseda Country Club – The Valley’s Other Legendary Music Venue

by Adam Papagan

If you think of a legendary music venue in the Valley, it is probably The Palomino, the Country and Western, and later Punk and New Wave club that hosted everyone from Jerry Lee Lewis, to The Flying Burrito Brothers, and The Red Hot



Chili Peppers. But beginning in 1980 The Reseda Country Club was home to some of the most raucous shows north of Ventura Boulevard.

The building, which still stands at 18419 Sherman Way, was originally built in the 1950s as a Sav-On drugstore. Following the success of his legendary nightclubs Largo and The Roxy, empresario, Chuck Landis purchased the property and converted it to The Country Club around 1980. The club was initially slated to cater exclusively to country music, hence the name, with Merle Haggard and The Strangers playing one of the first concerts at the venue.

However, with the surging popularity of punk music at the time in Southern California, a reputation for the club was building. From 1981 to 1984 promoter Jim Rissmiller began booking a more varied calendar of up and coming, and established rock acts. At a thousand-person capacity, the venue was ideal for newer acts like Bad Religion, and Fear, who had outgrown smaller clubs, as well as older acts like James Brown, and B.B. King, who could still attract a sizable crowd. U2 played their first concert in Los Angeles at the club in March of 1981. This era also saw performances by Iggy Pop, Roxy Music, Captain Beefheart, Roy Orbison, and Fugazi.

After Rissmiller’s departure, Landis pressed on, booking more hard rock and metal acts. When they did not have music on the bill, the Country Club doubled as a venue for boxing matches featuring future champions like Michael Nunn and Terry Norris. This continued until 1998, near the end of the club’s run.

The Reseda Country Club was also frequently utilized as a filming location. The music video for Mick Jagger’s 1988 song, “Throwaway” featuring Jeff Beck was filmed there. The club can also be seen in the movie Boogie Nights standing in for the fictional club Hot Traxx. The seedy, yet comfortable vibe fit perfectly with the film’s aesthetic.

As the years went on, the club’s fortunes fell, and it eventually closed around the turn of the century. While some blame the downfall of the club on the changing tastes in music, and entertainment, years of neighborhood complaints of noise, crime, and rowdy concert goers, may ultimately have been the biggest reasons. Today, the building serves as the home for the Spanish-language church Restauración Reseda.

If you are looking to relive the glory days of The Reseda Country Club, you can find many full concerts at the venue on YouTube. These lo-fi camcorder videos capture the sense of the frantic energy and immediacy, for which the club was famous. Better yet, next time you are cruising down Sherman Way, stop by the big brown building at the corner of Canby Avenue, and think of all the music legends who passed through the doors of this humble club in the Valley.

Adam Papagan is a historian, tour guide, and occasional consultant to The Valley Relics Museum. He is also host of the YouTube series “Rock and Roll Party!”

Having a relationship issue? Is your significant other causing you problems? Doc Lovelace can help. Look for a monthly relationship column coming soon... and she’s looking for submissions. If you have a question, relationship situation, or if you’re seeking advice, please send an email to DocLovelaceUCast@gmail.com

“Dank,” *continued from page 13*

and even enticing. A great example of this is: “dank pizza is on its way!” This usage of dank has become so widespread, Cambridge Dictionary has included this more recent application of the word in their list of definitions. Cambridge Dictionary simply defines dank as something “of good quality.” It is that simple. Dank is the optimal, best quality, hence, a better version of something. But how did this word go from describing anything damp or wet to describing something “of good quality?”

When looking back, it is documented that century after century, this word has to do with describing dampness. Most herbs, whether they be medicinal or culinary, are most potent and flavorful when

they still retain at least a small amount of their moisture. Think dried fruits like mango and pineapple. None of these dried fruits are completely brittle. They each have some give, because although they are mostly dry, they are still a bit moist. Perhaps this is a more general, agricultural slang term, considering its application to a variety of plants. Either way, most people do not want a drier, less flavorful, and potent product.

Dank can be heard anywhere there are young adults on the West Coast. From coffee shops to breweries, this word can be heard used in all kinds of ways. Although, I would not throw dank around the office. Your boss might not like hearing: “That meeting was dank, sir.”

Fitting In, *continued from page 14*

enjoy something in life, if you are good at something, or, if you truly love someone, you do not need to explain it to anyone, or try and force anyone to understand it. If they do not get it, you will find someone who does. For now, direct your energy toward your passions, and do not let anyone put you into a box. Because who cares if you do not “fit in?” There is no one for whom it is worth changing.

My advice to you is, be yourself, do not listen to people’s

opinions, and do not change. You are the way you are for a reason, and you will add to this world because of it. If you change just because others tell you to, you will lose sight of yourself, you will stop trusting your own instincts, and you will start becoming miserable. The sooner you start believing in your abilities, understanding your strengths, and being more resilient to negativity, the sooner you will end up happy, and on your way to reaching your full potential.

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