

THE FEED

What you're talking about today

Winner and loser of the week in pop culture starring Beyonce and Will Ferrell

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Winner

Beyonce. Obviously. First, she bestowed upon us *Lemonade*, a beautifully heartbreaking 12-track visual art piece that first aired on HBO and has forever changed the way we quite literally see music. According to Sony, Yonce's sixth album, which was first streamed on husband **Jay Z's** Tidal, sold 200,000 copies in its first day of availability. Plus, Queen Bey stopped by Tampa to say hey and perform what could be her seminal work live during the second stop of her Formation World Tour. This was Beyonce's week, and we have no doubt it will be Beyonce's year, too.



Loser

Will Ferrell. Word spread this week that he would star as **Ronald Reagan** in a film he'd also produce. That doesn't sound so bad. What doesn't sound so great: *Reagan* "begins at the start of the ex-president's second term when he falls into dementia and an ambitious intern is tasked with convincing the commander in chief that he is an actor playing the president in a movie." You bet the Twittersphere and many who have witnessed the horrors of Alzheimer's were outraged at the news. On Friday, the Alzheimer's Association issued a statement saying it is "appalled that anyone would plan to develop a film that satirizes an individual living with Alzheimer's or another dementia." Ferrell then reportedly pulled out of the project. We hope he's serious, unlike when he threatened to drop the actually funny Lifetime spoof *A Deadly Adoption*.

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