

the Lutrinae

CSUMB Student-Run Newspaper

March 1, 2021



Bettering the brain through spiritual practice

Story and photo by Sydney Brown
Graphic by Arianna Nalbach

When someone unfamiliar with yoga sees a class lying flat in shavasana, or corpse pose, they might wonder why the exercise involves a period of stillness at the end. Taking brief pauses from the outside world is a broad summary of what mindfulness feels like.

Folks who vigorously practice mindfulness tend to be in touch with spirituality, extending their consciousness to separate themselves from the outside world in and outside of mindfulness practices. Outsiders of spiritual healing might view spirituality practices as mystical hoo-ha, but a California State University, Monterey Bay (CSUMB) psychologist argued elements of these practices can produce a healthier brain.

Reiki master and tarot card reader Adam Hostetter agreed "spirituality is a broad category" that has multiple meanings. Meditation, crystal work, manifesting and yoga are practices of widespread knowledge, but there are layers to all of them, with several techniques created to suit the individual partaking in them.

On TikTok, #spiritualtiktok and #witchtok have spread like wildfire over quarantine, where many share how they became better acquainted with spirituality. Meditation in the form of speaking with spirit guides, astral projection, creating herbal remedies, connecting to the universe and more are all popular topics related to those hashtags. Although these practices are being shared as a sort of trend, they relate to the common theme of spirituality everywhere: to establish self-love, healing and compassion in order to live peacefully.

Hostetter defined reiki as a Japanese healing meditation technique, where a practitioner moves energy through their hands and into their patient - without touching the patient's body - for healing. He has seen a mental shift in many of his patients after conducting reiki work.

"To meditate, one must get quiet - quiet the mind. To have that kind of focus, but direct it toward another is a kind of non-judgement," he said. "When you see how non-judgement works and feels as it relates to that other person, it becomes more and more applicable to yourself."

Releasing mental negativity creates space not only for personal well-being and satisfaction, but also makes a person less fearful. This creates space for individuals to react soundly to a difficult situation rather than letting their emotions take the wheel.

"When we meditate, we react less from a place of fear and can slow down and thoughtfully respond to a situation or stressor," said CSUMB psychology professor Shannon Snapp. "Taking time to slow things down in moments of stress often leads to better decision-making that also minimizes harm to ourselves and others."

While scientific support on meditation is often expressed, it does not necessarily extend to all forms of spirituality. Spiritual practice can be highly personalized and there is no way to measure every form's affect on the brain.

Many videos on #spiritualtiktok dive into the metaphysical, where literally speaking and seeing their spirit guides - either through deep meditation or astral planing - is part of their weekly practice. Topics like differentiating one's true self from their ego and seeing their life as a stepping stone into later becoming one with the universe are also common.

Not much scientific research can be found on what happens in the brain when an individual practices speaking with a spirit guide or has an out-of-body experience during astral projecting. Instances like these are commonly established in science as dream states, although individuals who practice these activities might argue otherwise.

Benjamin Radford wrote in a Live Science article that, "because there is no scientific evidence that consciousness can exist outside of the brain, astral projection is rejected by scientists."

Because of this, while the plethora of spiritual videos on social media are not institutionally supported, according to Snapp, they have a low risk of harming people. More information on spirituality means more people will have the opportunity to practice mindfulness.

"[Spiritual practices being shared] is most certainly a good thing as we need to develop more care and concern for our fellow human beings in order to develop creative,

innovative and sustainable solutions to systemic issues that we currently face as a country and a planet," Snapp said.

She asserted the only potential harm in spreading spiritual knowledge would come from "the teacher of this content manipulating the students," whether that be through deliberately spreading misinformation or hiking up the prices for their teaching services. But on platforms like TikTok, these informational videos are free and easily accessible.

Hostetter said connecting to spirituality can truly uplift people because it is a separate entity from religion. "Our religions demand that we experience them historically."

When all a person learns about the creation life is how Jesus was born and died on the cross, Hostetter argued it leaves them feeling hollow and confused, as it doesn't allow them to connect with their own life in the present. He said spiritual practices can deepen our sense of religion and produce compassion.

"When we break free from that, and transcend, realize in our hearts that spirituality is about connecting to the mystical, religion takes on a whole new meaning," he said. "Love for all can grow - as opposed to believing the other has the wrong religion and therefore is going to hell."

The themes of spirituality - taking a step back, slowing down one's thoughts and allowing oneself to feel love - are great ways to produce a calm and compassionate mind. Although there are several spiritual practices unexplored by scientists, those deeply connected to spirituality do seem to be happy, as seen through the several TikTok creators teaching on the matter.

"Our bellies and our hearts know more about spirituality and symbols than our minds," Hostetter said. "Rationalization only goes so far before someone says, this doesn't make sense ... we need to find more ways to bring the brain and body together."

Cravin' Curry

Cooking with CSUMB teaches students to make a Southeast Asian dish.



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8-Bit

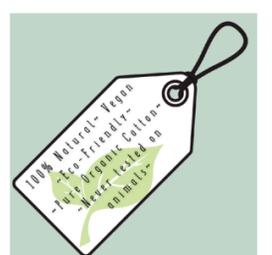
Nintendo has officially announced "Splatoon 3."



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¡Verde!

Watch out for deceptive green marketing.



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Paving the roadmap to K-12 teaching

Story by Breanna Peterson

Sometimes the most helpful thing one can do is ask questions. This was a running theme for the “Becoming a Teacher K-12” workshop hosted by the California State University, Monterey Bay (CSUMB) MAESTROS program on Feb. 26. The event was developed through the Hispanic Serving Institutions program to support Latinx and Hispanic students embarking on the journey to become teachers.

The workshop focused on the timeline and necessary steps to be taken to fulfill the requirements for a K-12 teaching position. Facilitated by MAESTROS Project Manager Margaret Dominguez, Project Counselor Angela Serrano and Field Placement Coordinator Alma Uribe, the hosts provided a poll to gauge the grade level interests of event participants.

The largest majority were those looking into elementary school, followed by high school, rounded out by a small percentage of folks wishing to be middle school teachers. The hosts invited viewers to think about their preferred grade level for teaching, as well as becoming a Special Education teacher, and also to note the different levels have specific qualifications and processes. Serrano urged folks in high school or at the community college level to stay in contact with their counselors and let them know that they are interested in becoming teachers.

“There are specific courses, especially here at CSUMB, that you need to take before coming to make your transfer process as smooth as possible,” Serrano said.

Prospective elementary and middle school teachers should follow a liberal studies route. Prospective high school teachers follow a single-subject pathway of the desired course they will eventually teach. Serrano also urged students to take advantage of any teacher clubs on campus.

Also discussed were the standardized exams that prospective teachers are required to take. This includes the California Basic Educational Skills Test (CBEST) and the California Subject Examinations for Teachers (CSET). Those who are liberal studies majors and liberal studies integrated credential (ITEP) students qualify for a CSET waiver, but all must take the CBEST prior to beginning a credential program.

There are several necessary requirements prior to starting a credential program. MAESTROS recommended gathering needed requirements a year in advance to ensure enough time to fulfill them.

These requirements include, but are not limited to, completing a bachelor’s degree with at least a 2.67 GPA, passing CBEST and CSET scores - or a CSET waiver - 40 to 50 hours of verified experience working with youth and several other requirements. Additionally, students are eligible to substitute teach with emergency 30-day substitute teaching permits. They also discussed the various credential pathways, including co-teaching, which requires two semesters of co-teaching alongside a veteran teacher in a co-teaching placement.

Several tests need to be taken during the credential program, including the Spanish CSET III or CSET exams for those seeking a bilingual authorization. It was noted that some schools pay more for a bilingual authorization, allowing teachers to work in dual-language immersion schools or work with English learning children. At CSUMB, the bilingual authorization is typically earned in a set of courses after finishing the credential program, offered through extended education. Teaching credentials take five years to clear and then must be renewed every five years after that, where teachers only have to pay a renewal fee.

An important takeaway is a person co-teaching or fulfilling their intern year is more likely to be hired at the same school they’re interning at. It’s vital to ask other teachers how they feel about the school environment

and the various programs the schools offer. It’s also recommended to attend all available workshops and information sessions.

The event also included Anayeli Gomez-Ruiz - currently a secondary education credential student. Gomez-Ruiz advised participants to break down the pre-credential requirements into small tasks to avoid becoming overwhelmed. She is currently co-teaching and recommends the method because it “gets your foot in the door.”

Also featured was Melanie Maravilla - a multiple subject credential student who is completing her intern year - who graduated with her bachelor’s degree in 2014. Both Gomez-Ruiz and Maravilla emphasized the importance of building strong connections with the families and students being taught.

“Don’t worry, you can do it,” Maravilla said. “It takes a while, but it’s worth it.”

In regards to the financial aspects of completing these programs, the panelists offered some reassurances. They mentioned there are residencies available to teachers working in Title I schools and various grants and scholarships, dependent on completing a certain number of years teaching in a lower income area.

As for which pathway to choose, Dominguez said everyone’s journey to teaching is personalized. “It’s really about what’s best for you in your circumstances,” she said.

Future teachers should remain in constant communication with their counselors and advisors to discover what program will truly work best for them. The MAESTROS program can be found on Instagram @maestrosclub and reached via email at maestros@csumb.edu. More information can be found at csumb.edu/education/maestros.

the
Lutrinae

The Lutrinae is a weekly campus newspaper covering CSUMB and its neighboring areas. Here at *The Lutrinae*, our goal is not only to educate and inform the public, but to entertain, to spark creativity, to encourage diversity of opinion, and to build a sense of community on campus and with the neighboring cities.

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The Lutrinae serves two purposes: It is a training ground for students who wish to develop journalism skills and build their resume, and it is a forum for free expression of campus issues and news. The Lutrinae Editorial team will determine what to print and reserves the right to edit for libel, space, or clarity.

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Basic Needs teaches CalFresh 101



A farmers market shopper exchanges CalFresh EBT vouchers for fresh vegetables.

Story by Cassidy Ulery

Photo courtesy of the US Department of Agriculture via Flickr

The Basic Needs Initiative Program at California State University, Monterey Bay (CSUMB) hosted a virtual CalFresh eligibility and enrollment information session on Feb. 25. Providing undergraduate and graduate students in-depth updates on the process of receiving CalFresh, the Basic Needs team encouraged qualifying students to reach out and redeem the assistance.

CalFresh - a federally funded supplemental nutrition program - is specifically designed for California residents. Those who are between the ages of 18 and 49, approved for work study, service learning and have a 0 expected family contribution (EFC) score on their financial aid application, are eligible to receive up to \$234 a month for groceries.

An important fact, CalFresh does not impact, reflect or change a student’s financial aid.

Able to use at any store where groceries are sold, students cannot use the electronic benefits transfer (EBT) card

funds for alcohol or tobacco. Other requirements include being a U.S. citizen, enrolled at a higher education institution part-time for a minimum of six units and meeting the income limits of no more than \$1,064 after taxes for single households.

Expanding eligibility, students working 20 hours per week or 80 hours monthly, receiving Cal Grant A or B and those who have children under the age of 12 meet the guidelines as well.

In order to begin the application process, an appointment with Basic Needs has to be completed. The appointment will be followed by providing proper documentation, such as ID and class schedule and a phone interview with a county employee. After completing those steps, eligible students will receive their EBT card via mail and have the opportunity to hit the local farmer’s market or cook a fresh meal for dinner.

To book an appointment with Basic Needs, you can do so here:

<https://calendly.com/csumb-basic-needs/basic-needs-appointment?month=2021-03>

Students instructed on writing lobby letters

Story by Nikki Dodd
Photo courtesy of Walt Stoneburner via Flickr.

As students invest in higher education, they deserve a say on how their university is run. To explore this, Lobby Corps hosted a virtual event highlighting the California State University (CSU) system's budget graduation initiative for 2025 (GI2025) on Feb. 25. Along with a discussion on the initiative, steps on how to find legislators in your area and how to draft a letter to send them were shared, so students can aid in reaching the goals of GI2025. This event allowed CSU students to work on improving graduation rates and narrow equality gaps.

Associated Students Vice President of External Affairs and Lobby Corps Board Chair Ethan Quaranta led the event, alongside fellow Lobby Corps member Nawied Amin. The two leaders announced in addition to hiring more diverse faculty, CSU advisors are currently implementing more student-aimed programs and services to fulfill GI2025.

Quaranta and Amin said it is hopeful there will be a full restoration of the \$299 million that was cut from the CSU's budget. This ensures more services are established and employees are hired. Also, certain infrastructure maintenance will be conducted if the funding is approved. The CSU also plans to be better able to anticipate and avoid budget cuts in an unprecedented time.

Amin shared the details of common informative sites at the beginning of the event to aid in writing letters to legislators: one was the search engine findyourrep.legislature.ca.gov, which can be used to find an individual's representatives by putting in their home address into the website. The second site was www.senate.ca.gov/sites/senate.ca.gov/files/legislative%20process%20booklet.pdf, which is a step-by-step guide on the legislative process, giving examples of mock letters sent to officials.

Amin also said if a CSU student wants to prepare and gain a better understanding of the legislative process, it would be useful and wise to read through the citizen's guide.



Amin and Quaranta said the next step after reading through the citizen's guide is finding representatives in the area. Once found, depending on what issue a student wants to address, there are a few things to consider. Students should start with building a business relationship and being well-educated on the issue they are writing about.

Since the representative will be an issue expert, the student does not want to intimidate their representative, but provide beneficial opposing viewpoints. In hopes to persuade their stance on the issue, it is crucial for the student to make their letter personal.

Lobby Corps leaders said a student touching upon an issue they feel strongly about will better their chances of being heard by a representative. Keep in mind that it is always good to be brief, concise and to the point. Students are more likely to reach their intended audience by staying on topic with a clear path to their focused subject.

Amid the pandemic, many CSU students have been struggling. Concerning areas consist of online learning and guaranteeing support services are available. Whether it be assisting students with disabilities or those struggling with mental health during such a hard time, student words to representatives can be the kindling to spark an institutional difference.

Are you happy with how your semester is going so far? *Otter Chatter* by Sydney Brown



Monica Urias

Environmental Science
Second-year

"Sort of. I feel like everything is flying by so quickly."



Nawied Amin

Business
Second-year

"Amazing! There are lots of events. Amazing!"



Kailin Storms

HCOM
First-year

"This is my third semester online and it's been the most stressful so far."

Washington encourages students to fight environmental racism

Story by Breanna Peterson

Illustration by Arianna Nalbach

The levels and depths of environmental racism run deep. To better understand this, Associated Students (AS) at California State University, Monterey Bay (CSUMB) hosted a virtual discussion with esteemed writer, editor and medical ethicist Harriet Washington on Feb. 26. The discussion centered around Washington's research and area of expertise in environmental racism and injustice.

AS Senators Nayeli Fernandez and Olivia Equinoa began the event with an in-depth land acknowledgement, recognizing the land that CSUMB sits on as Ohlone and Rumsen land. The event was efficiently broken down into a 40-minute moderated discussion with 20 minutes allotted for questions and answers for Washington.

Washington is a published researcher who has won awards for her books. Her most recent publication is called "A Terrible Thing to Waste: Environmental Racism and Its Assault on the American Mind."

Washington said writing a book about "exploring the natural world" was a really important part of her life.

Washington noted inspiration for writing the book stemmed from her childhood, growing up exploring the fields and farms around her. An interest in environmental toxicology was sparked during Washington's childhood living on an army base, watching planes fly overhead that released dangerous chemicals. After being rushed inside from her mother looking to protect the children from unknown exposure, Washington began her investigation, receiving vague answers of pesticides. Skeptical of the answers, Washington was not convinced the truth was being represented.

"I'm never content with vague assurances that something is not a problem," Washington said.

Discussing her time spent running a poison control center, Washington stated the center normally dealt with heavy and industrial metals, such as lead, but in different ways than previously encountered. In the 1980s, the center was focused on the physical consequences of exposure.

Eventually, she realized that the subtle cognitive changes ended up being profound.

"Equally tragic is the cognitive cost of these exposures," Washington said. "I felt that wasn't getting enough attention."

Washington mentioned these exposures to the general public were viewed as a socioeconomic problem. However, new

data confirmed the issues stem not from a socioeconomic disparity, but from a racial disparity.

"Race trumps socioeconomic as the chief risk factor," Washington said.

She said another aspect of environmental racism is the hereditarian beliefs, including highly credentialed scientists who believe that "intelligence is color coded... intelligence is genetically transmitted and people of color transmit lower levels of intelligence to their children." Washington described this as "a theory that won't die."

Using new data, Washington uncovered these beliefs and showed how deeply flawed they are.

When asked how to start conversations around people who are uncomfortable with this subject, Washington asked "discomfort on who's part?" People who experience environmental racism effects do not have the luxury to feel discomfort on the subject. That is their daily reality. Callous exposure to harmful chemicals predominantly affects communities of color.

"We need to focus upon the health and the great risk suffered by people, and not worry so much about the sensibilities of people who don't like to be accused of racial disparities," Washington said. "I'm not a great fan of assuaging the feelings of people who are spared or perpetrators at the expense of people being harmed."

Discussing Native American communities, Washington was shocked to discover minimal data on the effects they suffer from. Native Americans are the least likely to have access to basic services and the most likely to be exposed to toxic chemicals.

"It's a double whammy," Washington said. "They're not only the group most likely to be assaulted by environmental contaminants, they're the group least likely to have it dutifully noted and the data collected and have a real standing to draw attention to it."

Mentioning some Native communities have voluntarily chosen nuclear plants on their land, Washington was concerned with the lack of data and falsehood surrounding the plants, preventing cases against the industry and its practices.

Washington also discussed the case of Flint, Michigan, stating America has a lead poisoning problem. In Flint, she said this problem was exacerbated by a "confluence of government wrongdoing," which includes intentionally exposing people to known heavy metals, as well as deflecting the blame onto vulnerable individuals. Considering the water in Flint is contaminating lower and middle class families, the toxic water problems plaguing the community highlight racial - not economic - disparities.

"Blaming the victim is very common," Washington said. "When people talk about Flint, we need to talk about America."

In her book, Washington offers advice on how individuals can address these issues within their communities.

Though there are limits to what people can do, the first place to start is in one's own home. Washington noted it's necessary to learn what contaminants affect a person's local area, such as giardia. Once they've learned, selecting a proper water filter can eliminate regional contaminants.

Air pollution causes respiratory problems, cancer and cognitive challenges over time. Washington advised people how to take action through community organizing.

"I tell people how to leverage the laws," Washington said. "You can put some pressure on them."

Especially true for renters fighting against landlords and their lack of action to environmental toxicity, leveraging the laws is one way to get a landlord to take action.

Washington emphasized the importance of individuals educating themselves and their communities. People need to overcome their aversion to science in order to learn how to protect their communities - though it is important to note science is imperfect.

"Science and scientists are not objective," Washington said. "Scientists are people, people have biases."

The industries that have polluted the world are polluting science through lobbying and the muddling of scientific fact. Washington urged people to put pressure on their lawmakers. Washington said people seeking to get involved with these issues should join organizations that have already been doing this work. Recognizing the need to put people in power who acknowledge environmental racism, Washington urged to skip being polite and focus on making a difference.

"Don't reinvent the wheel," Washington said. "Connect with existing organizations. The chances of success are bigger if you partner with people who've met before."

The Q&A portion of the event was full of questions from participants, many highlighting the environmental injustice in their own communities. One way to rectify is community involvement. Information needs to be made accessible for the average individual.

Washington recommended people seek out information about Robert Bullard, who she described as a "catalyst for environmental racism."

With whatever means one has, Washington believes it's everyone's civic responsibility to care about environmental racism and the impact it has on communities of color. Progress can be taken in many forms, but whichever form one chooses, the important thing is to take action.

Cravin' curry



Story and screenshot by Cassidy Ulery

California State University, Monterey Bay (CSUMB) and the Basic Needs Initiative team hosted their weekly Cooking with CSUMB virtual demonstration led by faculty and staff on Feb. 25. Featuring Basic Needs Student Assistant Sabrina Lee, Lee guided viewers through the process of making Southeast Asian red curry, also known as kapoon.

A versatile and spicy dish boosting flavors of garlic, lemongrass and green onion, Lee began preparation off-screen, making a delectable homemade chicken stock. Simmering for around three hours prior, Lee boiled and set aside vermicelli noodles that she covered, protecting the noodles from drying out.

Those looking to conserve time have the option of using store-bought chicken or vegetable broth. Using half of a whole chicken, Lee shredded the meat and combined ground pork to the sizzling skillet.

Basic Needs intern Misha Arnold advised viewers of meat-free customizable modifications complimenting the meal. Incorporating jackfruit or tofu and soy sauce, allowing the garlic to steam in vegetable broth, opposed to oil, provides vegan adaptations.

"If you're using raw meat, make sure to cook it first, then add the cooked meat," Lee said.

Using two types of red curries - one vegetarian and one containing shrimp paste - Lee coated the chicken, cooked ground pork and browned garlic, adding her secret ingredient: a big spoonful of shrimp paste with bean oil. Combining a can of sliced bamboo shoots to the skillet, Lee carefully spooned the mixture into her pot of chicken stock before stirring in coconut milk emulsifying a creamy, thick texture.

"Taste and adjust," Lee said. "That's how you become a good cook and your palette will guide you."

Tossing in a can of quail eggs as the curry simmered, Lee prepped the garnishings. Cilantro, cabbage and a squeeze of lime are all it takes to twist the richness and elevate the flavor. Serving a single portion of vermicelli noodles, topped with curry sauce, Lee produced a drool-worthy bowl that left viewers desiring a bite.

Otters who attend Cooking with CSUMB have the opportunity to win \$25 e-gift cards, applicable towards groceries. Tune in next week for Dr. Leininger's recipe of veggie scramble with country potatoes on March 4. Basic Needs and Associated Students are also hosting a virtual kitchen bingo event on March 21 where students have the chance to win magic bullet blenders, air fryers, iPads and more.

Upcoming Events

President Ochoa's Office Hours

March 2 Ochoa and other university leaders will announce pandemic-related news and plans for the return to campus in Fall 2021 starting at 12:30 p.m.

Trivia Night on US Citizenship

March 2 Join Lobby Corps for their second trivia night of the semester at 7 p.m., where Otters can test their knowledge to see if they would pass the citizenship test. The winner of trivia night will receive a citizenship card game.

Money Sense - Budgeting & Saving

March 3 Associated Students will host this workshop to help Otters effectively manage their money. Join the event at 5 p.m. to discover how to implement financial goals.

Otter Panel - Influential Womxn

March 5 Join a Q&A about womxn's empowerment with Dr. Babita Gupta, Dr. Chrissy Lau and Ileana Gil at noon. Each of these speakers are working within their departments to pave the way for womxn, and attendees will learn about their journey along the way.

CBSS Virtual House Party

March 5 The Center for Black Student Success will be hosting a fun hang-out as a fun way to continue introducing CBSS to the CSUMB community. Join the party at 3 p.m. and hear music from DJ Red Corvette.

Silver Screen Superheros

March 5 The Otter Student Union is continuing its DC Universe movie marathon on this date at 7 p.m. In this installment, movie-goers will view "Batman vs Superman."

Nintendo reveals “Splatoon 3” 8-Bit



Story by Arianna Nalbach
Screenshot by Arianna Nalbach courtesy of Nintendo's YouTube

Nintendo dropped an announcement video revealing the third installment of the Splatoon series on Feb. 17. An official release date has not been stated yet, but the trailer said it will come out in 2022 on the Switch.

Not much is known about "Splatoon 3" yet, however the reveal trailer drops a few hints as to what is in store for fans of the series.

The description of the YouTube video stated: "Splatoon 3 arrives on Nintendo Switch in 2022! In the wake of

chaos, enter the sun scorched Splatlands and the new city, Splatville, inhabited by battle-hardened Inklings and Octolings. New weapons, moves, and more await, so be sure to keep an eye out for updates in the future."

Both "Splatoon" and "Splatoon 2" take place in a huge metropolitan city, however "Splatoon 3" has taken on a more wastelander aesthetic, with muted colors and large open areas. The main lobby is still a large area with tall buildings, however it appears to be more of a residential area rather than a shopping district.

The announcement trailer first showed off the character creator. The art style and overall UI of the character

creator was the same as the previous games, with the addition of a few new hairstyles and eye colors.

Nintendo has also appeared to have done away with gender in "Splatoon 3." While showing off the character creator, all the hairstyles that were previously gender-locked could be seen. This is a huge improvement for inclusivity and it gives players more options when creating their characters.

Another one of the main new additions in the character creator is a companion. Those who played "Splatoon 2" will likely recognize the companion as the Smallfry enemy from the Salmon Run game mode. Players will have the option to customize a Smallfry that will most likely accompany them in the story campaign, but it is unclear at this point.

There isn't too much information on the gameplay aspects, however from what they do show, it looks like the gameplay will be similar to the previous games. The previous two installments primarily focused on 4v4 multiplayer battles and "Splatoon 3" will likely continue this.

Players can expect to see existing stages from the previous games making an appearance in "Splatoon 3." Nintendo linked a job opening for "Splatoon 3" for a level designer on their Japanese Twitter. One of the tasks mentioned in the job description is renovating existing levels.

Those interested in watching the announcement trailer can view it by searching "Splatoon 3 - Announcement Trailer - Nintendo Switch" or following this link: <https://www.youtube.com/watch?v=GUYDXVLDmns>

Don't workout for the mirror

Story and photo by Sydney Brown

Inspiration to find a happy exercise routine can come from many different places. Some desire a workout that can increase their skills in a certain area, like running to practice deeper breathing techniques or hiking to gain a strong lower body. Some desire exercising regularly to simply maintain a healthy body overall.

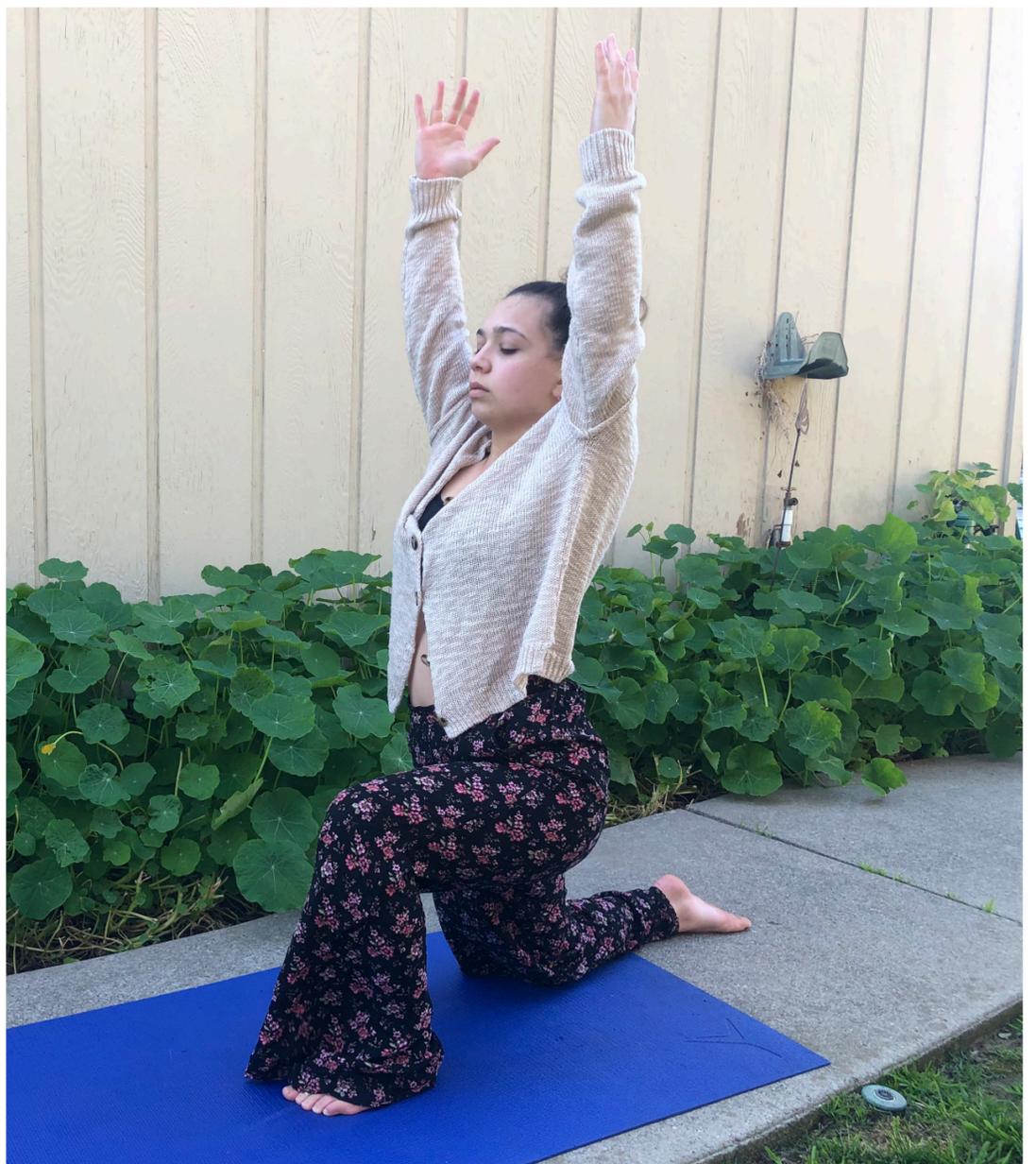
Exercise provides interdisciplinary positivity - it seals the mind and body connection, brings people confidence and strength and pumps up the feel-good endorphins. But, sometimes the image-based rhetoric revolving around fitness and health centralizes exercising around physical appearance. Working out only to gain a desired look can make exercising less meaningful, and it's important to find balance when striving to improve physical health.

Working out to improve outward appearance is not a negative thing, but it becomes a risky practice when it is someone's only reason for exercising. Hitting the bench press at the gym five days a week to bulk up the biceps can be a great confidence booster, but if the individual underneath the iron bar is doing so only to become Vin Diesel's twin, they will never be satisfied.

No matter how many reps a person puts in, no matter how they diet or how often they workout - striving to gain an appearance identical to another person is quite impossible, because everyone has a different body. All individuals have unique genetic makeup, and fitness results display themselves in various ways.

This is where balance comes into play. While it's amazing for an individual to see their booty growing after squats, it's beneficial for them to note the amazing strength they have gained in their legs as well. Workouts provide humans with longevity, better postures, more oxygen and huge amounts of mental resilience. Those qualities are wonderful, and when recognized can provide genuine self-love.

Mindsets around exercising can sink deeper than containing the simple notion of looking good after one is done with their workout. When a person justifies working out to gain accessibility to their body, grant them new mobility skills, strengthen their mindfulness and build a foundational routine as well as see improved psychique, their exercise routine becomes a lot more satisfying. At the end of the day, bettering one's health is an activity fit to benefit themselves and no one else, and should be catered to do so. Viewing exercise only as a beauty contest can be exhausting. Let exercise be a treat, or a moment of paradise in escaping from the outside world.



The common gym routine of alternating through leg, arm, abs and cardio day doesn't work for everyone, but regular yoga practice doesn't do the job for everyone either. To find a fun form of exercise, folks can dive into various types of healthy activity in order to discover what works for them. The simple act of walking - as basic as it is - is a wonderful way to move the body! So is deep stretching, swimming, playing sports, hiking and even dancing.

Individuals don't need to feel limited in their health practices. These should only bring positivity, wellbeing and genuine happiness, or else moving the body will feel

like a second job. When losing focus on how one looks, they will begin to recognize how they feel.

After surrendering to dig a little deeper and find what feels good, exercising will elevate from a routine into an abundantly fulfilling experience. Don't be afraid to look beyond the mirror.

Filtering Through Deceptive Green Marketing

¡Verde!

Story and graphic by Gabriella Ulloa

What is Deceptive Green Marketing?

It's safe to say that sustainability and environmental awareness continue to increase on society's radar today. People are becoming more aware about the countless environmental and social justices embedded in our world, and with this comes a desire to make ethical and environmentally friendly decisions and purchases. With an increase in consumerism during the pandemic, many have tried to curb their impact by supporting businesses who seem to be ethical and eco-friendly on the outside. However, there is often a gap between a company's formal appearance of being "green," and their actual practices.

This hypocritical behavior is known as greenwashing and deceptive green marketing. According to Nancy Furlow in an article from *The Journal of Applied Business and Economics*, greenwashing is the dissemination of false or incomplete information by an organization to present an environmentally responsible public image.

Greenwashing can be displayed in a variety of ways, such as through misleading sustainable words, environmental or green imagery on packaging and much more. Deception continues to infiltrate in society causing a multitude of vague and misleading environmental claims, which in turn, are affecting social and environmental well-being.

Societal intentions to make sustainable choices continue to be tainted through this practice causing many to wonder "how do I avoid falling victim to greenwashing?" Let's talk about it.

Why does it occur?

Generally speaking, greenwashing heightens the reputation of a company and makes them look good to their customers, stakeholders and investors. These pressures lead companies to engage in deceptive green marketing campaigns for mere economic gain through consumer retention. Supporting ethical and sustainable companies is becoming a norm in society and companies and corporations essentially want to hop on this trend in order to keep their customers at the cost of moral and integrity.

In a study about greenwashing in Corporate America at Notre Dame Law, Ethics and Public Policy Attorney Jacob Vos stated that "If companies' actions matched up with all of their rhetoric, greenwashing would not be an issue. However, if a company can reap the benefits of a green reputation without actually spending the time or money to substantially change its practices, it reaps all of the benefits without any of the associated costs."

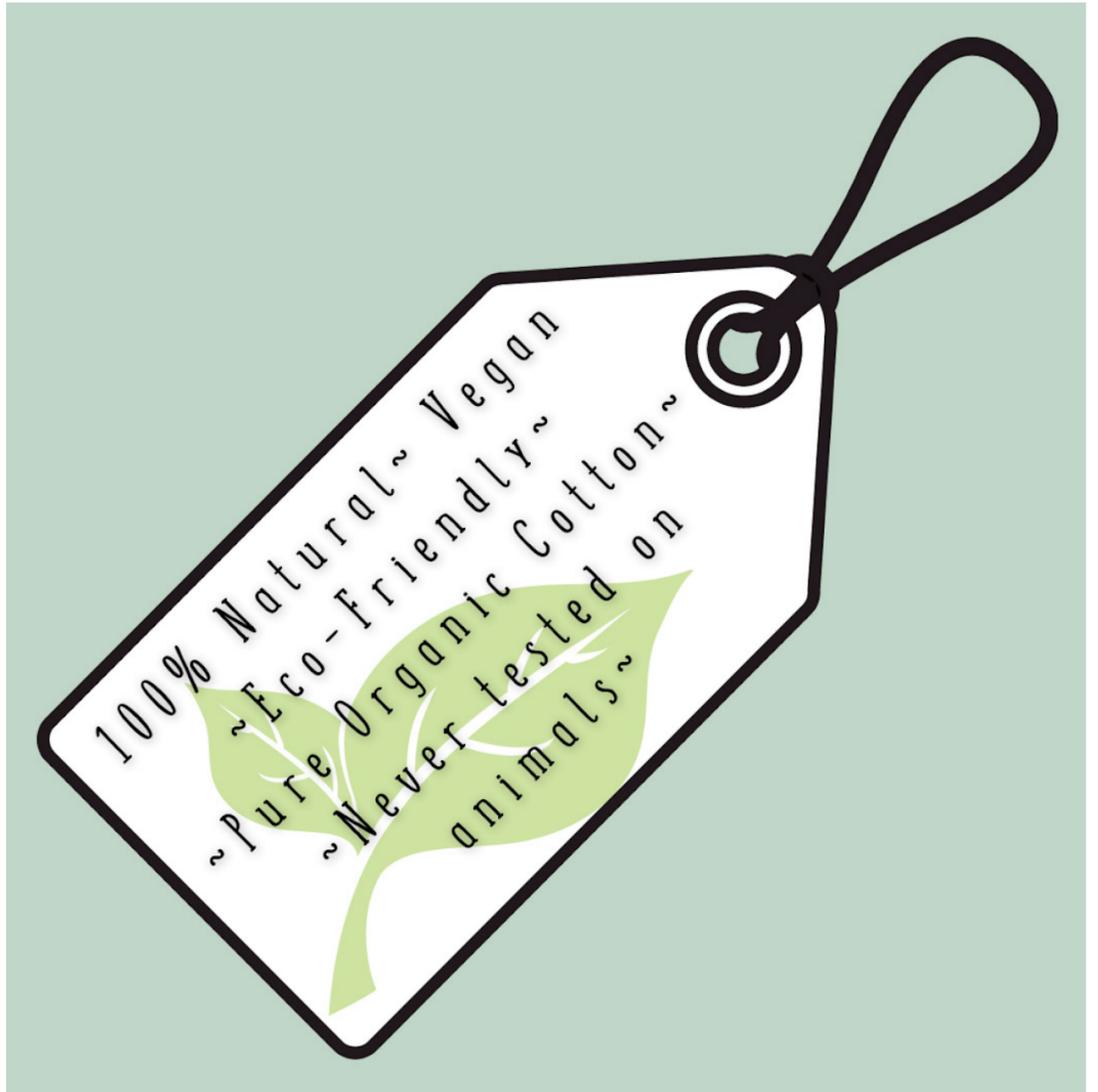
Know the Signs

In attracting a green audience, companies often use claims that sound environmentally friendly, but Furlow said these are actually vague and at times may be false. This thereby makes navigating through deceptive green marketing difficult for the general public simply because a deeper level of understanding is often required to understand many complex environmental and social issues. However, there are some of the top signs we can look out for to filter through deceptive green marketing.

First off, look out for vague or misleading words on packaging and products including words such as green, pure, natural and eco-friendly. Though these words seem to present a sustainable product, there may not be evidence to support these claims.

For example, a diaper brand can market their product as pure and natural and supposedly better for the environment. Yet, in a *Cision* article said diapers are meant for single usage and add about 20 billion disposable diapers to landfill each year, accounting for 3.5 million tons of waste.

Another example of greenwashing to look out for is the usage of unseen trade-offs. This occurs when companies attempt to heighten one, often miniscule, eco-friendly aspect of their product. *Elux Magazine* said in an article that the Huggies natural diaper brand, along with other mainstream brands, can market their product as made from organic cotton, yet there may only be a small piece of organic cotton on the outside of the diaper while the rest of the diaper may be bleached with chemicals.



Another sign to look out for is the lesser of two evils trick. This occurs when companies attempt to make their products look like they have become better for the environment, yet still have a significantly negative environmental impact.

For example, a sandwich bag brand can market their product as "better for the environment," yet their product is still made from plastic packaging and cannot be recycled at home in curbside recycling bins. Instead, they must be taken to a collection bin at participating grocery stores in order to be recycled.

Another sign to look out for is suggestive images on packaging which display misleading positive green impact through the usage of the color green and images of environmental greenery. *Rithika Senthilkumar* wrote in the *Daily Collegian* that a water bottle company can portray their packaging with fields, trees and sparkling blue water, even though single-use water bottles make an enormous contribution to the plastic pollution in our oceans, lakes and rivers.

Another common method of greenwashing is clickbaiting. Companies have significantly marketed their products using this method throughout the pandemic. This occurs when labels and advertisements on an online product are marketing their product as "green," by using vague and misleading words as mentioned previously.

A *Green & Thistle* article asserted that companies can go as far as making up their own certifications and be self-declared. For example, *Phil Forbes* said in a *Pack Help* article that a fashion advertisement can market their clothing as sustainable, yet their website does not specify the actual environmental benefit for each garment specifically, such as the amount of recycled material in each garment.

Going Forward

One of the simplest ways to avoid greenwashing is to purchase locally handmade products, such as at a farmers market. Vos recalled in his study that industrialized companies account for many of the world's biggest greenwashers and are the world's biggest polluters so an easy step to avoid falling victim to this is by supporting as many local and ethical businesses as possible.

Next, you can install apps such as Tokki, Good on You and Think Dirty, which help users make sustainable

purchases. Tokki is a free app which provides users the ability to search over 6,000 brands and allows users to see if a brand is cruelty free, vegan, certified bio/organic and much more. Good On You is another free app which allows users to search and discover ethical fashion brands through their brand rating system. The Good On You brand rating system considers the most important social and environmental issues facing the fashion industry to assess a brand's impact on people, the planet and animals. Even if someone searches for a brand which is deemed unsustainable, Good On You provides a suggested list of similar brands with higher ratings.

Think Dirty is another free app which empowers and educates the consumer on the cosmetics industry by allowing them to make an informed decision on what products to purchase. Users are able to search or scan the barcode of products in order to learn about ingredients in beauty, personal care and household products in order to be informed about the environmental impact that cosmetics have on health. Think Dirty provides users with easy to understand information on the product, its ingredients and cleaner options.

There are also a variety of websites which offer users to browse and purchase handcrafted and second hand goods including Etsy, ThredUp, Poshmark, eBay and Depop. Next, installing Ecosia - a free browser extension - allows users to plant trees with every search. Users are able to search the web with Ecosia, then search ads generate income for Ecosia, finally Ecosia uses this income to plant trees.

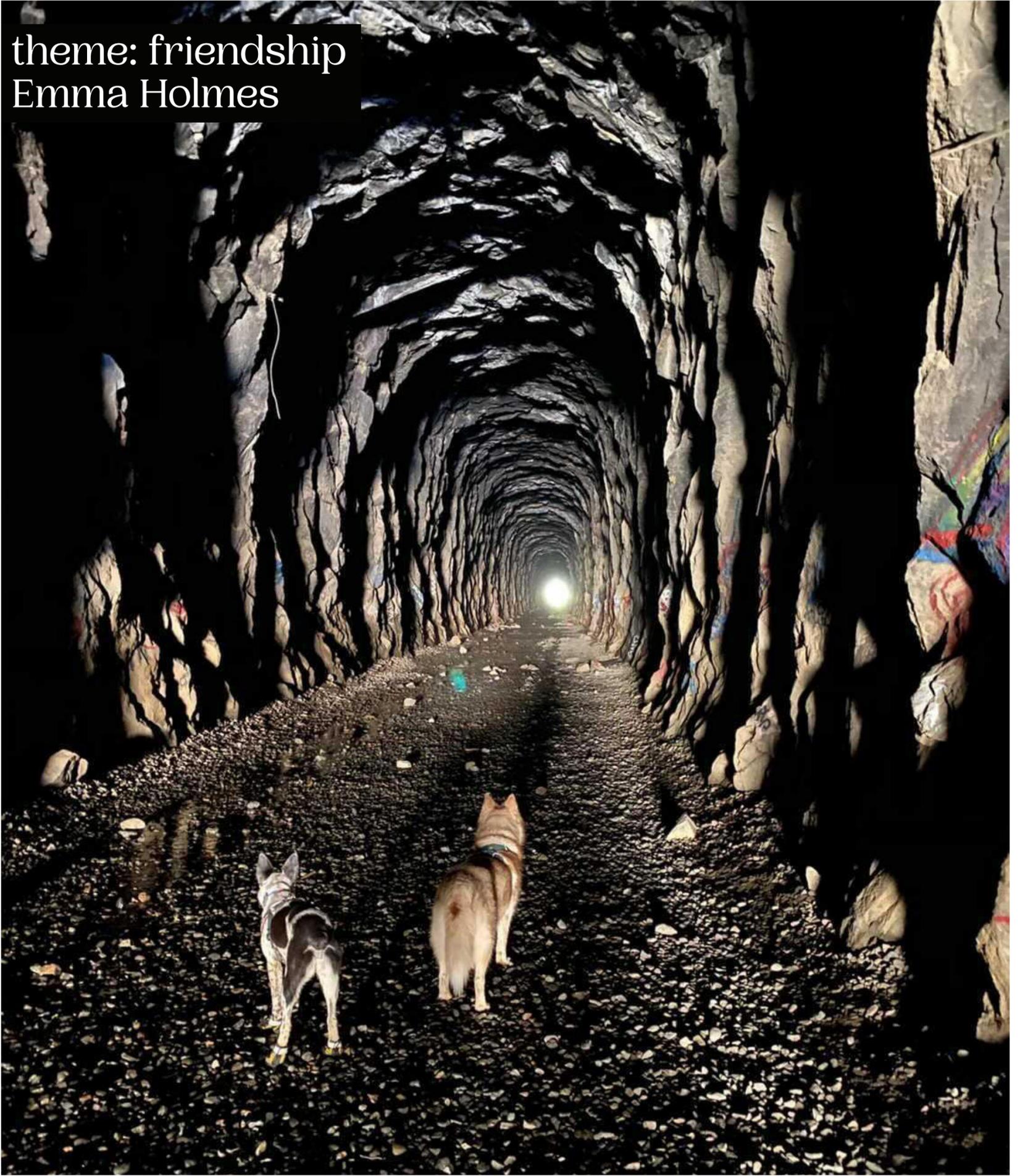
Ecosia also provides a leaf icon next to search results that guide users to greener, more sustainable choices. On the other hand, they also provide an industrial icon next to search results highlighting climate-destructive fossil fuel companies.

Although this is by no means a comprehensive list, these are a few first steps to take in the right direction in order to avoid being greenwashed.

Filtering through deceptive green marketing can be a daunting task for many, but it can be combated with a number of small, effective, interrelated steps. If you're a consumer, do your own research and check the facts around large corporations and their misleading statements of being 'green.' As awareness and education on this issue increases, the resulting benefit will not only be for environmental good, but the creation of a moral and ethically responsible society.

Photo contest winner!

theme: friendship
Emma Holmes



Can you unscramble these ice cream-related words to reveal their true meaning?

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| 3 | 7 | 8 | 1 | 4 | 5 | 6 | 9 | 2 |
| 4 | 2 | 9 | 6 | 7 | 3 | 8 | 1 | 5 |

swirl, scoop, cone,
bowl, topping, churn,
gelato, sprinkles,
sundaes, banana split