#### Santa Clara University Scholar Commons

The Santa Clara

**SCU** Publications

5-1-2014

## The Santa Clara, 2014-05-01

Santa Clara University

Follow this and additional works at: http://scholarcommons.scu.edu/tsc

Part of the <u>Arts and Humanities Commons</u>, <u>Business Commons</u>, <u>Education Commons</u>, <u>Engineering Commons</u>, <u>Law Commons</u>, <u>Life Sciences Commons</u>, <u>Medicine and Health Sciences</u> <u>Commons</u>, <u>Physical Sciences and Mathematics Commons</u>, and the <u>Social and Behavioral Sciences</u> <u>Commons</u>

#### **Recommended** Citation

Santa Clara University, "The Santa Clara, 2014-05-01" (2014). *The Santa Clara*. Book 12. http://scholarcommons.scu.edu/tsc/12

This Book is brought to you for free and open access by the SCU Publications at Scholar Commons. It has been accepted for inclusion in The Santa Clara by an authorized administrator of Scholar Commons. For more information, please contact rscroggin@scu.edu.





#### Since 1922

www.thesantaclara.org

#### One free copy

# **Fence Highlights Various Border Injustices**

Art and anecdotes adorn structure, discussion prompted

> **Eddie Solis Jr.** ASSOCIATE REPORTER

Santa Clara organizations are collaborating to raise awareness about immigration issues through a week of events and a mock border wall on campus.

The chain-link fence dividing Kenna Lawn is covered with a combination of art, statistical charts, interactive pieces and testimonies. Its visibility is intended to bring the issue of immigration to the forefront and provide a space for discussion

The week's goal is to bust myths about immigration, present various perspectives and experiences, and show the complexity of an issue that may be oversimplified.

'We hope it allows students to ask questions they have," said Lauren Farwell, Santa Clara Community Action Program's empowerment department coordinator. "(We want them to) reflect on their perspectives of immigration and where those views come from and how we could apply them constructively to

See IMMIGRATION, Page 4



Freshmen Alejandra Pacheco and Andrea Garcia take part in an interactive project along the mock border wall erected on Kenna Lawn. The fence is part of the annual Immigration Week hosted by the Multicultural Center.

# **Group Not Recognized as Oppressed Minority**

Club seeks residency, requirepublic relations and marketing coordinator for the MCC, said that the PASU does not meet the organization's criteria because Portuguese Americans have not been historically institutionalized or oppressed in the United States.

Anna Sampaio, associate professor of ethnic studies, said that the issue is fairly mundane and something that happens every year in multiple ways on campus, including athletics and Greek life. "To be very honest with you, I see this as a non-event," Sampaio said. "Everybody on this campus has a mission, everybody on this campus has operating procedures and everybody tries to make decisions about how best to make those happens, (and) how best to manifest those." Jade Agua, Program Director of the Office for Multicultural Learning, noted that students of color still face discrimination on campus, so the MCC needs to maintain the original intent of its mission statement. 'The difference is that a Portuguese American would have the ability to even assimilate because (they)

look white, basically," Agua said. The MCC provides permanent office and meeting spaces for its members, as well as a safe, accepting space for all minorities.

statement.

"I think at the time it was founded, when people said multicultural, it meant students of color." Agua

# ments not met

#### **Eryn Olson** THE SANTA CLARA

Members of the Portuguese American Student Union took offense after the Multicultural Center denied their request to join the Chartered Student Organization.

The PASU expressed its sentiments in a press release, stating that members of the club constitute a campus "minority that should belong to the MCC."

The MCC stood by its decision. Sophomore Marissa Martinez,

"It's not that they aren't students of color, because they are cultural people, but by the mission statement's definition, they are not," Martinez said.

According to the MCC mission statement, "people of color" are defined as racial or ethnic minority groups that must reside in the United States, have roots in United States culture, have been underrepresented both historically and politically, have experienced institutionalized discrimination and have been and continue to be economically underserved.

In 2009, the Japanese Student Association became the ninth and most recent club to be officially installed as part of the MCC. These nine clubs are evaluated annually by the MCC to ensure that they each meet certain MCC goals and requirements.

Currently, PASU is among several other cultural clubs on campus that do not have residency within the MCC.

Although Agua believes that the PASU does not satisfy the MCC's criteria of representing a historically marginalized ethnic group, she said that there could be room for elaboration in the MCC's mission

said. "But now, 20 years later, it does not mean that anymore."

Agua said that she wants a more distinct way for cultural clubs to affiliate with the MCC without having direct residency.

"I would like to think that this incident with PASU would be the open door to this conversation," Agua said.

In the press release, the PASU said, "Our main goal is to provide a safe and welcoming space for our PASU club members as well as other cultural clubs who are not a part of the Multicultural Center."

Contact Eryn Olson at eolson@scu. edu or (408) 554-4852.



#### WHAT'S INSIDE

News 1 -	3
Scene	.4
Opinion	.6
Sports 7 -	8

### The Santa Clara

Serving Santa Clara University Since 1922

• • •

Volume 93, Issue 21

EDITOR-IN-CHIEF Nick Ostiller

#### MANAGING EDITOR Vishakha Joshi

#### EDITORS

 News:
 Mallory Miller

 Opinion:
 Jonathan Tomczak

 Scene:
 Summer Meza

 Sports:
 Brendan Weber

 Photo:
 Malu Veltze

 Slot:
 Jena McDougall

 Design:
 Ryan Daly

#### REPORTERS

Lauren Bonney Dan Hanower Sophie Mattson Ivan Munoz Eryn Olson Sydney Sanchez Tyler Scott Nicholas Sonnenburg Victoria Yu

#### PHOTOGRAPHERS

Kevin Boehnlein Ashley Cabrera

#### COPY DESK

Aya MohamedWorthy PattersonAaliya KapadiaKelsey Ford

#### DESIGN DESK

Amanda Chong Athan Hsiao Stefan Hsiao Suparna Jasuja

ADVERTISING STAFF

Allison Wan

#### DIGITAL EDITOR

Gogo Jones

#### BUSINESS/SUPPORT STAFF

Distribution Manager: Alex Cabral

ADVISERS

#### Gordon Young Charles Barry, photo Dan McSweeney, photo

#### CONTACT US

Newsroom:	(408) 554-4852
Editor in chief:	(408) 554-4849
Advertising:	(408) 554-4445

On the Web: www.thesantaclara.org Email: editor@thesantaclara.org Twitter: @thesantaclara Instagram: @thesantaclara Editors and departments can also be reached via email at section@thesantaclara.org (e.g. sports@thesantaclara.org) For a complete list, visit us on the Web. Mailing Address:

> Box 3190 500 El Camino Real Santa Clara, CA 95053-3190

#### OUR POLICIES

The Santa Clara is the official student newspaper of Santa Clara University. The Santa Clara is written, edited and produced by students once weekly, except during holidays, examination periods and academic recesses. The Santa Clara welcomes letters to the editor from readers. Letters can be delivered to the Benson Memorial Contor recom 12 meiled to SCUI Box





1. Australia dismisses possible plane wreckage claim: The Australian agency heading up the search for the missing Malaysian jet has dismissed a claim by a resource survey company that it found possible plane wreckage in the northern Bay of Bengal.

The location cited by Australiabased GeoResonance Pty Ltd. is thousands of kilometers north of a remote area in the Indian Ocean where the search for Flight 370 has been concentrated for multiple weeks.

The Australian-led search is rely-

ing on information from satellite and other data to determine the missing aircraft's location.

"The location specified by the GeoResonance report is not within the search arc derived from this data," the Joint Agency Coordination Center, which is heading up the search off Australia's west coast, said in a statement on Tuesday. "The joint international team is satisfied that the final resting place of the missing aircraft is in the southernly portion of the search arc."

From AP Reports.

**2. Louvre Abu Dhabi shows off its treasures in Paris:** The oil-rich United Arab Emirates certainly has the wealth of a first-class nation.

Now, it hopes to buy in the culture

of a first-class nation to the tune of

its doors in December 2015 in the

Arab Federation – and organizers

hope it will put the country with

flashy hotels, arid deserts and the

world's seventh-biggest oil reserves

on the map instead for its oil paint-

ings

The Louvre Abu Dhabi will open

400 million euros (\$550 million).

say that culture requires more than just a checkbook . In Paris, the Louvre unveiled a preview of the art that the Abu Dhabi project has acquired.

eyebrows among Europeans, who

French President Francois Hollande inaugurated the exhibition of some 160 works entitled "Birth of a Museum." It includes a 19th-century Yemeni Torah, a 13th-century Gothic Bible as well as a swath of Renaissance and modern masterpieces by artists such as Yves Klein, Rene Magritte and Pablo Picasso.

But the project has been raising From AP Reports.



#### **CAMPUS SAFETY**

### Alcohol Related Medical Emergency

**4/27:** A campus resident was found intoxicated and asleep on a hallway floor at Graham Hall. Santa Clara EMS was contacted and responded. She was escorted back to her room.

and paraphernalia were found in the room and were confiscated and disposed of. Both residents were cooperative when questioned.

### Informational Report

Hospital. Notifications were made.

**4/28:** A student reported feeling dizzy after working out at the Malley Fitness and Recreation Center. CSS responded.

#### **Student Behavior**

3190 or emailed to: letters@thesantaclara.org.

Our letters policy:

• Submissions must include major and year of graduation and/or job title, relation to the university and a phone number for verification.

• Letters should not exceed 250 words. Those exceeding the word limit may be considered as publication as an article or in some other form.

Anonymous letters will not be considered for publication.

• The Santa Clara reserves the right to edit letters for grammar, clarity and accuracy, or to shorten letters to fit the allocated space.

• All letter submissions become property of The Santa Clara.

• The deadline for publication in Thursday's edition is the prior Saturday.

Nothing on the opinion pages necessarily represents a position of Santa Clara University. Letters, columns and graphics represent only the views of their authors.

The Santa Clara has a minimum newspaper circulation of 2,000. One free copy. Additional copies are 25¢.

### **Alcohol and Drug Violation**

**4/25:** Several students were found having a party in a resident's room where a large amount of alcoholic beverages was being served. The students were admonished for refusing to open the door when requested by Residence Life staff. After a room search, marijuana, a bag of psychedelic mushrooms and fake identification were found. Because of the psychedelic mushrooms, SCPD was contacted and responded. The owner of the mushrooms was taken into custody for felony drug possession by SCPD.

**4/25:** CSS observed a loud party in progress in a resident's room. All occupants were underage and playing beer pong. Several alcoholic beverages, marijuana and paraphernalia were also found in the room. The items found were confiscated and disposed of.

**4/27:** CSS responded to a noise disturbance in a resident's room. Two campus residents were found having a verbal altercation and breaking items in the room. Alcoholic beverages, marijauna **4/26:** A student contacted CSS to report that another female student was the victim of a possible rape at an off-campus location. The student was advised to contact SCPD. CSS followed up with SCPD to ensure they were advised.

**4/27:** A campus resident was reported dealing with depression and in need of assistance. CSS responded to talk to the campus resident.

### **Intrusion Alarm**

**4/25:** CSS and SCPD responded to an intrusion alarm at an off-campus Santa Clara property. No sign of a break-in was found. The owner was notified.

### Medical Emergency

**4/24:** A student was being assisted by another student after she lost consciousness while jog-ging on Lafayatte Street. The student declined any assistance.

**4/24:** A student was reported by O'Connor Hospital to have been intoxicated at an off-campus location, lost consciousness and struck his face on the ground. He was admitted to O'Connor

#### -----

**4/24:** Intoxicated campus residents in Swig Hall let the faucet water run in the sink and, due to their vomit clogging the sink, the water flooded the ninth floor and down the elevators. Both residents were found asleep in their room with the water running. Numerous alcoholic beverages were found around the sink. The Facilities Department But the project has been raising eyebrows among Europeans, who say that culture requires more than just a checkbook . was contacted to clean up the mess.

**4/26:** SCPD turned over a found wallet belonging to a student to the CSS office. A fake driver's license was found inside the wallet and was confiscated. The student was notified.

From Campus Safety reports. Email news@ thesantaclara.org.

Check out the Campus Safety Report online: facebook.com/scucss @SCUCampusSafety

#### News/3

# **Rescue Practiced in Mass Casualty Incident**

Volunteers cared for during emergency drill

#### Nicolas Sonnenburg THE SANTA CLARA

Uniformed students raced around the lawns surrounding O'Connor Hall and Alviso Street assisting dozens of "injured" students after a mock earthquake on Sunday afternoon.

Every year, Emergency Medical Services tests its Mass Casualty Incident protocol to see how wellequipped the organization is for a devastating event. Although there weren't any real injuries involved in the annual Mass Casualty Incident, emergency medical technicians put forth the intense dedication that would be required to handle a real disaster

"Say an event were to injure a thousand people, it would be declared a Mass Casualty Incident because the system cannot handle that many patients at once," said EMT Michael Gavrilovic. "A lot of the normal protocols that you see EMS performing go out the window. Instead we try and do the most amount of good for the most amount

#### of people."

The group of 34 student EMTs reported to Cowell Health Center Sunday morning for the mock earthquake. They quickly proceeded to O'Connor Hall to assess the damage and offer medical assistance.

Upon receiving an "all clear" from Campus Safety Services, the EMTs entered the building and triaged the 33 volunteers who played the roles of injured individuals.

The patients, selected from the Department of Theatre and Dance and the Santa Clara EMS training class, were strategically placed throughout the building. Each were assigned an injury description earlier that morning.

"The volunteers did a great job," said Joe Choy, another Santa Clara EMT. "It was really realistic. They were just screaming their heads off. You really felt the pressure of a real situation."

Abby Hazelitt, a sophomore theater major, played the role of a student whose eardrums had burst in the chaos of the earthquake and were bleeding profusely.

"After waiting for the EMTs to find me, I was placed on a backboard and carried outside," said Hazelitt. "It was almost scary. They put an oxygen mask on me, and I had five different EMTs come up to me, addressing my injuries."

Once the patients were removed



Emergency medical technicians completed the annual Mass Casualty Incident was staged in the record time of one hour on Sunday morning. Thirty-three student and faculty volunteers were treated for mock injuries, including burns, head trauma and bleeding.

from the building, EMTs treated them for a variety of injuries. It was up to the discretion of the volunteers on how they chose to interpret their assigned injury.

"The further they take it, the more valuable it is to us," said Kate

Rosen, a fellow member of the EMT team. "People are going to be hysterical during an actual event."

This year, the triage and treatment aspects of the exercise were concluded in under an hour, the fastest it has ever been done. Members

of the team concluded that it was one of the more successful MCI practices in recent years.

Contact Nicolas Sonnenburg at nsonnenburg@scu.edu or call (408) 554-4852.

# **Intoxicated Pupils Initiate Dorm Flood**

Residents displaced, facilities suffer damage

#### Sophie Mattson THE SANTA CLARA

Students living in Swig Hall awoke to discover a surge of faucet water extending through the top four floors of the building last Thursday.

According to a Campus Safety Services report, two students living in Swig had left the faucet in their room running after clogging the sink with vomit as a result of ingesting alcoholic beverages. The two students fell asleep with the faucet running, and the flood was discovered several hours later on the carpeted hallways of Swig early Thursday morning.

There was a significant amount of water from the flood on the 10th floor of Swig. It flowed into several student rooms and reached as far down as the sixth floor.

**Community Facilitator Tiffany** Sarchet, who lives on the 10th floor of Swig, woke up at 5:45 a.m. Thursday to investigate an initial report of flooding on the seventh floor.

"There was an inch to an inch and a half of water on the 10th floor, and in the room (where the flooding started), there were one to two inches of water," Sarchet said. "Another room across the hallway was flooded pretty badly, but most people just had large puddles by their doors."

The water from the flood also penetrated both elevator shafts in

Swig and harmed the electrical wiring in the elevators.

"As this water traveled down the

"There was an inch to an inch and a half of water on the 10th floor and in the room (where the flooding started)."

elevator shaft, it damaged several elevator control components and

wiring harnesses located in the shaft," said Mako Ushihara, director of building operations. "Our elevator contractor, Paramount Elevator, was on site by 8:30 a.m. on Thursday and began completing repairs."

According to Ushihara, repairs lasted until 7:30 p.m., at which point both elevator cars were put back into service.

Since the Swig hallways are carpeted, the water had to be removed using special equipment.

"Most of the water on the 10th floor was recovered from the carpet and inside the student rooms using Wet Vacs, mops and carpet extraction equipment," said Ushihara. "Fans and dehumidifiers were installed on the 10th floor hallway and student rooms to make sure all areas were adequately dried out."

Although the flood in Swig shut

down elevators, reached four floors and encroached upon student rooms, Santa Clara has experienced flooding incidents in the past that damaged more university property than this recent incident.

"(The previous floods) caused more damage (and) displaced residents," Ushihara said. "They were caused by heating system plumbing failures, by fire sprinklers that went off due to a small fire or by unexpected torrential rainfall and blocked storm drains or gutters."

According to Ushihara, Housing and Residence Life staff members will ensure that damaged items belonging to residents will either be repaired or replaced.

Contact Sophie Mattson at smattson@scu.edu or call (408) 554-4852.

# **Department Welcomes New Supervisor**



DANIELLE VELASCO FOR THE SANT/

Lay Minister Lulu Santana has been slated to take over as director of Campus Ministry. She will become the first female in nearly two decades to hold the top position.

### Female director of Campus Ministry appointed

Sophie Mattson THE SANTA CLARA

For the first time in almost 20 years, a woman has been hired as the head of Campus Ministry.

Lulu Santana will be taking the place of Jack Treacy, S.J., as the director of Campus Ministry. Treacy, who has held the position for eight years, chose to step down from the position at the end of June and will begin work for Alumni Relations starting in January.

Santana has been the associate director of Campus Ministry for the past two years. She began her career with Campus Ministry in 1997 as a general campus minister with a focus on faith and Sacramental Formation. Over the years, Santana has helped with liturgy, retreats and spiritual direction.

As the future director of Campus Ministry, Santana hopes to emphasize student outreach, such as providing more opportunities to include graduate students in Campus Ministry.

She also hopes to engage the male audience more in Campus Ministry and in events such as retreats.

"There always needs to be the question of are there students that we are not reaching that need to be reached, or if there are students that we can invite to engage about questions of faith and spirituality," Santana said. "There is always more work to be done on being able to get the word out that Campus Ministry is not just for Catholic students."

Santana also works with the Institute of Lay Ministry and is a

volunteer at a local jail, where she does Sacramental Formation and bible study.

The position of director of Campus Ministry is a two-year appointment that can be renewed.

Since the Catholic Church does not allow females to be ordained, Santana is a lay minister, which means that she is non-ordained.

"I think that it is great that we have a lay Director of Campus Ministry," said Matt Smith, Director of Outreach and Engagement in Campus Ministry. "The Jesuits have been emphasizing the need for lay partnership and I think that this is a great way to show that is a real commitment on their part by hiring someone who is a lay leader in the church."

Contact Sophie Mattson at smattson@scu.edu or call (408) 554-4852.

# The Santa Clara SCENE

Thursday, May I, 2014

# **Immigration Week Educates**

the issue and reveal its importance.

statistics, the wall includes sym-

bolic art to give students a more

Continued from Page I

improve on a broken immigration system."

Multiple clubs and organizations have contributed to the week, such as SCCAP's Labor Action Committee, the Ethnic Studies and Latin American Studies Programs, Campus Ministry and the Office for Multicultural Learning.

This is the third annual Immigration Week. The theme this year is "Justice Knows No Borders."

Events so far this week have included documentary showings, speaker panels and an open-mic night that provided students with the chance to share their stories of immigration through spoken word, song and other artistic outlets.

Although Immigration Week is coming to a close, there are still upcoming events. Students can meet at the Harrington Learning Commons entrance at 1:30 p.m. today to take part in the International Day of the Laborer Rally in San Jose, Calif.

Campus Ministry will hold an Agape multi-faith prayer service at 11:45 a.m. on Friday by the mock border wall titled "Breaking Bread, Breaking Borders."

By putting a face to immigration, the event seeks to humanize obtain a college education.

"The word 'illegal' assumes that "The wall reflects the obstacles undocumented students could be a person's existence is invalid and criminal," said Farwell. "No hufacing, whether it's financially and even socially," said Gomez-Sierra. man is illegal. Use 'undocumented' instead. It recognizes someone's "There's a notion that they take away financial aid and scholarships In order to combat the numbfrom other students, but those beness associated with numbers and liefs spawn prejudices and stigma

toward them." The Hurtado Scholars Program in particular focuses on providing aid to students with "extraordinary life circumstances," according to the Office for Multicultural Learning. Through this scholarship, the university is able to help those who attend Santa Clara as undocumented students.

"I am at (Santa Clara) not only trying to achieve my dreams but also the dreams of my mother," said an undocumented Santa Clara student who wished to remain anonymous. "She worked endless nights to get me and my three siblings to a land she calls 'the land of opportunities."

Among all the graphics on the mock border wall this week, one poster's message stands out: "No human being is illegal y cada uno tiene un sueño," meaning "and each has a dream."

Contact Eddie Solis Jr. at esolis1@ scu.edu.

### ELECTION RESULTS RELEASED

On Wednesday, Associated Student Government announced the results of the elections for the 2014-2015 school year.

> **President:** Anaisy Tolentino

Vice President: Patrick McDonell

**Senate Chair:** Lauren Betschart

#### **Senior Senators:**

Nicholas Ferraro Hannah Maryanski Amia Nash Budi Sosrodjojo Max Wahl

**Junior Senator:** Michaela Scanlon

#### **Sophomore Senators:**

Matthew Barriatua Trevor McDonald Elia Nunez Areany Tolentino Lauren Wright



# UC HASTINGS SUMMER INSTITUTE

Prepare to make an impact. Spend your summer in San Francisco studying law and earning credits at the college that's redefining legal education.

Register by May 7, 2014. uchastings.edu/summer



UC HASTINGS COLLEGE OF THE LAW



#### "THE VAGINA MONOLOGUES" INSPIRES CONFIDENCE

tangible and emotional connection

psychology major, thinks the mock

border wall is a valuable tool in

bringing attention to Santa Clara

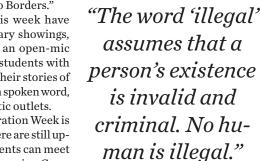
Dreamers, undocumented immi-

grant students who are trying to

Damian Gomez-Sierra, a junior

with the subject.





humanity."

"The Vagina Monologues" was performed over the weekend, showcasing women's empowerment. The Women and Gender Studies Department put on the performance. Baked goods were also sold to benefit the organization HomeSafe.

## UC HASTINGS SUMMER INSTITUTE

Prepare to make an impact. Spend your summer in San Francisco studying law and earning credits at the college that's redefining legal education.

Register by May 7, 2014. uchastings.edu/summer



MADE IN SAN FRANCISCO

UC HASTINGS COLLEGE OF THE LAW

MALU VELTZE - THE SANTA CLARA

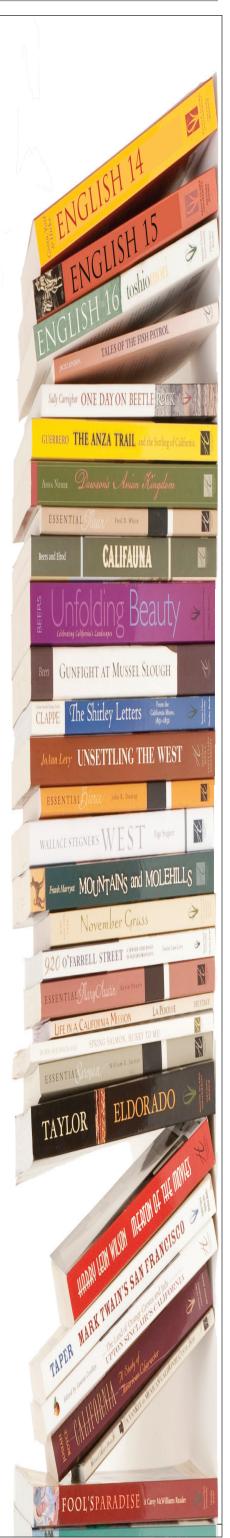
#### Scene / 5

# Have you considered the new English major?

English 14, 15, and 16 **2 Historically Grounded 3 Literary/Cultural Studies 3 Writing Courses** 

- **1** Gender/Sexuality
- **1** Senior Seminar

# = 12 or 13 Courses...\*



# For more info contact: (408) 554-4142 or go to www.scu.edu/english/new-major

# \*Gender/Sexuality can double dip

In compliance with the ADA/504 please direct your accommodation requests to the English Department at 408-554-4142 at least 72 hours prior to the event.

# The Santa Clara OPINION

Thursday, May I, 2014

# Alexandra Armas Festival Fashion Culture Taking Away from Music

he attire at outdoor concerts is taking over both the music and fashion industries. Festivals are becoming less about music and more about brand marketing and cultural appropriation.

That's a problem.

Case in point: Coachella, an ode to Woodstock, is set in the heart of Coachella Valley where music and non-music fans alike come together to get as many likes as possible on their strategically-planned Instagram photos.

The celebrity-studded scene is a 21st-century version of hippie style, where nearly everyone rocks a bohemian chic outfit. Festival fashion has become its own culture, typically including some variation of cut-off shorts, motorcycle boots, crop tops, fringe and lace – all complete with a flower headband.

Unfortunately, Coachella's 2014 season also saw a rise in culturally-insensitive attire, ranging from subtle to borderline offensive. Celebrity Kendall Jenner was spotted wearing a clip-on nose ring that she borrowed to imitate a piece of jewelry traditionally worn by Indian women at their weddings.

Many attendees also sported "Fashion bindis," a ceremonial Hindu forehead decoration. These included the Jenner sisters, Sarah Hyland and Selena Gomez – none of whom are presumably practicing Hindus. They're joined by many non-celebrity fashionistas, taking a new spin on another traditional Hindu accessory that is intended

10.00

to signify wisdom. Turbans and hijabs, traditional headwraps for men and women, are apparently in this season as well.

Last but not least, the Native American headdress was also a popular fashion item at Coachella this year and has dramatically increased in popularity in the last few years.

There is a line between expressing oneself through fashion and objectifying culturally or religiously significant articles of clothing simply to be trendy enough to get featured on a fashion blog.

Self-expression or not, the music lovers are playing right into corporate hands. Clothing lines and fashion houses seem to have relied heavily on festival-goers for marketing this season. Companies such as Nordstrom and Wildfox Couture populated their Instagram accounts promising festival-ready outfits in stores. There is nothing consumers love more than wearing the same clothes as their favorite celebrities. With social media, this has become easier than ever.

For example, "#kylieonthehunt" is a post-Coachella marketing strategy that relies on Kylie Jenner to promote an app called The Hunt, marketed as "the cure for outfit envy," which aids shoppers in the search of outfits they see on the street. With already 544 posts on Instagram, "#kylieonthehunt" indicates that this marketing strategy is clearly working.

The focus on festival fashion



Coachella and other festivals have become a popular place to dress in cultural garb for no apparent reason. However, this promotes cultural appropriation as well as the business strategies of large corporations. The events should focus on the music, not marketing.

detracts from the appreciation of what the festival is actually about — music. Fans are talking more about outfits and celebrities than they are about music, with some people neglecting music altogether in their recollections of Coachella — at least what is indicated on Instagram and Twitter accounts of major celebrities.

The sad result of all this is that these music festivals are so heavily focused on attire, rather than music appreciation. This makes the fans who enjoy going become little more than shills for ads.

Events such as Coachella run the same risk as all popular events, brands and people by becoming about something other than its core principles. Woodstock wasn't about the clothes people were wearing; it was about giving a voice to the ideas and spirit of an up-andcoming generation.

Are the ideas and spirit of our generation that of consumer zombies and insensitive appropriators?

I'd like to think not.

Alexandra Armas is a senior communication major.

Articles in the Opinion section represent the views of the individual authors only and not the views of *The Santa Clara* or Santa Clara University.



Azusa Pacific University's **Master of Professional Accountancy** program is dedicated to training ethical and competent certified public accountants. The nation's largest Christian accounting endowment makes this program affordable, and its requirements satisfy California's new 150 Rule for CPA licensure. The Becker Exam Review fee is included in the cost of the program, and students with at least a 3.3 GPA are eligible for scholarship funds. Azusa Pacific is one of only two Council for Christian Colleges & Universities (CCCU) schools nationally to offer an MPA.

Our goal is 100% internship

placement.

Our goal is a 100%

pass rate on the CPA exam.

Our goal is 100%

by graduation.

### Apply today at apu.edu/mpa/.

#### Leung School of Accounting

Equipping the Church to Master Money.



God First Since 1899

#### STANDINGS

#### Baseball

Team	WCC	Overall
Pepperdine	14-4	31-9
Loyola Marymount	13-8	26-19
Gonzaga	13-8	18-24
San Diego	12-9	29-16
Pacific	12-9	23-22
Santa Clara	10-8	20-24
Brigham Young	7-11	17-25
San Francisco	8-13	20-23
Saint Mary's	6-12	14-28
Portland	4-17	10-34

#### Softball

Team	WCC	Overall
Brigham Young	6-2	24-21
Saint Mary's	8-4	22-22
Pacific	8-4	20-25
San Diego	7-5	23-21
Santa Clara	2-7	7-30
Loyola Marymount	1-10	20-24

#### Women's Water Polo

Team	GCC*	Overall
San Diego State (No. 19)	6-0	23-12
Loyola Marymount (No. 12)	5-1	22-12
Santa Clara (No. 18)	4-2	17-13
California Baptist	3-3	21-11
Pacific	2-4	14-17
Azusa Pacific	1-5	16-21
Fresno Pacific	0-6	8-23

\*Golden Coast Conference

#### UPCOMING GAMES

#### **Baseball**

Santa Clara @ San Francisco Santa Clara @ San Francisco	1	3:00 p.m. 3:00 p.m.
Santa Clara @ San Francisco	Sun. 5/4	1:00 p.m.
Santa Clara @ Stanford	Tue. 5/6	5:30 p.m.

#### Softball

Santa Clara @ Cal State Fullerton	Thu. 5/1	6:00 p.m.
Santa Clara @ Loyola Marymount	Sat. 5/3	10:00 a.m.
Santa Clara @ Loyola Marymount	Sat. 5/3	12:00 p.m.
Santa Clara @ Loyola Marymount	Sun. 5/4	12:00 p.m.

#### **BRONCO BRIEFS**

#### Softball

Santa Clara softball fell to Saint Mary's College three times this past weekend, dropping its first West Coast Conference home series of the season in the process. The Broncos were defeated by a one-run margin in both games of a double-header played on Saturday and dropped the third and final game of the series 4-1 on Sunday.

Sophomore Ciara Gonzales started for the Broncos in Saturday's first game against the Lions. Gonzales was dealing all afternoon, allowing just three hits and no runs through eight innings. Saint Mary's, however, struck late in the ninth inning and scored the decisive run that helped lift them over the Broncos by a score of 1-0.

Game 2 also began with Gonzales on the mound for Santa Clara. The sophomore allowed eight hits and one run which, once again, was enough to help the Gaels defeat the Broncos 1-0 for the second time that afternoon. Starting for the third consecutive time over the weekend, Gonzales faced Saint Mary's batters in the finale of the series on Sunday. The Broncos scored their first run of the series after senior Stephanie Fisher launched a solo home run over the fence in the fourth inning to tie the game at 1. Saint Mary's, however, ousted the Broncos by scoring three times in the sixth inning. The Broncos are 2-7 in West Coast Conference play and will face California State University, Fullerton today in Southern California.

# **Broncos Tame Lions at Home**



Left-handed pitcher Jason Seever slings the ball toward a batter from Lovola Marymount University on Sunday. Santa Clara took two out of three from the Lions this past weekend. The Broncos finished off their week of action with a 7-4 victory over their local rivals from San Jose State University.

### Santa Clara bats erupt to keep Broncos on winning track

#### Sydney Sanchez THE SANTA CLARA

Freshman Stevie Berman arrived on the scene in spectacular form this past week, blasting multiple long balls and scoring numerous runs to help the Santa Clara baseball squad notch two home wins over Loyola Marymount University.

"We're happy to have (Berman) on our team and not against us," said Assistant Coach Keith Beauregard. "(Berman's) a hard worker. He's a kid I'd pay to see play."

Berman's performance this past week helped him claim West Coast Conference Rawlings Baseball Player of the Week honors. He tallied two home runs, four RBIs, four runs scored and three walks in a three-game weekend series against LMU. Berman is the first freshman to receive the award this season.

The conference series against the Lions started with promise for the Santa Clara squad. The Broncos scored four runs in the first inning but stumbled as the game progressed, eventually dropping the first game of the series on Friday 6-5.

The Lions tied things up by the end of the second inning. Two runs in the third inning then gave LMU the lead. The Broncos managed to tack on another run in the eighth inning, but it wasn't enough.

However, Santa Clara came to life o fensively in Saturday's matchup.

Berman led the Bronco offense with his first home run of the game in the bottom of the first inning. He stepped up to the plate in the fourth inning to knock another one out of the park, giving the Broncos a 2-0 lead after four innings of play.

The LMU offense cut into the Santa Clara advantage in the fifth inning with two runs to tie the game, but the Broncos answered with a home run by Quinton Perry in the sixth to regain control.

"I love back-and-forth games, trading punches with the other team and battling it out," said pitcher Jake Steffens. "In games like that, it comes down to who wants it more."

After a three-spot in the home half of the seventh, Santa Clara locked up the game in the bottom of the eighth inning with three more runs, two of them scoring on senior Greg Harisis' triple. The Broncos closed out the ninth inning and won 10-2.

Sunday's game was more of a battle for Santa Clara.

LMU was first on the board with two runs in the top of the first inning. Santa Clara answered in the bottom half with three runs of their own, jumping out on top 3-2.

Santa Clara built its lead with another run in the third. But in the sixth inning, the Lions' offense put up three runs to put them ahead by one. Both teams continued to trade runs in the seventh inning to make the score 6-5 in favor of the squad from Southern California.

The Broncos managed to pour on three runs in the eighth inning to seal the deal. Kyle Cortopassi hit a sacrifice fly to left field, scoring a run and closing the deficit. A double by Harisis then allowed Zach

nally, Jose Vizcaino Jr. singled to bring Harisis home for the game-winning run. Santa Clara shut out the Lions' hitters in the ninth inning to capture the victory.

"That (eighth) inning was a testament to the hard work they put in the entire season," said Beauregard. "We were prepared early on in the season when we had some tough matchups. We've been battle tested, and coming into the WCC season, we've been able to get through tough opponents."

Santa Clara finished off its week of action with a matchup against crosstown rivals from San Jose State University on Tuesday. The Broncos tallied 12 hits and seven runs to take down the Spartans by a final score of 7-4.

The three wins throughout this past week bring Santa Clara to 10-8 in West Coast Conference play and 20-24 overall.

The Broncos have another three-game series this weekend against the University of San Francisco at the Benedetti Diamond.

"Hopefully, we can carry our momentum this weekend to San Francisco and get another series win and focus on playing good baseball," said Berman. "That's all we can control."

The team remains focused on fulfilling their aspirations with 10 regular season games remaining on the schedule.

"We're always working on getting to the next thing to do - the next play, the nextgame, our next goal," said Steffens. "We're trying to win as many games as we can and take the season as far as we can. I'm looking forward to playing with my team."

Contact Sydney Sanchez at ssanchez@

#### Men's Rowing

Competing at the Western Intercollegiate Rowing Association Championships, the Santa Clara men's rowing team brought home two medals after an action-packed racing weekend.

The Varsity 4 team made up of five seniors finished in second place, just three seconds behind the winners from Loyola Marymount University.

In the Novice 8 event, Santa Clara's boat crossed the finish line in third place.

Looney to score the game-tying run. Fi- scu.edu or call (408) 554-4852.

### ATHLETE OF THE WEEK



### Stevie Berman

#### **Baseball**

Berman hit two home runs against Loyola Marymount University to help lead the Broncos to victory on Saturdav.

pretty cool experience to have, but it would have meant nothing if we hadn't won that game.

Where does this recent performance rank among the best moments of your career?

It is pretty high up there. It was a

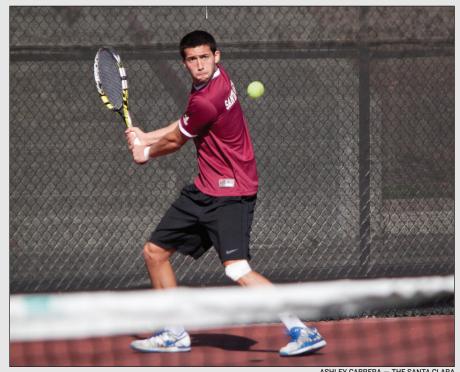
Do you have any interesting baseball-related superstitions?

I don't have many weird ones. I do put my socks on a certain way and in an order every day.

# The Santa Clara SPORTS

Thursday, May I, 2014

# SANTA CLARA SEASONS IN THE BOOKS



ASHLEY CABRERA — THE SANTA CLARA

Santa Clara's men's tennis team had its season come to an end in the semifinals of the West Coast Conference Championships. Nonetheless, a number of Broncos were honored for their individual feats.

#### Men's Tennis

Overall Record: 17-7 Conference Record: 5-4 Ranked No. 59 in the nation

**West Coast Conference Championships** 

Entered as the fourth seed First Round: Defeated Saint Mary's College 4-3 Quarterfinals: Defeated University of San Francisco 4-0 Semifinals: Lost to University of San Diego 4-2

#### **Notable Individual Accomplishments**

John Lamble : WCC Men's Singles First Team Ilya Osintsev: WCC Men's Singles Second Team, WCC Men's Singles All-Conference Tournament Team Ashot Khacharyan: WCC Men's Singles Honorable Mention John Lamble and Ilya Osintsev: WCC Men's Doubles First Team John Lamble and Ilya Osintsev: WCC Men's Doubles All-Conference Tournament Team

**Notable Team Accomplishments** 

Upset No. 39 University of Oregon

#### Women's Tennis

Overall Record: 12-10 Conference Record: 5-4

#### **West Coast Conference Championships**

Entered as the fourth seed First Round: Defeated University of Portland 4-0 Quarterfinals: Defeated University of San Diego 4-3 Semifinals: Lost to Pepperdine University 4-0

Notable Individual Accomplishments

Katie Le: Women's Singles WCC First Team, 100+ career wins, ranked No. 29 in the nation Stephanie Skaras: WCC Women's Singles Honorable Mention Delphine Rouvillois: WCC Women's Singles Honorable Mention

#### **Notable Team Accomplishments**

8-3 in matches decided by one point



KEVIN BOEHNLEIN — THE SANTA CLARA

Playing as the fourth seed in the West Coast Conference Championships, the Broncos made it to the semifinals but fell in the end. Senior Katie Le will continue play this month at the NCAA Championships.





MALU VELTZE - THE SANTA CLARA

The Santa Clara women's water polo team wrapped up its season by finishing in fourth place in the inaugural season of the Golden Coast Conference. Five Broncos were added to numerous GCC award teams.

#### Women's Water Polo

Overall Record: 17-13 Conference Record: 4-2

**Golden Coast Conference Championships** 

Entered as the three seed First Round: Defeated Azusa Pacific University IO-8 Quarterfinals: Lost to Loyola Marymount University IO-9 Third Place Game: Lost to University of the Pacific II-4

#### **Notable Individual Accomplishments**

Kaitlin Murphy: GCC First Team Claire Eadington: GCC Second Team Julia Peters: GCC Second Team June Afshar: GCC Honorable Mention Cathy Cantoni: GCC All-Freshman Team

Notable Team Accomplishments

6-2 away record