CSUSB students win big at advertisement competition

Twenty-seven CSUSB students took home 40 ADDY awards at the 2015 American Advertisement Award Competition, according to the Fontana Herald News.

By JORGE CAMPOS
Staff Writer

CSUSB students in the Coyote Advertisement program won American Advertising Awards (ADDYs) in the 2015 American Advertisement Award Competition.

A total of 27 CSUSB students took home 40 prestigious ADDY awards, according to the Fontana Herald News.

The 2015 American Advertising Awards-Inland Empire Gala was hosted at the Mission Inn in Riverside on Friday, March 13.

“We have truly amazing talent here at CSUSB,” stated Jacob Poore, manager of the CSUSB Coyote Advertising program.

Poore, together with Andrew Oakes, a CSUSB assistant professor of art, helped students enter the competition.

The Inland Empire ADDY awards is the first stage of a three-tier national competition, according to The Press-Enterprise.

Local entrants compete for recognition as the very best in their markets all across the country.

The ADDY award competition in the Inland Empire covers all aspects of advertisement and includes over 200 categories.

The number of awards given in each category is determined by the judges and is based on the relative quality of work in that category, according to the American Advertisement Federation.

The ADDY awards is a national advertisement competition, so if students receive either a silver or gold award at the local competition, they are given the opportunity to advance to the district level.

“This year one of CSUSB’s students, Joyce Kim, not only received a silver award at the local competition, but also received silver at the district level and her work will be advancing to the national competition,” said Poore.

“I’m very proud to represent CSUSB at the district ADDYs and I hope it encourages other designers to take chances and put themselves out there because the opportunities are endless. We have such a great set of design professors who really want their students to be successful and the ADDYS are a great place to show those professors how much you’ve learned,” stated Kim.

There are a number of benefits to winning the Inland Empire American Award for marketing and advertising professionals.

“It was an overwhelming experience. I did not expect to win silver at the district level, and was even hesitant to apply to the district level in the first place; but I think after going through the design program at CSUSB, I have come to be more confident in putting myself out there,” stated Kim.

Winning an ADDY award differentiates your resume from other applicants at a job opening, helps open doors to internships and your first job following graduation, according to the American Advertisement Federation.
A giant “blob” of warm water in the Pacific Ocean is contributing to the drought in California and the extended winter in the East, according to scientists in the Journal of Geophysical Research Letters.

The patch of warm water was first discovered on June 2014 by researchers for the Journal of Geophysical Research Letters. The mass of warm water has created a high-pressure ridge over the Pacific Ocean, which has led to calmer seas.

The water remained warmer without the chaotic waters to transfer the heat to the cold air above. The mass of water covers about 1,000 miles, from Alaska to the top of Mexico, and extends 300 feet deep in the Pacific Ocean.

Nick Bond, a coauthor of the study, stated, “In the fall of 2013 and early 2014, we started to notice a big, almost-circular mass of water that just didn’t cool off as much as it usually did. So by Spring of 2014, it was warmer than we had ever seen it for that time of year,” continued Bond.

As air cycles across the warm water “blob”, the air is heated up and brings less snow, leading to drier conditions, according to the study.

Boh Diffenbaugh, associate professor of environmental Earth systems at Stanford University, said, “Our research finds that extreme atmospheric high pressure in this region is strongly linked to unusually low precipitation in California.”

The “blob” is also blocking Eastern winter storms from coming to California, deflecting them back up into Alaska and British Columbia.

Most high pressure ridges usually dissipate, allowing rain to get through to California.

The current high-pressure ridge is even stronger than the ridge during the 1976-1977 drought, which was one of the driest in the 20th century.

“‘This ridge is sort of a mountain in the atmosphere,’” said Bob Benjamin, a forecaster with the National Weather Service in Monterey. “‘In most years, it comes and goes. This year, it came and didn’t go,’” continued Benjamin.

By ALEXANDER DOUGLAS
Staff Writer

Wony California weather caused by warm water blob
Faculty struggles with low wages/hardships

By CHERAE HUNT  Staff Writer

A CSUSB faculty survey shows teachers are experiencing low wages and financial hardships.

“More than half of CSU faculty make less than $38,000 in gross earnings, according to the report in the Bureau of Labor Statistics,” stated Carla Rivera in her Los Angeles Times article.

“I thought it was at least $45,000 and up. I feel like it’s not fair,” said student Jasmine Quiniero.

Faculty and teachers have also had to get second jobs or apply for government assistance to make ends meet.

“It’s difficult to give all [my] energy to my students if I have to conserve energy for my next job after classes,” said a CSUSB professor, who wished to remain anonymous.

“I must tell The New York Times I have to cancel my subscription because I am poor,” said a CSUSB professor, who also wished to remain anonymous. “I can’t even afford a $15 subscription to a newspaper.”

Some students feel as if their teachers lack enthusiasm when they teach.

“I think it depends on the professor. Some are really good and some are not,” said student Anna Razo.

The California Faculty Association (CFA), a union that gives members special benefits, did a survey on over 5,000 of their members about their financial income.

“On average, members earn $45,000 annually before taxes and other deductions,” the union said.

“The number is based on earnings of full-time professors and those hired on a part-time basis, who make up about half of the faculty,” according to Rivera.

The CFA is attempting to put the 2015 Campus-Based Equity Pay Program into place.

“This program will get rid of pay inequities that faculty have been dealing with for many years, like salary inversion and compression, according to the national CFA website.

CSUSB faculty protested in October 2014 in front of the Santos Manuel Student Union (SMSU) to have a tentative agreement approved by the chancellor.

The agreement was intended to raise wages by 1.6 percent for untenured professors and faculty and 4.6 percent for tenured professors.

CSU faculty lost purchasing power due to inflation, according to the Cal State faculty payroll data report.

“In terms of take-home pay, 95 percent of lecturers make less than $4,000 per month and 43 percent of them take home less than $2,000 a month; 72 percent of assistant professors and 52 percent of associate professors take home less than $4,000, and 88 percent of full professors take home less than $6,000 per month,” according to Rivera.

CFA announced support for “Fight for 15”, which is a one-day event campaigning for low-wage workers to receive at least $15 an hour for minimum wage.

Adjunct faculty, retail workers, and fast food workers are among the many people advocating for this movement, according to the CFA website.

Nearly 1,000 people joined the protest in L.A. along with 200 other cities and towns on April 15 2015, to advocate raising minimum wages.

For more information about “Fight for 15”, go to april15.org and/or calfac.org.

California rent one of highest in country

By RANDALL HIGGINS  Staff Writer

As a college student, looking online for apartments makes reality just how huge this industry has become.

Apartment buildings and complexes from suburbs around San Bernardino compete for their share of the market.

There is constant debate on whether or not living close to campus is worth the price. For some, it is and for others, it is not.

When speaking to Donna Gotch, a communication studies professor, she said she lives 54 miles away from campus and has commuted for many years. She was more than content to commute even though there were times that it may have taken her two and a half hours.

She loves her beautiful home, and the city she and her husband live in. The trees, the shows, and the very architecture of the city is something they both appreciate and love.

Another professor who loves both her home and the view she has, lives three miles away from CSUSB. For over a decade she has enjoyed her place and wishes she could take it and the view with her when she retires and moves away.

Both instructors were asked about prices. They both smiled and said their homes were well worth the price.

According to the CSUSB website, there are three campus dorm options. The pricing depends on sharing a bathroom, square footage, and one option has a required meal plan. Prices range from $794 per month to $979 per month. Off campus, the prices range from $600 to $1,000 per month.

Yee Ma was a resident on campus for about two years. He said he liked living on campus. Money was a consideration, but not the only factor in his moving. He now appreciates only one roommate, and a little more freedom without having a residential assistant (RA).

Jennifer and Jeannie LeDuff, who enjoyed living on campus, acknowledged it was a bit pricey, but were able to live on campus because Jennifer had a scholarship and Jeannie worked as an RA. They really appreciated the fact they were making friends and developing a network.

It was not just four walls being sold here, but a lifestyle. Most places had amenities such as a pool, health center, and Wi-Fi to name a few that are aimed to appeal to students. Although the prices were high, there was a complete and convenient lifestyle being bought.

Negative voter views on tenure

By DANIELA RUEDA  Staff Writer

University professors receive tenure much too quickly and easily, according to a Los Angeles Times survey.

A Tennessee professor explained the movement to an educator who satisfactorily completed teaching for a trial period and is therefore protected against summary dismissal by the employer.

At CSUSB, teachers receive tenure after six years through an evaluation process.

New teachers on campus are pressured to be at the same teaching level as those who have been here longer.

“When I taught communication studies major, believes teachers should not have tenure.

“Teachers get too comfortable and new younger teachers get laid off first,” said Lastrapes.

According to the Los Angeles Times survey, 38 percent said they should not be given tenure – which comes with strong job security and makes it more difficult to fire under-performing teachers.

According to the Los Angeles Times, more than half of professors said teachers who receive low marks when they are observed in their classroom should be the first dismissed. Twenty-six percent of voters said teachers whose students are not progressing on standardized tests should be the first to be laid off.

CSUSB students take up to 17 units per quarter and constantly review materials before registering for classes. They are paying for a class they hope to learn from.

“The teacher didn’t put much of his time into the class,” said Lastrapes.

Students believe teachers who are under performing and have tenure keep other teachers from showing their knowledge.

Professor Ece Algan has taught at CSUSB for eight years and believes in the tenure system.

“If we don’t have the tenure system, we are measured by other things, such as grants and how well we contribute to the production of sharing knowledge,” said Algan.

Algan also believes that voters do not want the tenure system because it is more expensive to keep a teacher with seniority.

“If a teacher has seniority, it’s more expensive to keep them. The tenure system tries to mask the economy issue with quality discourse,” said Algan.

Voters trust teachers to improve public schools, consider them underpaid and back measures to support and improve their performance in classrooms, according to the Los Angeles Times.

Commentary

Los Angeles Times

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Get to know the Santos Manuel Student Union

By VIVIANA VELASQUEZ & CRYSTAL MONTANO
Staff Writers

The Santos Manuel Student Union (SMSU) is not just a pass way in between classes, but a form of connection.

The SMSU ranges from providing students with socialization, information of upcoming events and a great amount of options at the food court. The aim is to give students the opportunity to interact with new people, grab a bite to eat, and become aware of events.

“The Santos Manuel Student Union is the focal point of the campus, creating a home for learning and leisure, as well as contributing to retention of our students,” states the SMSU website, “We will enhance our students’ overall university and life experience through our celebration of culture and diversity.”

Student Cesar Perez said, “The SMSU to me is a place where I am able to socialize and get away from the stress of classwork.”

Aside from the food, the SMSU also offers a variety of centers for students to come in and explore.

A few of the centers inside the SMSU are the Cross Cultural Center, the Pride Center, the Women’s Resource Center and the Osher Adult Re-Entry Center.

Unfortunately, a trend that we tend to see is students not being aware of the great amount of resources available, Giovanni Escalera said, “Most people don’t know about the centers in the SMSU, because many stay in their department building and just go to the Coyote Markets, rather than walking around.”

“The time I spend in the Student Union is when I have breaks in between classes like more than two hour gaps,” said Luis Portobanco.

The Osher Adult Re-Entry Center, “provides an opportunity for adult learners to create a community where they can share interests and experiences, and participate in campus life,” according to the center’s mission statement.

The Title IX & Gender Equity office is located in SMSU room 108 as well as their Box Office, where you can purchase movie and theme park tickets at a discounted price.

Giacomo Thillet stated, “It’s a great resource that more students should take time to check out.”

The SMSU Program Board provides enjoyable social events throughout the year to promote “student life” and encourage students to meet new people and develop school spirit.

“My favorite part is working with the Program Board, because we put on a lot of great events that are free for everyone and I get to meet a lot of great people.”

“Neon Night” is the SMSU’s Program Board’s next event and will be held on April 17 at 10 p.m. in the SMSU Lobby.

The Cross Cultural Center, located in room 102, provides advising and workshops for students of all ethnic groups and endorses cultural awareness, and is a popular hangout spot for students, with several couches, a computer lab and free popcorn.

The Pride Center offers multiple resources for students of the lesbian, gay, bisexual, and transgender (LGBT) community and for anyone who would want to validate more information about sexuality.

“We make students feel safe and provide a space to hangout, in a place where they can say anything and be open about their sexuality,” said Pride Center employee and student Nancy Matias.

The Student Leadership and Development office focuses on developing student’s leadership skills and personal growth.

The purpose of the program is to increase graduation rates with the resources they provide.

The Title IX & Gender Equity office, located in room 103, is an information resource for sexual violence, gender and sexual harassment awareness and more.

By ERIKA FLORES
Staff Writer

Summer enrollment is just around the corner. The yellow and blue banners and posters displayed in the halls are a reminder of the resources they provide.

“Summer school is very out of site out of campus and on Twitter,” said Burton.

“Summer school is very out of site out of mind during the academic school year and putting it in peoples’ faces like they are with their advertising, it’s encouraging.”

Summer enrollment has definitely been a big deal here on campus for the past couple of weeks and there are students that have already begun the planning process.

“Summer school enrollment has never really been very popular here at CSUSB since tuition for this term has typically been paid by students out of pocket,” said Burton.

However, this year the state will not be funding summer school, and instead there will be a Summer Assistance Grant that is offered to eligible students.

Registration and Information Help Desk official Carlos Ramirez, said he encouraged students to attend summer school, because depending on the amount of units a student registers in, it could be more affordable this year.

Matt Markin, an academic adviser from Advising and Academic Services acknowledged the importance of student retention and graduation here at CSUSB.

Markin and Ramirez’s efforts in supporting this movement is to motivate students in obtaining advising to secure the necessary classes that students need to fulfill the requirements for their degree.

“Summer session can be used as sort of a catching up term, to advance in units,” said Markin.

The importance of continuing focus during the summer session is crucial. However, Markin presented a good point, that although students want to catch up or advance, advisers don’t want them to get burned out either.

There are students throughout campus who, just like Burton, are depending on opportunities to become a step closer to that graduation stage.

A lot of this is due to President Tomás Morales’ drive to increase the percentage of retention in students.

According to U.S. News in 2013, the freshmen retention rate here at CSUSB was 88 percent.

This is positive overall, however the percentage decreases as students get closer to graduation. This later results in a graduation rate of 44 percent.

“Taking summer classes will benefit me, the only aspect that I would change would be that there are a lot more lower division classes offered and I would like to see more upper division courses available,” said Burton.
Opinions

Fashion trends exploit cultures

By BRITTANIE GUTIERREZ
Staff Writer

It is wrong, in my opinion, for some-one to wear specific garments that rep-resents another culture when they do not un-derstand the meaning behind what they are wearing. Traditional clothing and acces-sories have a bigger meaning than simply being a fashion trend.

Some fashion designers are notori-ous for taking inspiration from all over the world and coining them as their own cre-ations.

Culturally insensitive stores, design-ers, and labels capitalize and exploit cer-tain traditions for profit. 

Unfortunately, we as consumers, buy into them because we pay little to no at-tention to the meaning behind what we are wearing.

What we fail to understand is that cer-tain prints and pieces have a significant meaning to other people.

Stores like Urban Outfitters, H&M, and Forever 21 sell tribal items or “boHo”-style clothing that mimics Native Ameri-can cultures.

“Places like Urban Outfitters know what they’re doing. They sell controversy because they know people will buy it to be different and to be on top of the latest trend,” said student Anakaren Alba.

“It’s bad for a company to capitalize on something that means so much to me and my culture,” said Bessy Trigueros, a shopkeeper in Los Angeles.

Even music festivals, such as Coach-ella, provide a forum for the public to dis-play their “unique” fashion sense.

Concertgoers wear body art, jewelry, and clothing that have been culturally ap-propriated by said companies.

In my opinion, if I went to Coach-ella, I would dress in what is appropriate for the concert but not a Native American headdress, which can be perceived as dis-respectful.

People walk around wearing head-dresses or bindis without knowing what they represent.

Bindis are a traditional jewel worn by Southeast Asian women placed in the mid-dle of the forehead to show they are Hindu and that they value their traditions.

Native American headdresses are a traditional display of how much authori-tative power a tribe member holds. The bigger the headdress the more respected a person was.

I recently saw a music video for “Prayer in C (Robin Schulz Remix)” by Lilly Wood & the Prick and was confused when I saw people in the video with traditional Day of the Dead makeup and flower crowns.

Mexican culture and other Hispanic cultures celebrate the Day of the Dead to honor and pay tribute to family members who have died.

“It makes people more ignorant to-wards different cultures if a company sells insensitive items,” said student Brittany Wicker.

“If we continue to buy the products, social movements won’t be taken serious-ly,” said student Jonathan Abad.

I have gone to music shows where people put face paint on to glow with the lights or wear headpieces because it “looks Indie” and unique.

Cultures are appropriated and misrep-rented by insensitive companies mock-ing their traditions and exploiting them for profitable reasons.

“If it would benefit the people of my culture then I’m all for it, but if it’s made by a random person in a different country and sold by a company that has nothing to do with my culture then it’s not benefiting my people then I’m not for it,” said Trigue-ros.

“Have the respect to admire and ap-preciate another’s culture instead of appro-priating it in the name of fashion or dress-up,” stated Jazymn Griffin from The Daily Texan.

I feel cultural fashions and traditions should be respected and understood before we go around wearing them because they are cool and hip.

Indiana takes a major step backwards

By KASSANDRA GARCIA
Staff Writer

The state of Indiana has been faced with national criticism due to their imple-mentation of the Religious Freedom Restora-tion Act (RFRA).

In my opinion, the act creates a huge set back in equality because it allows peo-ple to justify discriminatory acts as reli-gious choice, but is plain bigotry.

When I first heard about the RFRA being enacted, I thought it was a joke. How is it still possible to allow this type of backwords thinking? This law offers no protection for the lesbian, gay, bisexual, transgender and questioning (LGBTQ) community because it allows the possibil-ity of discrimination.

Indiana’s Legislature and Governor Michael Pence put RFRA into place, which essentially made it legal and defensible to discriminate against individuals so long as it’s based on a person or organization’s re-ligious beliefs.

This led thousands of individuals and organizations to social media, where they hailed this as a massive LGBTQ discrimi-nation act. The argument that business owners could justifiably refuse service to those in the LGBTQ community led to ar-ticles such as, “Indiana pizza shop won’t cater gay wedding, gets over $5,000 from supporters.”

Personally, I see this as an attack on the LGBTQ community. According to The Daily Callers it shows that the “ statewide Indiana law expressly legalized refusal to serve gays.” This form of business does not promote any growth in society, it causes a social restraint that Indiana chooses to push aside.

Indiana Legislature quickly responded to the backlash by explaining that the law was not created to authorize discrimination but rather to protect free exercise of reli-gion. They then promised to revise the act and clarify the language.

The Legislature then added, “the law does not give businesses the right to deny services to anyone.”

Still after being revised, the law does not serve any real statewide protection on the basis of sexual orientation or gender identity. It should also be noted that the re-vision act still essentially favors the ideals of conservatives.

“These are, frankly, plain, vanilla re-ligious protections,” said law professor Robert Williams.

If that is not disheartening enough, right wing conservatives are claiming to be unhappy with the law because the revision has diminished the act’s original intention, according to MSNBC.

Now what exactly was the intention? “It’s about keeping government from being used as a weapon to force people to violate their beliefs,” said Family Research Coun-cil President Tony Perkins. He then turns the issue around by claiming that he and many other Christians are feeling societal pressures to conform to certain ideals and that the whole argument is about “attack-ing Christians and their beliefs.”

In my opinion, Perkins is doing a hor-rible job at trying to defend Indiana Con-servatives. He chooses to ignore the real problem by saying that Christians are the ones who are truly suffering.

His argument is ironic at its finest. He is claiming that he and other Christians are being oppressed but how is it that oppres-sors can be oppressed? The RFRA truly serves as a license to discriminate and should be sent back for further revision or better yet, abolished.
Women empowered by Dove ads

A great big thanks to Dove for supporting women of all shapes and sizes. I believe Dove Campaign for Real Beauty encourages women not to give into media and social standards of what beauty should be.

Breaking the beauty mold in today’s society is tough, especially in a world consumed by the importance of body, shape, and size. The soap company’s campaign empowers women to embrace their natural beauty, regardless of their shape, size, or race. Dove’s goal is to help girls and women challenge beauty standards through self-acceptance. Dove’s latest viral campaign, featured on YouTube, shows a series of retail stores around the world with two entrances; one labeled “average” and the other “beautiful.” Women had to pick which one to walk through. The video displays how more often than not, women chose the “average” entrance.

Since its release, a #choosebeautiful hashtag was created on social media sites, such as Twitter and Instagram, to encourage women to see themselves as beautiful instead of average. Many believe the Dove Campaign for Real Beauty is a self-esteem booster, while others say it is merely a marketing tactic to gain more revenue. "The problem is, of course, that Dove’s not in the business of changing beauty standards. They’re in the business of selling soap,” states Mari Brighe from TheDailyDot.com.

I do not think Dove would create an appealing campaign based on a widely controversial topic solely for the sake of business. “I don’t believe they have built this world-known campaign just for the publicity. I feel that they truly believe in what they are advertising about all women being beautiful,” said student Samantha Merlos.

Dove has even avoided using celebrities in any of their commercials or advertisements to show that they are trying to reach out to everyday women. However, business is business, which is why Dove created such a moving campaign to improve both marketing and societal views on beauty. You cannot expect a company to promote an idea without having an agenda to help them as well.

One controversy that has sprung out of the campaign is Dove’s lack of making skinny women feel beautiful, promoting “skinny shaming.” “[Dove’s Campaign] aims to show beauty comes in all shapes and sizes, [but] neglects to show all shapes and sizes,” stated Tori Mirian from candourness.com. Mirian also questioned whether or not Skinner women are considered beautiful too. “I do think that by putting too much emphasis on making heavier girls feel good about themselves that they in turn shame skinny girls, consciously or unconsciously,” said student Alyssa Navarro.

Dove has been known to include women of larger or fairly larger body types, but why should that be considered skinny shaming? Skinny women are praised and displayed on television, fashion billboards, and in magazines every single day. Dove’s Campaign for Real Beauty is not a skinny shaming or strictly business marketing tactic.

It is simply a campaign to help women, who feel they are “not as pretty” or “less beautiful,” feel accepted and self-empowered.

In the beauty-based society we live in today, I think Dove is making great strides with their campaigns to help every woman feel beautiful, happy, and have them burst with self-esteem.

SB job market falls, then rises

By DOMINIC INDOLINO

The recession of the late 2000s hit San Bernardino County hard. According to the Economic Development Agency of San Bernardino, unemployment hit a high of 14.3 percent in 2010.

But, according to the Community Foundation, the county of San Bernardino is due for some extreme changes by 2035. I think this is great, especially because of the devastation this recession has caused some residents of San Bernardino County. “The crisis in San Bernardino has been real,” said Jason Richter, a San Bernardino native. Richter lost his city job in 2012 because of the city’s bankruptcy declaration. “It was all bad,” Richter said while waiting for his bus on Highland Avenue. “I didn’t know what I was gonna do. I got the job with the city because I was always told that was were the most security was.”

A year after losing his job, Richter fell into a depression and wandered the streets of San Bernardino, homeless. Though it was “some of the scariest times of [his] life,” Richter’s homeless lifestyle allowed him to fully grasp the state that his beloved county was in, something I could never do. “A lot of us homeless would get together sometimes and talk about the things we saw,” Richter said. The county’s restaurants and commercial buildings would sport a “surreal” amount of “for lease” or “for sale” signs. “That’s all I would hear about for weeks. How this place would close down, or how that place would have a new owner,” Richter told me over his cigarette. “I was told that most places wouldn’t last a month.”

San Bernardino County has many homeless residents because 80 percent of the land is outside of incorporated areas. Due to their lack of trust, many homeless residents avoid census employees, so the statistics on them are estimates and rely mainly on figures from past census information and algorithms, according to the U.S. Census Department. Eventually, Richter sought help from an estranged uncle living in Riverside. “The moment I sought refuge, it was like the clouds parted from the sky and all I could see was sunlight.” The clouds also parted upon San Bernardino County. New reports commissioned by the county have shown improvements in lowering the unemployment rate to 9.3 percent as of March 2014. This has been thanks to Amazon opening its second major fulfillment center in Moreno Valley, along with the logistics sector, adding more than 16,000 jobs since 2010. Although Moreno Valley is a part of Riverside County, it is a part of the Inland Empire, whose revenue directly affects San Bernardino County, according to the Community Foundation.

The report by the Community Foundation projects a 3.9 percent increase for jobs in construction and a 3.7 percent increase in jobs for healthcare and social assistance in the next three years. San Bernardino County, in its revival, is planning on giving back to departments, whose funding it cut in 2012, along with warehouses and the logistics sector, which is a controversial topic solely for the sake of business.

“I do think that by putting too much emphasis on making heavier girls feel good about themselves that they in turn shame skinny girls, consciously or unconsciously,” said student Alyssa Navarro. Dove has been known to include women of larger or fairly larger body types, but why should that be considered skinny shaming? Skinny women are praised and displayed on television, fashion billboards, and in magazines every single day. Dove’s Campaign for Real Beauty is not a skinny shaming or strictly business marketing tactic. It is simply a campaign to help women, who feel they are “not as pretty” or “less beautiful,” feel accepted and self-empowered. In the beauty-based society we live in today, I think Dove is making great strides with their campaigns to help every woman feel beautiful, happy, and have them burst with self-esteem.

Women empowered by Dove ads
Features

Luxury Student Living

Across the Street from CSUSB

Complex Amenities
- Free High-Speed Wi-Fi Throughout Complex
- Walking Distance to Campus
- Assigned Covered Parking
- Game Recreational Areas
- Board Bill Mountain View
- Secure Bike Parking
- Professional Management
- Individual Leasing
- Resident Management Program
- Security Cameras and Monitors on Ground Floor

Clubhouse Amenities
- Multi-Purpose Game Room
  (Pool Table, Foosball, Shuffleboard)
- Multi-Media Lounge
- Fitness Center / Yoga
  and Stretching Area
- Study Rooms
- Business Center with
  Computers and Print Station
- Tuscan-Style Pool
- Spa
- Outdoor Kitchens / BBQ
- Picnic Area with Grills

Unit Amenities
- Fully Furnished
- Security Front Door Entry
  with Key Fob
- Individually Keyed Bedrooms
- Patios/Balconies
- Each Bedroom with
  Private En-Suite Bathroom
- Walk-In Closets
  (Select Bedrooms)
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  in Living Room and Bedrooms
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Features

Coyotes approve Donkey

By CHOI WOOJUNG
Staff Writer

Many Coyotes are positive of Hillary Clinton’s presidential campaign.

Clinton released a video announcing her presidential campaign via YouTube on April 12, 2015. This is her second attempt running for president after losing to Barack Obama in the 2008 primaries.

In the video, Americans from various racial and social backgrounds revealed their expectations concerning the big changes planned for their lives in 2015.

In the video, a college student sought employment and a middle-aged couple wished to teach their dog to not eat from the garbage can.

There was also a gay couple who plan to get married this summer, walking down the street, hand-in-hand, smiling.

“I’m getting ready to do something, too. I’m running for president. Every day, Americans need a champion, and I want to be that champion,” said Clinton.

At the end of the video, Clinton added, “So, I’m hitting the road to earn your vote because it’s your time. And I hope you’ll join me on this journey.”

Although there are many positive reactions, some students have contrary opinions after watching Clinton’s video.

“I don’t think it’s a good idea that Hillary Clinton runs for president. Yes, she was vice president, but America needs someone new to take office,” said student Anthony Olivar.

After watching the announcement video, Olivar said, “The video is guaranteeing that the points that were addressed will become a change once she is president. I understand that America is at a bad turning point right now, but no matter what president is in office, changes won’t be made right away.”

Many students had a positive perspective on Clinton running for president.

In terms of Clinton running for office, student Nathaniel Lastrapes said, “I’m not surprised that Hillary is running for president. It has been speculated that she would run for president again in 2016 for several years, so the announcement seems like more of a formality.”

“I think that if Hillary Clinton was running for president that she would make a change in history. Meaning that she would be the first lady in office as the president of the United States,” stated Summer Zeit via text.

“The points that were addressed in the video were insightful because they are current issues that we are having today in America. In running for office, she is trying to address these issues because she believes that she will make a change,” stated Zeit, in terms of her reaction to the video.

“Her announcement video was very ‘well-rounded’, in the sense that it subtly captured everything that she supports or will support, but it still felt a bit off. I thought it was an ad for some insurance lol,” stated student Marisol Nava, a senior history major, via e-mail.

“I think she’s been a great presence in politics with her previous roles (first lady, senator, secretary of state), so I feel that this election she will campaign in [a] way that we will get to know her [on] a more personal level,” stated Nava.

Clinton’s campaign is trying to appeal to the middle class and the diversity of Americans, and many Coyotes seem to hold a positive view of her.

Hillary 2015 begins

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The view of the Grand Canyon is breathtaking; it gives you a sense of perspective on how small we are, how big the world is, and as a busy college student, I often need a reminder that a world exists outside of my own.

We were quite happy with our lunch, and I would definitely recommend their French Onion Soup Gratinee, and the Local Natural Navajo Taco.

After a long day of sightseeing, shopping, and dining, it was time to head home. On the train ride back, my well-deserved slumber was interrupted by a traditional train robbery in which a group of actors dressed as bandits on horses, jump aboard to “rob” passengers before fleeing. In all, I cannot say enough good things about the Grand Canyon Railway. As I reflect on my experience now, I feel enormously fortunate to be able to explore such places.

If you ever feel cooped up in your own world, I urge you to consider traveling somewhere new.

Korean persuasion sweeps the nation

By YE_RUN KIM
Staff Writer

Student Charmaine Galley is a frequent listener of Korean music. One day, when she was walking through University Hall, her eyes were caught by a poster sporting, "Korean Culture Club: Sarangbang."

Galley was excited by the opportunity to learn more about the culture and to meet fellow Korea-philes; she joined the club, and has attended club meetings ever since.

Korean Culture Club: Sarangbang (KCCS) is a cultural exchange organization that introduces Korean culture to the campus community.

A chartered formal club on campus, KCCS is composed of six Korean staff members, Korean Professor Bomk Hwang, and about 25 domestic students—all of whom are passionate about sharing Korean culture with others.

According to advisor Professor Hwang, the main purpose of the club is to encourage Korean students to broaden their communicative scope and help CSUSB’s campus community gain a better understanding of Korean culture.

"In doing so, the club hopes to enable the entire campus community to expand their international perspectives in accordance with our philosophy: that we all influence each other regardless of our different ethnic backgrounds," said Hwang.

Since Winter quarter, KCCS has provided various activities through regular club meetings and events, allowing students to sample the different aspects of Korean culture, ranging from food, history, and tradition.

Some topics during regular meetings are Korean food, movies, games, the Lunar New Year, and other topics.

Besides club meetings, KCCS members attended a Hanguel-Sarang picnic with Korean language tutors. Anuar Garcia joined the picnic and mentioned, "The picnic was a great experience."

"I was able to eat food of a different ethnicity, and there is nothing better than eating with many people from different places around the globe," added Garcia.

KCCS also participates in many campus events such as the Club Festival and the Homecoming Parade, held last quarter.

At the parade, they won first place among participants. The winning prize? Pizza for all active club members.

KCCS is organizing a campus-wide event, "Korean Festival," on May 1 with the Korean Student Association (KSA) and Korean language tutors.

There will be traditional Korean food and drinks, traditional dances, instrumental performances, a K-pop band, and dance performances.

What makes students go to KCCS? According to interviews with members, most answered that they knew Korean culture through K-pop, drama, the study abroad program, or have Korean friends.

"This past summer, I went to Korea, so I want to get back the feeling of my cultural experience," said Tara Baskerville.

Elizabeth Lomeli said, "I liked some Korean culture I heard from my Korean friend, so I wanted to know more and also to study abroad."

KCCS members exchange their different cultures and form strong friendships with each other, which helps you enlarge your perspective and opens your eyes to a different side of the world. "The people in the club are so open. They are willing to answer any questions that you have about Korea," said Baskerville.

Regular club meetings during Spring quarter will be held on Fridays from noon to 2 p.m. While the location changes weekly, it is announced ahead of time.

For more information, you can contact the club at csusbsarangbang@yahoo.com.
Emotions are raw and personal in the new album “Froot” by Marina and the Diamonds, led by Welsh singer Marina Diamandis.

She wrote all twelve tracks featured on the album and collaborated with only one coproducer, David Kosten.

“Froot” is Diamandis’s third album to date and is very different from her previous work. Her style of music has varied from Indie Pop and New Wave musical style to Electro-Pop and Alternative Pop.

“In the past because I was new I was someone who really needed praise, I very much listened to other people, perhaps when I shouldn’t have. So because of that, on ‘Froot’, I wanted to create the whole thing,” stated Diamandis in an interview with Larry Day, The Line of Best Fit.

“Half of the album is about a relationship that I had to end. It’s not something I feel good about, and it’s not something I had really addressed before in my song writing,” added Diamandis.

“Froot,” the cover song of the album, is fun with interesting lyrics and the melody has tones of disco music.

“Baby, I am plump and ripe/ I’m pink-er than shepherd’s delight/ Sweet like honeysuckle late at night/Leave it too long I’ll go rot/ Like an apple you forgot/ Birds and worms will come for me/ The cycle of life is complete. ”

“The lyrics in this song were sort of weird and kind of funny. I have never heard anything like it and her voice is very unique,” said student Ashley Wilson.

The most controversial song that is featured on the album is “Savages” which is about rape.

“Another day, another tale of rape/Another ticking bomb to bury and detonate/ I’m not the only one who finds it hard to understand/ I’m not afraid of God/I’m afraid of Man,” said the lyrics.

Diamandis wanted to bring this issue to light because she felt rape has become “normal” in our society and we tend to overlook it.

“Rape is an interesting topic to bring up in a song, but I felt that she is right that ‘humans aren’t going to behave’ when it comes to this issue,” said student Desirae Maciel.

Some of the more interesting song titles on this album are “Blue,” “Gold,” and “Weeds.”

“A song I enjoyed while reviewing the album was “Happy.” It felt relatable to anyone who has been in a dark place after a breakup and then finds peace.

The lyrics and overall tone were also a great way to start off the album because it underlines the theme of Diamandis finally being happy.

The overall tone of “Froot” has a soulful edge and is combined with piano/key- board and techno driven songs well blend-ed with pop.

While half of this album tends to drown in the sorrows of Diamandis, it is still packed with her melodic style and showcases her maturation as a performer.

The album was released on April 6 and is available on Spotify, Google Music, and iTunes.

Coachella: The best decision

On May 16, 2014, I made one of the greatest decisions: I bought my Coachella weekend one ticket.

Coachella is Southern California’s biggest annual music festival. It is a three-day festival located in the Mojave desert known for having a large variety of both mainstream and indie artists, hipsters with over-priced clothes, and an enormous amount of celebrity attendees.

A few of the fashion trends at Coachella that year were denim cut-hams, bucket tops, cut-off shorts, and Bohemian dresses.

Coachella 2015 was my first time attending the festival and it exceeded any of my expectations.

To start off, as I was driving into the festival’s parking-lot, Kylie Jenner’s driver cut my car off, which to some may be considered a good start!

My fascination with the festival bloomed when I first saw the line-up in 2003.
It was filled with incredible artists, such as the Beastie Boys, Red Hot Chili Peppers, and Interpol.

I bought my ticket last May before the line-up was released knowing it would be amazing and I was not disappointed.

This year’s line-up consisted of extremely talented artists such as AC/DC, Drake, Alesso, and so many more. The festival demonstrated its diversity by having genres from rock to hip hop to EDM.

Since there are so many great artists you have to make the tough decision of choosing to see some over others.

Some of the many artists I got to see were Raekwon and Ghostface Killah of the Wu-Tang Clan, Deorro, Jungle, Florence and the Machine, and ODESZA.

Wu-Tang Clan, Deorro, Jungle, Florence and the Machine, and ODESZA.

The Alabama Shakes performed on Friday around 7 p.m. during sunset and they couldn’t have gone at a better time.

The Alabama Shakes’ lead vocalist, Brittany Howard, showed passion and emotion that matched perfectly with the red and blue sun beaming sky.

Their performance of “Gimme All Your Love” had the crowd screaming the lyrics with so much emotion and it was my personal favorite of their set.

The song that got the crowd moving and was my favorite song of theirs was, “Elephant.”

Drake closed the festival on Sunday night with special guest, Madonna.

Before exiting the stage after her performance, Madonna sat on Drake’s lap and began kissing him.

He performed songs from “Comeback Season” to “If You’re Reading This It’s Too Late.” He ended his set by performing “Legend” proving that if he were to die he would be a legend.

Coachella isn’t only known for its amazing selection of musical artists, but also for their art installations and fashion.

There were fifteen different art installations spread throughout the festival. Out of the fifteen, there were two that caught most of the festivalgoers’ attention.

The first one was Papilio Merraculous by Poetic Kinetics, which was a huge, violin-shaped butterfly that turned into a colorful butterfly by the end of the weekend. kinetics created this piece to show nature’s way of transforming.

Derek Doublin and Vanessa Bonet created the art piece “The Corporate Headquaters.” The installation is a three-story office building with hippopotami in work suits making a mess.

They should have gotten a stage for themselves because they constantly had a huge crowd around them. By the end of the festival, they still had an audience refusing to leave.

It was a show of its own.

The film only made $13.5 million its opening weekend, falling to the “Future was the” powerhouse.

I saw the trailers for it, and I thought that it would maybe be good, but after watching the movie, it was the same old stuff I’ve seen before and I wish I would have waited until Red-box,” said student Chris Galvan.

The scenery and beauty of North Carolina can be seen in every shot, but the action shots of the bull riding that takes place in the film don’t fit in, and question if you are watching a love film, or a sports epic.

The film brings small amounts of hope back to the future of Sparks’s stories, but still leaves moviegoers wanting for more real love.
**NETFLIX SERIES REVIEW**

**Marvel takes on Netflix, one devil at a time**

By MARVIN GARCIA
Staff Writer

Marvel Television lets the devil out with the all-new Netflix original series “Daredevil,” the man without fear, setting off on a mission with all 13 episodes that began on April 10. Thrilling, dark, intense, gritty, and humorous are some of the elements integrated into the series’ pilot where audiences will explore the upbringing and development of yet another one of Marvel Comics’ iconic characters.

The series tells the story of Matthew “Matt” Murdock, played by English actor Charlie Cox, a daytime lawyer of Hell’s Kitchen suburban area in New York City.

After the tragic accident that resulted in losing his eyesight, it enhanced the rest of his senses, leading him to become the nighttime crime-fighting superhero Daredevil, set on a mission to make Hell’s Kitchen a crime-free environment. The pilot has a strong start by keeping it fresh with the source material and current media techniques as the opening scene directly addresses Murdock’s childhood accident.

It then cuts to his well-known habit of confessing pledges of forgiveness at church for all the ass-kicking he is about to do. We witness his fighting skills as he spoils the operation of thugs, kidnapping girls, and engaging in an all-out don’t-mess-with-me battle sequence, proving how Murdock can take a punch. We do not see him in his red devilish costume yet, but in a black leotard with a black hundanana for a mask.

Right from the get-go, the series offers a modern feeling in the live-action adaptation of the character. It allows fanatics and new audiences to enjoy the dynamics among characters and its narrative structure.

“The series is pretty good. It shows that dark vision that I look up to as it’s supposed to be,” said CSUSB student Alberto Rendon.

“Since he lost his eyesight he has to rely on the rest of his senses to fight,” he added.

“Daredevil” delivers in executing battle sequences, turning an origin story back into character development, understanding the visual language (the dark or light tones) of comics, depicting vulnerable villains, the continuity feature to the Marvel Comics Universe (MCU), and of course, its entertainment value.

In comparison to the 2003 motion picture of the same character, students expressed high expectations for the series in terms of plot structure, creative production, and acting talent.

“I expect a lot of interface action when it comes to superhero films. I want a good story, see the character evolve, his back story, to fully understand it, and look inside the character’s head,” said CSUSB student Ben Moreno.

Aside from Cox, the series lines-up the talents of Elden Henson (“The Hunger Games”) as Franklin “Foggy” Nelson, Murdock’s humorous lawyer partner, Rosario Dawson (“Seven Pounds”) as Claire Temple, and Vincent D’Onofrio (“Law and Order: Criminal Intent”) playing the main villain, Wilson Fisk, better known as the Kingpin of Crime in New York’s criminal underground.

Marvel’s “Daredevil” is the first part of a five-part deal between Marvel and Netflix. The others are “Jessica Jones,” “Iron Fist,” “Luke Cage,” and “The Defenders,” further expanding the MCU onto the small screen, along with “Agents of S.H.I.E.L.D.” and “Agent Carter.”

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**Vinyls spinning again**

By JOSE ALVAREZ
Staff Writer

It is odd but good-old time with the vinyl record crowd.

Vinyl records have been gaining popularity again in recent years, especially in the United Kingdom and the United States, with Official Vinyl Charts launching in the United Kingdom on officialcharts.com.

Currently standing on the vinyl albums chart for the first quarter of 2015 are artists as Noel Gallagher’s High Flying Birds, Led Zeppelin, and the Arctic Monkeys.

Bob Dylan and Pink Floyd also appear on the top ten vinyl albums list.

“Ballad of the Mighty F”, by Noel Gallagher’s High Flying Birds, is the number one vinyl single in the United Kingdom. This is followed by “The Dying Light”, also by Noel Gallagher’s High Flying Birds, leading the number one slot on the top ten vinyl albums list.

Monkeys.

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Jackeline Felix: CSUSB distance runner

By RICARDO MENDEZ
Staff Writer

Jackeline Felix, a senior kinesiology major from Fontana, has plenty of experience as she competed in track and field in high school, where she was awarded All-Sunkist League honors.

At her high school, Felix was named the most valuable player (MVP) for not only cross country but track distance as well.

“It’s such a big influence in the Inland Empire,” said team captain Felix.

Now track and field practices six times a week. Practice was held Wednesday afternoon with up to 55 mph wind conditions.

Interim head coach, Tom Burleson, selected Felix as team captain and Patricia Cortez as her co-captain.

Felix’s best mile time is five minutes and 53 seconds.

Not only does Felix have track experience, but also carries important leadership skills. Sports has helped Felix come out of her shell. “I’ve learned to voice my opinion,” said Felix.

Felix comes from a family of six, allowing her to practice leadership among her siblings.

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Ryan Card overlooks Hiddenbrooke Golf Course in Vallejo, Calif. while playing the Tim Tierney Pioneer Shootout held during spring season in March.

**Coyotes drive to conference**

The golf team heads to Stockton for the CCAA Conference Golf Tournament

By SHELBY HANCOCK
Assistant Sports Editor

The Coyote Golf team awaits reward. The Coyote men’s golf team has prepared all season for the California Collegiate Athletics Association (CCAA) tournament held April 20 through April 22.

As the golf season comes to a close, it allows the team time to improve their game and confidence as they enter the concluding tournament.

“The team has been getting a lot of practice and repetition in order to prepare for this tournament,” said senior business major Ryan Card.

The golf season included seven tournaments attended by fellow CCAA schools, giving them adequate practice to enhance their game.

The season also provided practice against teams they will face in the upcoming tournament.

“I feel decent and ready to finish on a good note,” said Card.

In the previous season, Card helped his team at Palomar College to finish second place in the state in 2009.

For the team, six of the seven members participated in this tournament in previous years and feel confident because of their experience.

Junior Alex Coats has been preparing for the tournament all season, he’s focused on minimizing his mistakes and putting in extra work on his putting.

Two of the six players, Alex Coats and Taylor Hood placed 24 and 27 last year at the CCAA tournament, while expecting similar results this year, if not better.

During the tournament six of the CCAA institutions compete to move onto the next round.

The champion will then move on to compete against other division two champions in the NCAA regional tournament, “our team will do well if we just stay in the present and stay focused,” said Card.

Other members of the team seem focused and dedicated to doing well in the tournament also.

Coats feels ready going into the tournament, “I feel confident in my game, I just need to make sure I focus on maintaining my focus,” said Coats.

Coats continued, “I think the team has been pushing each other a lot lately and I think we are going to perform this post season.”

Last season Coats ended with a 54-hole best finish, which led him to finish 24 at the CCAA championship.

During the Mustang Invitational held toward the beginning of the season, Coyotes finished two spots above Sonoma State.

The Coyotes then went on to finish two spots above Cal State Dominguez Hills in the InterWest Insurance Wildcat Classical Invitational.

In the Coyote Classic held at Arrowhead Country Club, the team finished sixth out of 20 with three Coyote players placing above those of the CCAA competing schools.

Continued on Pg. 14

**Strongest Coyote Challenge**

By SHANE BURRELL
Sports Editor

With competitions like the Iron Coyote, Swim the Bear, and the Mile High Challenge, we sometimes forget about the competitors that are concerned with pure muscular endurance, but the Strongest Coyote Challenge is going to change all of that.

The Student Recreation and Fitness Center (Rec Center) has created a competition for men and women so that they can test their strength and endurance as competitive lifers.

“The Strongest Coyote competition is a test of pure strength, explosive strength, speed, conditioning and muscular endurance through four different events,” states the CSUSB Rec Sports website.

The four different events are comprised of the Tractor Tire Flip, Hand-over-Hand Truck Pull, Farmers Walk and Atlas Stones.

Although the names of the events might seem playful and charming, these same events have been seen in the Strongman Challenges in many areas of the United States.

The Tractor Tire Flip challenges each of the competitors to flip a giant tractor tire 50 yards or 150 feet in under three minutes. The Hand-over-Hand Truck Pull challenges the competitors to pull a truck 40 yards or 120 feet in under three minutes.

With competitors surely worn out by the other two events, they must also compete in the Farmer’s Walk, in which they carry two weights, one in each hand for 50 yards or 150 feet in under three minutes.

Competitors, if not already sure from the previous events, are sure to be challenged by the grandfather of all Strongman events, the Atlas Stones.

This event challenges competitors to lift stones of certain weights on platforms in the best time possible. Each event will challenge anyone, man or woman, who decides to participate by signing a waiver for the Rec Center.

Men and women will have weight classes they will be placed in that will separate the competitors to maintain fairness. Men will have the weight classes of 165 and under, 165-180, 181-200 and 200 plus. Women will also be separated into classes, 129 and under, and 130 and over.

Although the event might be for those that have the strength and the endurance to compete in such rigorous activities, the Rec Center welcomes anyone that is willing, to come out and cheer on those who are competing.

With all regards from the event coordinator Barry Greene to the athletes and those who would like to come out and show their support in the Strongest Coyote Challenge.

Continued on Pg. 14

**Upcoming Coyote Sports**

- April 24, Baseball: CSULA VS. CSUSB, 2 p.m.
- April 25, Softball: CSUSB VS. UCSB, 12 p.m.
- April 24-25, Track and Field: La Jolla
- April 25, Softball: CSUSB VS. UCSB, 12 p.m.

**Students enjoy affordable sports entertainment near campus:**

**66ers**

By LAUREN JENNINGS
Staff Writer

“Fifty Cent Friday” offered by the Inland Empire 66ers is an affordable escape for Coyotes.

The promotion offers fifty-cent hot dogs and breadsticks, $2.50 drinks and lawn tickets plus a fireworks show.

The game also included entertainment from Bernie the mascot, the 66ers dance team, and great baseball from the Angels of Tomorrow.

The promotion offers fifty-cent hot dogs and breadsticks, $2.50 drinks and lawn tickets plus a fireworks show to the hit songs of Queen, chosen by the fans in a Facebook contest.

The fifty-cent hot dog was a bargain, even though the win was a little stale and the lawn seat was a steal as well.