



October 14, 2019

Presented by [Audree Hernandez](#)

quote of the day

"It is amazing what you can accomplish if you do not care about who gets the credit."
- Harry S. Truman

THE BIZ

[Study: What Drives Gen Z Loyalty and Purchasing Decisions?](#)

A new research from Snapchat reveals a successful marketing technique for all, despite the large and obvious call out and complaints on companies through out social media. The study showed how those born in late 1990s to 2000s interacted with a variety of companies and services online, including food, beauty, retail and technology. Revealing that 58% of Gen Z buyers visit a website from mobile devices and that "they are looking for brands to entertain (42%), educate (40%), advise (39%) and provide an experience (37%) for them".

CAT'S MEOW

[Win for Student-Parents](#)

Governor Cavin Newsom rolled out a new project where the state higher education budget increases financial aid to help support young parents attending the University of California, California State University, or California Community College. The project's research revealed that "more than 300,000 California students are supported by the state's main financial aid program, known as Cal Grant; last year, about 32,000 of them also were parents," which part of the plan for relieving struggling student-parents is the chance to be awarded up to \$6,000. Though the opportunity is helpful, improvement on the slow process and demanding need is still underworks.

BE ACCOUNTABLE

[NSPR's 'California Burning' Tracks Wildfire History, Science and Solutions](#)

A podcast series and five-part radio documentary examines the fire prone forests of California looking back on the tragic events such as the Camp Fire. The host offers ideas on how we can all be prepared for such natural disasters as well as giving useful measures on prevention. This is NSPR's most recent syndication pitch kit, as a team we are working on



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ways to make this and their future kit more visually appealing and informational to potential stations that want to buy pieces of NSPR's work.

Technically Speaking

[Cities Examine Proper-and Improper- Uses of Facial Recognition](#)

Some states are allowing laws on having companies that are using biometric data to obtain consent from users though there is no clear limitation on the specific use of facial recognition. Ticketmaster was reported to replace online tickets to entertainment events with facial recognition. Other cases include landlords installing facial recognition cameras to rent-stabilize tenants. Court cases and more situations within the private sector are occurring so changes regarding uses of facial recognition will come.

GLOBE TROTTIN'

[Typhoon Hagibis Leaves Thousands Of Homes Flooded, Damaged Or Without Power](#)

Japan is facing a natural disaster, Typhoon Hagibis, so far casualties are at 36 but thousands are left without homes and communities flooded to ruins. Rescue crews have been spending all day on trudging through mud slides and flooded areas to help as many people as possible, putting many of their own rescuers in harm's way as well seeing that 19 are dead and 13 are missing. More than 20 rivers in Japan have been reported as flooded, and colder climates under way.

READ OF THE WEEK

[Chico State University Police Department: Safety Presentations & Procedures](#)

All throughout this month the Chico State UPD has been visiting organizations on campus to talk about safety measures and plans. This upcoming "Chicoween" the UPD will be partnering with other departments within the community to undergo their 29 page emergency preparedness procedure. A glass bottle ban is expanded from the beginning of the Aves up to 7th st. along with a heavy fine is on public areas with any kind of glass



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bottle. We should be taking a moment to prepare ourselves and others around us for this long event.