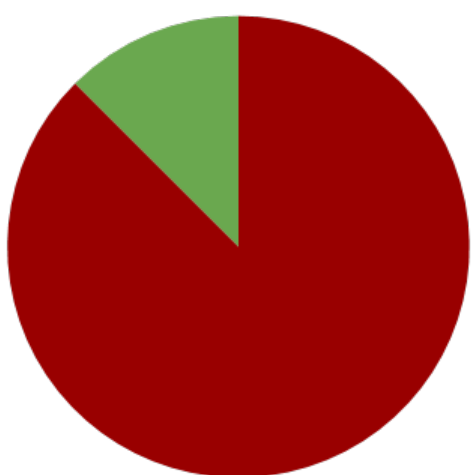


What's Your Opinion?

Last week, we asked students if they had hope that campus would stay open until the end of the semester. Out of 33 responses (as of 5pm Tuesday evening), here are the results:
 Yes, campus will stay open - 4
 No, campus will close - 29



● No, it will close ● Yes, it will stay open

Labor Unions: Their History and Why They Are Important

LILY CABIBI-WILKIN

OPINION EDITOR



Lily Cabibi-Wilkin is a junior music composition major from Hot Springs.

Many people see Labor Day as an easy day off of school or work, or as the last day of summer. But Labor Day, a tradition that goes back to 1894, is a celebration of the achievements of American workers. It is a holiday that union workers of the time fought to receive.

In the late 1800s, the average American worked 12 hours a day, seven days a week, just to make ends meet. (To put that in perspective, the modern average American works 8.8 hours a

day.) Often, children as young as 5 or 6 would work to help their families earn extra money. Working conditions were often dangerous, leading to injuries and deaths.

In 1882, 10,000-20,000 people paraded through Lower Manhattan in support of laborer's rights. In 1886, a similar protest rally led to violence in Chicago. This led to labor organizers and socialists in other countries celebrating Workers Day on May 1, but the U.S. government showed no interest in such a holiday.

In 1893, George Pullman of the Pullman Railway Company laid off hundreds of his employees and cut wages for the rest of the workers by 30%. In response, workers went on strike, and the American Railway Union declared a boycott of all trains using Pullman cars. This strike halted rail traffic in 27 states.

While the Pullman Strike was still ongoing, Congress passed legislation that made the first Monday of September a federal holiday that recognized and celebrated labor. That holiday, Labor Day, is the holiday we still celebrate today.

Labor Day still affects many things.

In Virginia, a law was repealed in 2019 that had required school districts to have their first day of school after Labor Day so families could have one more weekend to visit amusement parks in the state. In Minnesota, a similar law is still in effect, though an additional justification was given for it -- it allows school age children time to show their 4-H projects at the Minnesota State Fair. Labor Day weekend also marks the beginning of many fall sports, such as football and NASCAR races.

National union membership is down to 10.3%, from 10.5% in 2018. However, Arkansas union membership is up to 5.16%, from 4.76% in 2018.

Unions, meanwhile, still struggle. The U.S. Labor Department has rolled back Obama-era rules that made union organizing easier, placing new limits on who can and cannot join a union. In April, truck drivers and warehouse workers at Cort Furniture Rental in New Jersey were laid off and replaced

with contractors -- just as they were about to start a union that would have given them a chance for higher wages and better benefits.

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What are unions good for? To put it simply, unions make sure that workers have safe conditions, good wages, and proper benefits. According to UnionPlus, "Union employees make an average of 30% more than non-union workers." They also have more job-related health coverage and are more likely to be guaranteed pensions. Unions also protect employees from being fired without "just cause," unlike "at-will" employees, who can be fired at any time for any reason.

Labor Day may be over, but education never stops. Keep yourself informed on unions in your area, and see if your job has a union. Even if it doesn't, they're worth protecting. Without them, we could see our workforces looking more like those in the 19th century than those in the 21st century.

The Boys Are Advertising In Town

LILY CABIBI-WILKIN

OPINION EDITOR

Amazon Prime Video's show, "The Boys", has been airing since July 2019. This year, however, there have been two marketing campaigns that backfired so badly that I can only ask: Why?

In early August, mobile Tumblr users opened their ads to see a full screen video ad for "The Boys" featuring Karl Urban's face. To get to their content, users had to scroll past the ad, and any time they refreshed their dashboard feed, the ad would appear again.

"Personally I come to tumblr for the giant face of a bearded man filling up my entire screen every time I open the app," joked Tumblr user joematar. "That is what the site has always meant to me and I hope it never changes."

"Listen," snarked user immaplatus. "Staff. Amazon. Anybody. I am sick and tired of seeing every single one of this ad dude's nose hairs every time I refresh the page. "The boys are back in town? Freaking evict them."

After only two days of complaining and joking about the ad, it disappeared, with Tumblr staff presumably realizing

their mistake. As of today, searching for "The Boys" on Tumblr rewards you with memes about how much everyone hated the ads, rather than content for the actual show.

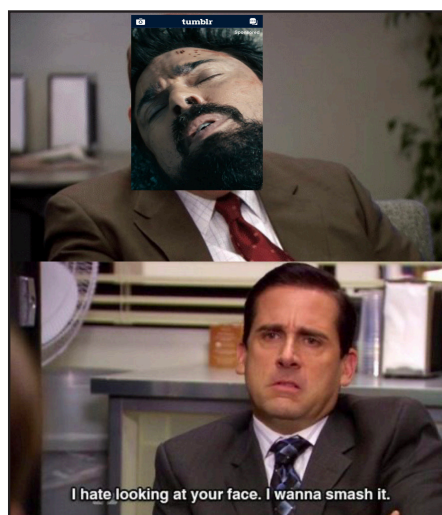
Three days ago, EA's wrestling game UFC 4 patched in ad placements that appeared during the "Replay" moments in gameplay. Ads for "The Boys" popped up at the beginning and end of replays, and an ad for "The Boys" also appeared on the canvas of the wrestling ring. This patch was released two weeks after the release of the game, which means the ads weren't seen by game reviewers.

"The full retail price plus being bombarded with advertisements is a real slap in the face," said Reddit user ryangoddard1984. UFC 4 costs \$60.

Video game journalist YongYea added in his own video on the topic, "EA was fully aware that there would be backlash, they were just testing the waters to see how much the backlash would be, to what extent the backlash would spread."

Much like the ads on Tumblr, EA removed the in-game ads on Sunday, only a day after the ads were put into the game.

I have never seen "The Boys", nor do I ever plan on watching it. It didn't seem more than slightly interesting when it first came out, and after these scummy campaigns I wouldn't touch the show with a 10-foot pole even if it was amazing. I have to wonder, why would advertisers for "The Boys" advertise the show like this?



Meme by Tumblr user richardjager.

I think these campaigns were deliberate. Tumblr and EA were likely fully aware that there would be backlash to their advertisement campaigns, yet

they chose to proceed with them. Either the campaigns wouldn't be noticed and the companies would know they could proceed with ads delivered in the same manner, or there would be backlash and the companies could ride off the negative press.

I've written about disastrous ad campaigns before, and that's because I think it's important to be aware of the things ad companies are trying to pull. As YongYea said in his video, "if this is something that people let slide, even a bit, it's something that will get worse and worse over the years." If we ignore big ad campaigns like this now, they'll only continue to get worse until we stand up to them.

At some point, advertisers are going to have to recognize that their ads are not welcome in most platforms. It's why we have ad blockers. It's why we skip ads on video sites like YouTube. It's why we invented devices that skip ads on TV. If advertising companies read the room a little better and worked to make sure their ad campaigns weren't disastrously annoying, maybe the products they're selling would have better odds.

Next Week's Poll:

Ads: Good or Bad?

If a product is advertised to you on multiple platforms or in an aggressive manner, are you more or less likely to want it?

Students can answer the poll and find previous poll results on The Herald's website, theherald.home.blog, or on The Herald's Instagram page, [@astate-herald](https://www.instagram.com/astate-herald). Website polls are posted on Wednesdays and Instagram polls are posted on Mondays.

These and future articles can be found on the Opinion section of The Herald's website. All comics and memes can be found in the Comics section.

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