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## **The Lumberjack Newspaper, April 17, 2019**

The Lumberjack Staff

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*Students and community members honor David Josiah Lawson on the anniversary of his murder*

by Freddy Brewster

David Josiah Lawson was a son, student and athlete that loved football and skateboarding. His favorite snacks were Oreos, which pair well with his favorite ice cream cookies n' cream, and he hated math. Josiah Lawson, or as his mother Charmaine calls him, DJ, was

murdered on April 15, 2017. It is a crime that is still unsolved and one that has brought some in the Humboldt community together to demand justice for him and his mother. On April 15, a group of about 40 people, mostly students and members of Justice 4 Josiah (J4J), gathered at the Great Hall on HSU's campus to commemorate the life of

Josiah. Groups sat around the room chatting, laughing and sharing memories of Josiah. Charmaine Lawson and Tay Triggs called out trivia questions about Josiah's life. His favorite Disney movie was the Lion King, his first job was at Dollar Tree, he taught himself to play the guitar, he lived for a year abroad in Germany and absolutely loved skateboarding. There

was also a raffle and the main prize was a skateboard. "Whoever wins the board, please cherish it," Charmaine Lawson said. "My son loved to ride." After the raffle and dancing, the students and members of J4J took to the streets and began their march to the Arcata Plaza. Two large banners were carried by students, one of which

needed three people to carry it and was about 12 feet wide by 8 feet tall. The message was painted in red, Josiah's favorite color, and said "JUSTICE 4 JOSIAH, 2 YRS NO JUSTICE." The other banner called for the recall of District Attorney Maggie Fleming.

SEE JOSIAH ■ PAGE 3

## Radio silence on air, HSU fires KHSU staff

*Abrupt firings at KHSU sends shock wave, local programming suspended*

by Freddy Brewster

In a blow to the local community, administrators at Humboldt State decided to fire all volunteers and terminate all but two paid positions at the local NPR affiliate, KHSU, on April 11. The firings, and other reorganizations, came after months of tense back and forths with the administration and the KHSU Community Advisory Board. Some in the community felt that the hostile tensions were behind and that future broadcasting was no longer in jeopardy. Last week Joyce Houston volunteered during the KHSU fund drive and donated money to the future of the station. Houston said she has volunteered and donated money to the station for the last 30 years and felt that she was scammed given the administration's decision for the firings. "This is fraud," Houston said. "KHSU is community radio. You just don't knock



Photo by Thomas Lal

Now former volunteers and station supporters meet outside of Feuerwerker House after hearing about the elimination of jobs and volunteer positions at KHSU on April 11.

the community out like that." According to a press release from HSU, changes to station include the elimination of five staff positions, the General

Manager and Chief Engineer positions and an "indefinite suspension of volunteer-run programs."

SEE SILENCE ■ PAGE 3

## Community responds to KHSU changes

*Former staff and supporters protest HSU's radio decisions*

by T. William Wallin

Forty-eight hours after the artery of the community was severed, a few dozen KHSU supporters took to the plaza in protest during the weekly farmers market. Natalya Estrada resigned her position this afternoon as the last remaining paid staff member of KHSU. Estrada's resignation came after administrators at Humboldt State University decided to fire all volunteers and terminate all but two paid positions at KHSU on April 11. David Reed was the second of the two remaining employees but resigned on Friday, April 12. Estrada was at the protest to show support and said staying in the position would not only compromise her career in journalism but affect her overall health.

SEE RESPONDS ■ PAGE 3

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# The Lumberjack

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We strive to report with accuracy, honesty and originality.

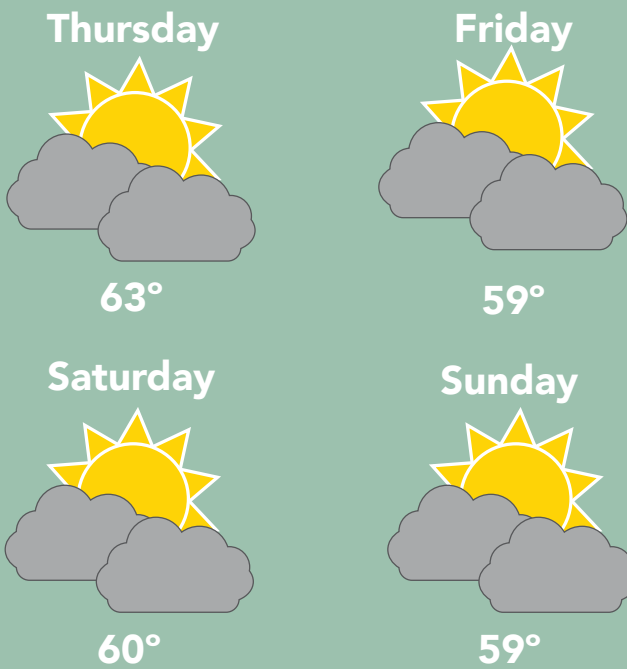
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# JOSIAH

FROM PAGE 1

“To hear her say that there is not enough evidence [to prosecute] is a load of crap,” Charmaine Lawson said about the March 13 grand jury decision not to bring charges. “[The prosecutor] presented a self-defense case and that is a load of crap. The evidence is there, but they chose to present it in a way that demanded self-defense.”

Charmaine Lawson has been fighting for justice for her son since he was murdered and led the J4J members to the Arcata Plaza. Chants of “justice for Josiah” rang out across the town and echoed off the buildings. The J4J marchers met in the Arcata Plaza with flowers, candles and about 100 people attended.

Renee Saucedo, volunteer organizer with Centro del Pueblo, was the first to speak



Photo by Thomas Lal

Charmaine Lawson and her supporters confront Arcata police chief Brian Ahearn following a demonstration on the two year anniversary of her son David Josiah Lawson's death on the Arcata Plaza on April 15.

and stood on the raised flower bed in the center of the plaza where a statue of former president William McKinley once was.

“This is the people’s platform now,” Saucedo said to the crowd. “We will not stop fighting until we receive justice.

This County is not capable of handling a fair and just trial.”

Colleen Robinson lives in Arcata and brought her daughter Alana to the vigil. Robinson said that it is important for her daughter to be there and that the entire Humboldt community should

# SILENCE

FROM PAGE 1

The press release mentions the administration will look into allowing students to take on a more active role at KHSU, however there is already a student-run radio program at HSU. Amy Berkowitz, KRFH radio news faculty advisor, said she has been contacted numerous times by the administration asking for students to be more involved at KHSU but said that was not necessary because of the student run station.

“KRFH is for students, by students,” Berkowitz said. “KHSU is for the community. Our area relies on the radio for emergencies. Having this gone is a loss to the safety of our community.”

Berkowitz said that the loss of the community programs is why it is such a blow. Some of the programs that were broadcast on KHSU had been on air for over 30 years, according to Berkowitz.

“Right now, they are just

rebroadcasting out of Chico,” Berkowitz said. “We can all just ask our smartphones to play NPR, but that is not why we listen to KHSU.”

Some of the programs currently cut from the air are the KHSU magazine, The Race Beat hosted by Lorna Bryant, the Thursday Night Talk with Eric Kirk, and Immigrant Voices hosted by James Floss.

Lisa Rossbacher, president of Humboldt State University, said the reasoning for the abrupt firings was because of budget reasons, a realignment of the mission between KHSU and the university, and an advisory review from the CSU chancellor’s office that she received on “Monday or Tuesday of this week.”

“People think of volunteers of not costing anything, but in fact it takes two to three hours of paid staff time to support every hour of programming that is generated by volunteers,” Rossbacher said.

When questioned on how much oversight and time that paid staff have to give to volunteers who have been part of KHSU for over 30 years,

“This is fraud. KHSU is community radio. You just don’t knock the community out like that.”

— Joyce Houston  
Former KHSU Volunteer

Rossbacher acknowledged she didn’t know the exact details of the matter.

“I can’t speak to the details of how that programming gets produced, but it requires staff involvement to support them,” Rossbacher said.

On the future of KHSU, Rossbacher said the university is looking for partners to collaborate with and could not speak of the details of what that collaboration would look like or who it would involve.

“We still want to have local programming,” Rossbacher said. “We still have to cover it within our budget and so I can’t tell you right now exactly what that looks like. If any of the volunteers ask to be able to take any of the programs that they have already produced

with them, we are absolutely cool with that. Some of what has appeared in the past may show up again through other media, but I don’t know exactly what the future is going to hold.”

During Rossbacher’s five-year term at HSU she has oversaw the closing of the HSU Third Street Art Gallery, the cutting of the football program, and now the massive firing and change of direction at KHSU—all integral components of the Humboldt community. When asked about the reasoning on why she made these decisions Rossbacher said it had to deal with shortfalls in money.

“My goal is to get to a balanced budget,” Rossbacher said. “There have been some difficult choices in the process of getting there. Over the last two

years the university overall has managed to reduce spending by about \$9 million, with another million dollars we need to find in the next year.”

Cliff Berkowitz, husband of Amy Berkowitz and fellow KRFH faculty member, felt that the abrupt firings were a betrayal of the community and noted that KHSU has been an integral part of the Humboldt community for over 50 years.

“I understand budget concerns, but one of the main jobs of being president is trying to strike a balance,” Cliff Berkowitz said. “Cutting a vital part of the community is foolish.”

Cliff Berkowitz has been teaching at HSU for 11 years and said that the announcement of the KHSU firings was a “gut punch.”

“The most telling example of how sinister this is evident in the letting go of the volunteers,” Cliff Berkowitz said. “Their shows and their connection to the community are the reason why the underwriters have contributed. And it is gone.”

Freddy Brewster may be contacted at thejack@humboldt.edu

# RESPONDS

FROM PAGE 1

“There comes a time in life when you need to make a decision in life and I made that decision,” Estrada said. “I knew what I was going to do but I needed to know how and when.”

After Reed resigned Estrada was the last staff member running the station. Estrada said when the California Report came on she put on Caroline King and cried at her desk.

“It was very lonely being the last person left,” Estrada said. “It felt like 48 hours on the 405 during rush hour traffic.”

Tom Cairns was one of the volunteers to be let go during the dismantling of KHSU, but he isn’t just any volunteer. Cairns has been with KHSU for 47 years, making him the longest running volunteer at the station.

Cairns was at the protest because he felt the way everyone was fired was wicked and shameful.

Cairns felt the audit report done on KHSU was just an excuse for firing everybody and HSU administrators were planning this even before then.

“The people, DJs, and programmers became friends. It’s like losing a friend, or a family member.”

— Lisa Enge  
Local artist and KHSU supporter

“The way they handled it was bold face lies,” Cairns said. “They had checks written out already even before the meeting. They had it all planned.”

In the 47 years as a volunteer Cairns has seen KHSU have its ups and downs but “it’s always continued and was never shut off the air.” Cairns said the unfortunate thing about the station now is it has become a typical NPR station with all news and very little music.

“Basically its just another McDonald’s public radio station,” Cairns said.

When asked what he felt the biggest loss was Cairns said the community of the station. Cairns said those that work with KHSU are very active in the larger northwest community and engaged in the arts, food, and news.

“The music, public affairs, and local programming is

what made KHSU unique and a viable source for the community,” Cairns said.

Rob Enge, former host of Jazz with a Groove, was a member and sustainer with KHSU for 25 years and agreed with Cairns. Enge said this has been a loss of a community forum where connection was made.

“This was a good place for people to put their energy,” Enge said.

Enge moved to Humboldt in 1992 and the first thing he did was get connected with the local radio station. Enge was an avid listener of KPFK in southern California and said public radio stations are an important way in getting connected with community.

“This has been an erosion of community,” Enge said. “This isn’t social media from out of the community, this is real people talking locally and when we lose that its a



Photo by T. William Wallin

Local artist Lisa Enge holds a sign in support for KHSU during a peaceful protest at the weekly Arcata plaza farmer’s market on Saturday, April 13.

shame.”

Local artist Lisa Enge has also been a supporter of KHSU since 1992 and felt the loss of KHSU was like losing a friend. She said KHSU was a treasure in the community and it was a cruel way that it was cut.

“Cutting volunteer and staff is unconscionable, shameful really,” Lisa Enge said.

Lisa Enge said once general manager Peter Fretwell fired

KHSU program director, Katie Whiteside, the love for KHSU waned. She said as an artist the radio kept her company while she worked and she didn’t feel so lonely.

“The people, DJs, and programmers became friends,” Lisa Enge said. “It’s like losing a friend, or a family member.

T. William Wallin may be contacted at thejack@humboldt.edu



# A sandbox of saltwater: The joys of fish keeping

*Fish tank care is a fun, healthful hobby to pick up*

by Cosette McCave

Aquariums, from home built to the Monterey Bay Aquarium, are a great way to relieve stress and learn a little about ocean science. Jason McCormick has loved being around fish tanks since they were a kid. They explain their favorite part about their aquarium.

“The joy of taking care of the animals,” McCormick said.

Chris Kellawan, sales manager at Arcata Pet Supply, has been working with saltwater tanks for almost 30 years. They have some advice for people shopping for an aquarium.

“Get the biggest tank you can afford,” Kellawan said.

The large tank will make the conditions more stable for the fish. Plus it will be easier to grow the tank as time goes on. The tank should be kept out of direct sunlight and in a well ventilated area. This keeps toxic algae from taking the tank over and getting the fish sick.

There are other supplies necessary, such as a substrate, a heater, powerheads, and lighting equipment, but the most fun supplies are the aquascaping materials. Aquascaping is just landscaping, but underwater. People use plants, rocks, or driftwood to aquascape within their tank. Aquascaping is the most creative part of setting up an aquarium.

Fish can also be a fun, cre-



Photo by Alejandro Zepeda  
A Giant Black Sea Bass towers over other sea life in this two-story, 70,000-gallon saltwater tank located at at the San Diego Birch Aquarium. This exhibit displays a typical kelp forest ecosystem native to the California coast.

ative part of setting up a saltwater tank. Research is the first step in knowing what fish are right for beginners and for specific tank sizes. Local pet stores and the internet are a good place to start. Although, there can be some conflicting answers during the research process.

“Context around the answers changes,” Kellawan said. Kellawan recommends

finding out why the answers are conflicting. This encourages a better understanding of saltwater tanks.

Saltwater tanks have three main chemical processes to pay attention to. The first is the tank’s alkalinity level. The alkalinity of a tank is most important to measure the bicarbonate levels. Those bicarbonates in a tank are an essential part of corals’ skeleton. It is

also important to pay attention to the tank’s level of ammonia. The levels of this chemical should be zero. If the levels of ammonia become too high, the tank can become toxic to the fish. Ammonia can come from rotting food and the fish pee. This can be controlled with a proper filtration system. The third most important piece to pay attention to is the calcium levels. Calcium helps keep

corals’ skeletons healthy and growing.

Kellawan finds that getting in the zone with their fish tanks has a calming effect on everyone they encounter.

“Shut out the periphery,” Kellawan said.

Cosette McCave may be contacted at thejack@humboldt.edu

## THE STRIP

Comics from our loyal readers, for your enjoyment

GROWING UP IN NAPA IS SOMETHING I MISS.

WELCOME TO THIS WONDERFUL WINE REGION

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and now we have the best wine country

ID LIKE TO THINK OF IT AS A SIMPLER TIME, BUT I KNOW THAT'S NOT THE CASE. MAYBE JUST MORE WAYS TO DISTRACT MYSELF TO COPE.

THINGS WERE OFTEN SCARY AND UNCERTAIN MY BEDROOM PROVIDED SOME PROTECTION

BUT LITTLE AT HOME COULD BE CONTROLLED

THANK GOD FOR MY LIFE OUTSIDE OF HOME

LIKE WHEN ID DRIVE AROUND WITH MY BEST FRIEND BELTING SILLY POP SONGS

AND STOP TO GET THE BEST DONUTS EVER

OR WATCHING MY CUTE NEIGHBOR FRIEND LEARN TO SING AND PLAY GUITAR IN HIS GARAGE

AND ALL OF THE OTHER CUTE BOYS (SOME OF WHICH I GOT TO KISS)

STAYING AT DENNY'S TIL 4 AM

THOSE REALLY DEEP TALKS LATE AT NIGHTS DURING SLEEPERS

AND UNDER THE STARS AT WESTWOOD HILLS

AND THE OCCASIONAL (ILLEGAL) FULL MOON SWIM AT MEADOWOOD POOL

DON'T GET ME WRONG - I WAS A GOOD KID SCARED OF DRUGS, SEX, AND ALCOHOL I PRACTICED WHOLESALE REBELLION.

NAPA IS A BEACON OF COMFORT I REALLY MISS ALL OF MY OLD FRIENDS - I HOPE THEY KNOW HOW MUCH THEY MEAN TO ME.

EVEN SO, I MISS MORE THAN ANYTHING LAYING IN MY BED STARRING AT THE CEILING FOLDING

IT'S ALL GONE NOW. I WISH I COULD GO BACK HOME.

Comics by Brandy Jones

HSU

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# Eco-Poets take the stage

Three poets read for national poetry month at Northtown Books

by T. William Wallin

As climate change and loss of natural landscapes increase every year, what else is there to do but write poetry about it? Humboldt County poet laureate Jerry Martien was joined by Kirk Lumpkin and Vinnie Peloso for a night of poetry at Northtown Books during Arcata Arts Alive. These poets were three of 149 contributors to “Fire and Rain: Ecopoetry of California,” an anthology of poetry dedicated to California’s ecology.

“All the proceeds and profits of this book goes to environmental organizations,” Peloso said to the crowd of eager listeners.

Peloso’s poems are in a section called “Coastal Redwoods” which he said was ironic because he grew up in “the wilds of New Jersey.” Peloso proceeded to tell the crowd of his first experience with a redwood tree. He was driving in New Jersey towards what he thought was a redwood tree and the closer he got, the more and more he was convinced it was a redwood tree, until he got really close to it.

“I realized it wasn’t a redwood tree,” Peloso said. “It wasn’t even a tree at all. It was a cell phone tower.”

The first poem Peloso read was “Wounded,” a poem written 25 years ago that was revised 22 times before it was published in this anthology. Although Peloso is a published poet he acknowledged that

“I realized it wasn’t a redwood tree. It wasn’t even a tree at all. It was a cell phone tower.”

— Vinnie Peloso  
Poet

poems must be revised from time to time. His poem begins with walking in the old grove redwoods that make up the Arcata Community Forest. The narrator of the poem observes felled trees among younger trees and says of the scene it makes “it harder to meet these trees unwounded”.

Our very own poet laureate, Jerry Martien, was the closing poet to end the night. Martien said the other two poets were “stalwarts of poetry” and for many years held down the poetry series at the local Jambalaya Club. He even made a quick quip towards the recent shutting down of KHSU by saying the two poets held reading series for the local radio station but “I don’t even remember what its called anymore.” Martien read three end-of-summer love poems from lament to early spring.

“Willow along the trail, beginning to yellow, dry sand on the dune face refusing to hold,” began Martien’s first poem, called “In the Pines.” “Each grain separate and distinct, wanting to be part of the whole again.”

Between each pause Martien sets a visionary scene of environment while simultaneously expressing the contemplations that come with the end of the summer season. “In the Pines” is set as a walk through the Manila Dunes. The coastal forest landscape comes to life and the listener can smell the salty sea air of the Pacific. Martien’s second poem is a journey East outside of Humboldt County, “when the rain finally stopped,” sometime after spring.

“At the summit of the coast range fog stops, we go out of Mad River drainage down into Redwood Creek, up again to Willow Creek to follow Trinity,” begins Martien’s poem “Losing the Lines.” “Cross over to another country, so long salt, greetings mountain air.”

The real stealer of the show was Kirk Lumpkin of Mendocino County. Because he traveled such a far distance he was given more time than the other two poets, which was needed for a costume change. Lumpkin read a couple of poems then dragged a box towards the stage. Tucked



Photo by T. William Wallin  
Humboldt County poet laureate, Jerry Martien, reads his poem “In the Pines” during Arcata Arts Alive at Northtown Books on Friday April 12.

inside were two bird suits, having the audience make bird sounds during the chorus.

Lumpkin took on the persona of a Blue Jay and a Steller’s Jay, but purposely dropped off the apostrophe that follows Steller when introducing his alter-ego (they are officially called Steller’s Jay, but Lumpkin explained no bird is owned by a person). Lumpkin rapped as MC Steller and MC Blue Jay in the full-body bird costumes and made the performance interactive by

having the audience make bird sounds during the chorus.

Every patron of the poetry reading was cawing, “Vreep,” and dipping in their seats, becoming one with Lumpkin’s poetry raps. Moments like these might be seen as odd elsewhere, but are the missing ingredients that sets Humboldt apart as a unique location in California.

T. William Wallin may be contacted at thejack@humboldt.edu

# Lumber Ball, a party, fit for a lumberjack

Students and faculty enjoy a night of awards and dance

by Silvia Alfonso

Bolo ties, cowboy boots and beards. Logger Ball kicked off with a live band performance as people walked in and reconnected with each other.

This has been the third year the forestry department had this event. The Logger Ball used to be just a simple event held on campus where faculty and students came together and scholarships and awards would be distributed.

The department of forestry turned a simple event into a fun gathering where faculty and students could dress up and have a few drinks together as they gave out awards.

Scott Felder, one of the forestry students in attendance, expressed that the people were the best part about the event.

“That’s always my favorite thing about the forestry department, there’s all these people that come together for the same thing,” Felder said. The night was full of camaraderie and reminiscing on the past year. Having an event in the style of a formal banquet unifies people in a different way, as was seen at the Logger Ball. Students and faculty intermingled like close friends as they ate food and bought raffle tickets.

Sophie Ackerman-Mero said that she enjoys the Logger ball because those who go get to reminisce about all the stuff that’s happened this year.

“We are all family and it’s



Photo by Silvia Alfonso  
Evan Goetz flashes the eye-catching raffle prize, a STIHL 461 chainsaw at the LoggerBall.

great getting together like this,” Ackerman-Mero said.

The event as a whole was an opportunity to raise money for the forestry department. There was a raffle with an array of items, gift baskets and more gifts. The most popular of the raffle prizes was the STIHL 461 chainsaw.

The event was split into two parts and two levels. It was held at the Arcata Veterans Hall, where upstairs was the banquet for the first half and downstairs was the actual ball for the second half. People listened to live music and swing danced the night away.

Conrad Stielau, the forestry club president, agreed that the best part of Logger Ball was the camaraderie and the people. The whole night welcomed everyone to enjoy each other’s

“We are all a family and it’s great getting together like this.”

— Sophie Ackerman-Mero  
HSU community member

company, whether you were a forestry student, alumni, faculty or none of the above.

“The best thing about the forestry club, hands down, is the people,” Alex Beauchene said.

Silvia Alfonso may be contacted at thejack@humboldt.edu

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# We stand with KHSU

*There is no excuse for the HSU administration to gut KHSU*

by Editorial Board

We at the Lumberjack newspaper stand behind KHSU. We stand behind the staff members and all the volunteers. We do not stand with HSU administration, Lisa Rossbacher, Craig Wruck or Peter Fretwell in their decision to dismantle our beloved local community radio station.

There is no excuse they can give that will ever justify how they decided to gut an entire radio station. Lisa Rossbacher was given the audit report a couple days before the firing of all but two paid staff members at KHSU.

If this was not a premeditated decision, then we would like some explanation as to how a decision as destructive and community-shattering as this one could be made in just 48 hours.

To make matters even shadier, a week before this decision KHSU was having their annual spring pledge drive. Where does all the money go?

Major underwriters and community members have stopped their monthly donations and are no longer supporting whatever KHSU will become. This shows HSU’s lack of respect for transparency and community relationships. What does this mean for us at the Lumberjack as journalists? Are we next to go?

KHSU has been here for over 50 years with a slogan of “diverse public radio.” It appears HSU would like to keep the radio waves less diverse and fill it with non-local syndicated programs.

Since the beginning KHSU has been talking about major issues like student housing shortages (still a problem today) and soothing the towns of Humboldt with jazz and folk music.

Volunteers have always been a part of KHSU, building a bridge between the school and the community. By 2010 over 80 volunteers accounted for over 68 hours of day-to-day programming as well as over 63 hours of music production.

There was a connection between the community and KHSU because the community had a part in the content being produced.

Today more than ever we need more local involvement with the day-to-day occurrences of where we live. Throughout the country we are losing local media and getting our news and music replaced with syndicated programs that are no longer sourced in our towns.

In Noam Chomsky and Edward Herman’s book “Manufacturing Consent” they criticize the consolidation and commodification of media. Large corporations must bend over backwards for their shareholders and financial

interests, which trickles down to what they publish or produce. This in turn influences what gets to the public and what gets omitted.

Local involvement means getting our news from our community, not a giant corporation intent on capitalist domination. HSU’s

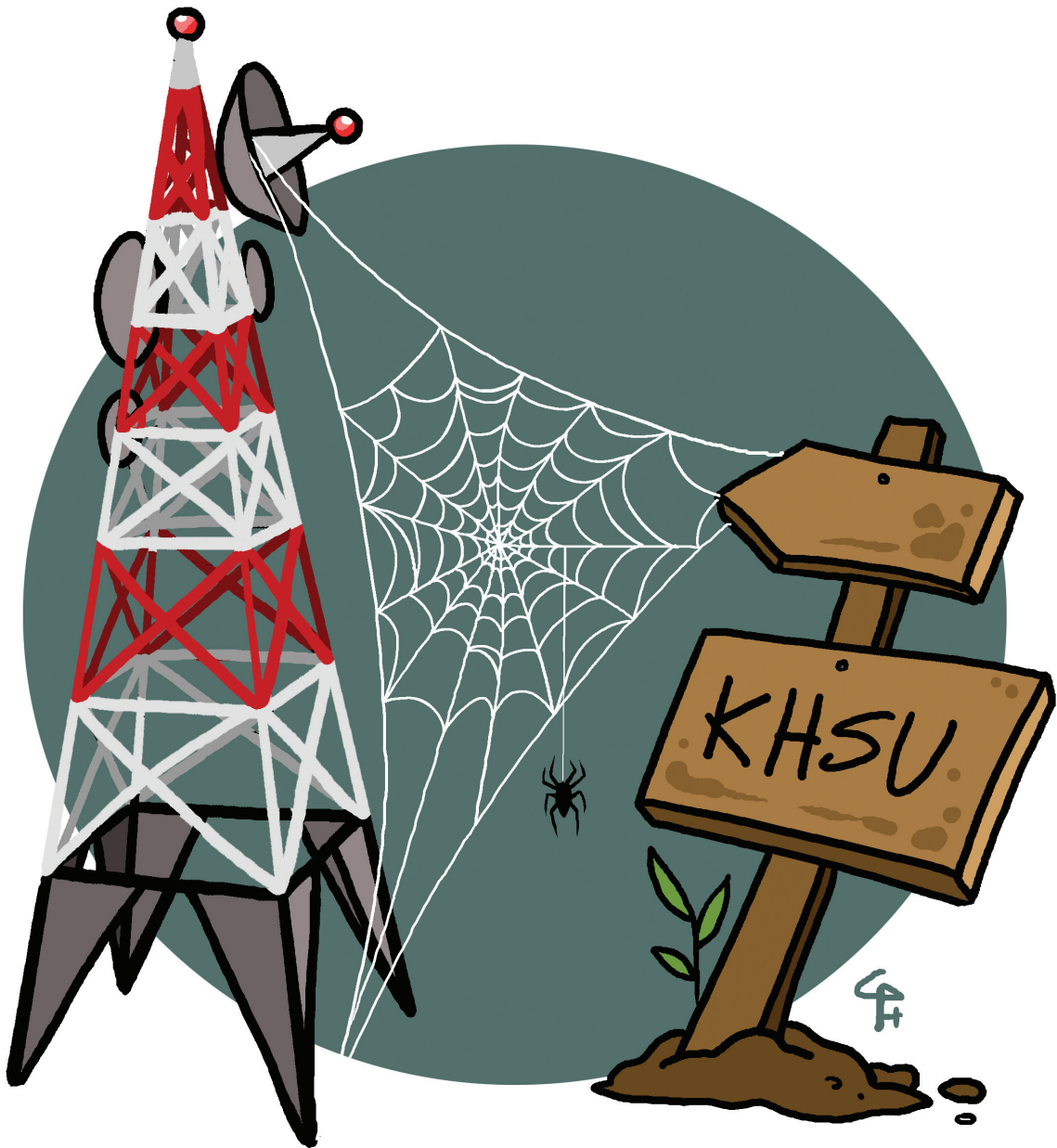
decision to gut KHSU can only mean they’re putting profit over people.

HSU doesn’t care what’s being broadcasted on the airwaves as long as it makes them money, but they’ve just thrown themselves into a pit of controversy. With the loss of all staff and volunteers at

KHSU, we are losing a piece of what makes this school special.

As a community member at the recent KHSU protest during the Arcata plaza farmer’s market said, “We are losing a family member.”

Editorial Board may be contacted at thejack@humboldt.edu



Digital Art by Phoebe Hughes

## OPINION

# Spend your coins wisely

*It’s your responsibility whether you want to be a conscious consumer or fall victim to corporate cons*

by Chelsea Wood

Corporations have long used their target audiences’ fears and dreams as part of advertising schemes, but customers have become more and more conscious to where they put their dollars and want to practice ethical consumerism. However, companies are taking advantage of this in the form of “woke” branding.

Woke branding is a company’s attempt to provide a vision of morality to satisfy consumers with their practices and social alignments in the hopes of expanding their customer base and increasing revenue.

Pepsi tried this public relations tactic and failed with its Kendall Jenner protest commercial, which aimed at gaining support from younger generations who are politically and socially active.

Dove tried it too by appealing to racial inclusivity with a body wash ad that featured a black, white and an Asian woman which suggestively depicted the black woman transforming into a white woman after cleaning herself with their body wash.

Most recently, Gillette attempted it by trying to tackle the troubling topic of toxic masculinity with its new slogan and ad campaign “The Best a Man Can Be.”

These companies and many others try to appeal to

social issues to try to solidify their brands’ images as progressive, inclusive and considerate. Sometimes it’s easy to see through an advertising campaign’s obvious stretch to appeal to some societal concern or another, whether that’s racial justice, body positivity or gender equity.

This trend of advertis-

ing allows for a spotlight on movements and a space for inclusivity, but subsequently offers a veil for companies’ evil intentions to use people’s insecurities and worries to form a false connection just to push sales.

The question to be asked of any company that uses these tactics is if it’s a facade of

good deeds to slip consumers their products, or are they truly supporters of these good deeds. Another qualifying aspect to consider when assessing a company’s authenticity is to see where these companies divert their funds.

Companies who are successful with their woke branding, yet have shady practices,



Graphic Illustration by Amanda Shultz

include those like Chick-fil-A, Nike and Ben and Jerry’s, which were deemed exceptional by consumers in the 2019 Customer Loyalty Engagement Index. The money trails of these companies suggest they aren’t as innocent as they try to appear.

A crowd favorite fast food chain that’s admired for its chipper customer service, yet known for its dubious corporate dealings, still maintains steady customer loyalty. Chick-fil-A donates to groups known for anti-LGBTQ sentiment like the Salvation Army and the Fellowship of Christian Athletes.

Nike joined the Black Lives Matter movement with Colin Kaepernick as their talking head to push sales. That ad campaign may have sparked outrage for some but was successful in increasing the company’s value by \$6 billion. The campaign almost makes you forget about Nike’s use of sweatshop-like conditions in their factories across Asia.

Ben and Jerry’s ice cream used the guise of greenwashing to push its image. Their packaging labels feature lush pastures with happy cartoon cows and once had claims “all natural” ingredients. In 2017, their dairy tested positive for the herbicide commonly known as Roundup.

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# Ramping up for the regular season

*HSU Jacks has preseason prep*

by Amanda Schultz

For the past few weeks, Humboldt States men’s soccer team has been preparing for the upcoming season in the fall. Between practicing three times a week, and competing in various scrimmages against other Division II universities in northern California schools, the Jacks have shown tremendous dedication to make this season even better than the last. The team as a whole has many goals and aspirations they want to accomplish in the upcoming year. HSU forward Isaiah Dairo, said that the team wants to work on having one mindset as a team.

“It’s one of the hardest things in a team sport,” Dairo said. “We’re definitely moving towards that goal, and I admire that a lot.” Over the past weekend, Humboldt State competed in two scrimmages against Sonoma State University and Mendocino Community College. The Lumberjacks finished the weekend with a 3-1 loss against Sonoma State and a 3-0 win against Mendocino. After struggling to maintain possession of the ball against Sonoma, the team decided to switch up their gameplay going into their second game. HSU defender, Martin Calderon said that coming into the second game, the defense tried to possess more in the back.



Marco Silveira attempts shot at goal at the College Creek Field on Saturday, April 13.

Photo by Amanda Schultz

“We tried to do less long balls and instead find our midfielders,” Calderon said. “Overall we just tried to possess more.” Though the team has many goals set for this upcoming season, many of the athletes have personal goals they also want to accomplish in the fall. Some players saw the field for the first time this season as they were redshirted as a freshman, and others will be playing

in their last season as a college athlete. Coming into the next season as a senior, Dairo has a couple of things he wants to improve on. “I want to go play overseas, so it’s a lot of competition with myself,” Dairo said. “I want to focus on the smaller aspects of the game. The little things are very important due to the fact that other teams can capitalize on that.”

During the summer, the team takes two months off where they follow strict workouts and diets to stay in shape while they are away. Then, the athletes return to Humboldt a month early to finish preparing for the fall season. Team captain Robert Quintero said he just wants to have the best season the program has had in history. “I want to make an impact

on the program that’s going to last,” Quintero said. Humboldt State men’s soccer team is working hard towards having a successful season and possibly even making playoffs. The season starts at the beginning of the fall semester, and home games are welcome to all guests at College Creek Field.

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## Playoff breakdown: Opening round of the NBA

*Can any team stand in the way of the back to back champions Golden State Warriors?*

by Braeden Delome

Although Lebron James and the Los Angeles Lakers aren’t in, there is plenty of high profile firepower across the NBA. The last time the four-time MVP James missed the playoffs was 2005. For reference, 2005 was the year Youtube launched. No worries though, the NBA is still in good hands with emerging young talent and superstars driving the league. Let’s take a look at the postseason landscape of the 2019 first round. **Portland Trail Blazers vs. Oklahoma City Thunder (West)** This matchup is a fan favorite. The higher seeds usually win the first round seven-game series, but anything can happen with four offensive superstars on the same court. The Trail Blazers have one of the best home courts in the league. Damian Lillard is the leading player on the Trail Blazers averaging 25.8 points per game. Lillard is not afraid to put the team on his back hitting big time jumpers in games along with adding 6.9 assists per game. C.J. McCollum scores from anywhere on the floor. He averages 21.0 points a game. This team is aiming big this season. Russell Westbrook leads the Thunder and is a walking triple-double, he averages 22.9 points, 11.1 rebounds, and 10.7 assists per game. Paul George averages 28.0 points per game and is not afraid to take over games late. The Thunder arguably has the two best players on one team in the league.

Prediction: Thunder win 4-3.

**Philadelphia 76ers vs. Brooklyn Nets (East)** The 76ers made strides in the process this year, playing better than a lot of people thought. This team has a good group of players and a bench that delivers when needed. Joel Embiid averages 27.5 points and 13.6 rebounds per game being a force down low. Jimmy Butler at 18.2 points per game is a terrific shooter, as is J.J. Reddick and Tobias Harris. The 76ers are finally ready to continue their regular season accomplishments and make waves in the postseason. The Nets surprised everyone this year with the rejuvenation of Deangelo Russell who averages 21.1 points and 7.0 assists per game. He brings a spark and a swag to each game. The energy is something we didn’t see with him in previous seasons in L.A., due to team chemistry or just lack of wins. The 76ers “trust the process” motto might be gelling together in this year’s playoffs and might be too much for the Nets to handle. Prediction: 76ers win 4-2.

**Houston Rockets vs. Utah Jazz (West)** The reigning MVP and leader in points in the NBA, James Harden, may have the deadliest shot in the league. He averages 36.1 points and 7.5 assists per game, he is lethal from all areas of the court. He led this Rockets team from a slow start to the season to home court in the first round. Clint Capela averages



Graphic by Matt Shiffler

16.6 points and 12.7 rebounds per game, he is a threat from under the basket. Eric Gordon and Chris Paul provide big-time play as well. The Jazz also command a great home court, in Salt Lake City. Last year the Jazz turned some heads meanwhile they’re trying to do even more this year. Donovan Mitchell 23.8 points per game lead this team and is dangerous. He can make the clutch shot if needed and has great handles. This team plays well and can jump on a run at any time. Rudy Gobert under the rim is a force at 15.9 points per game and 12.9 rebounds. Joe Ingles brings an underrated game as does Jae Crowder off the bench. Prediction: Rockets win 4-2.

All match ups at thelumberjack.org

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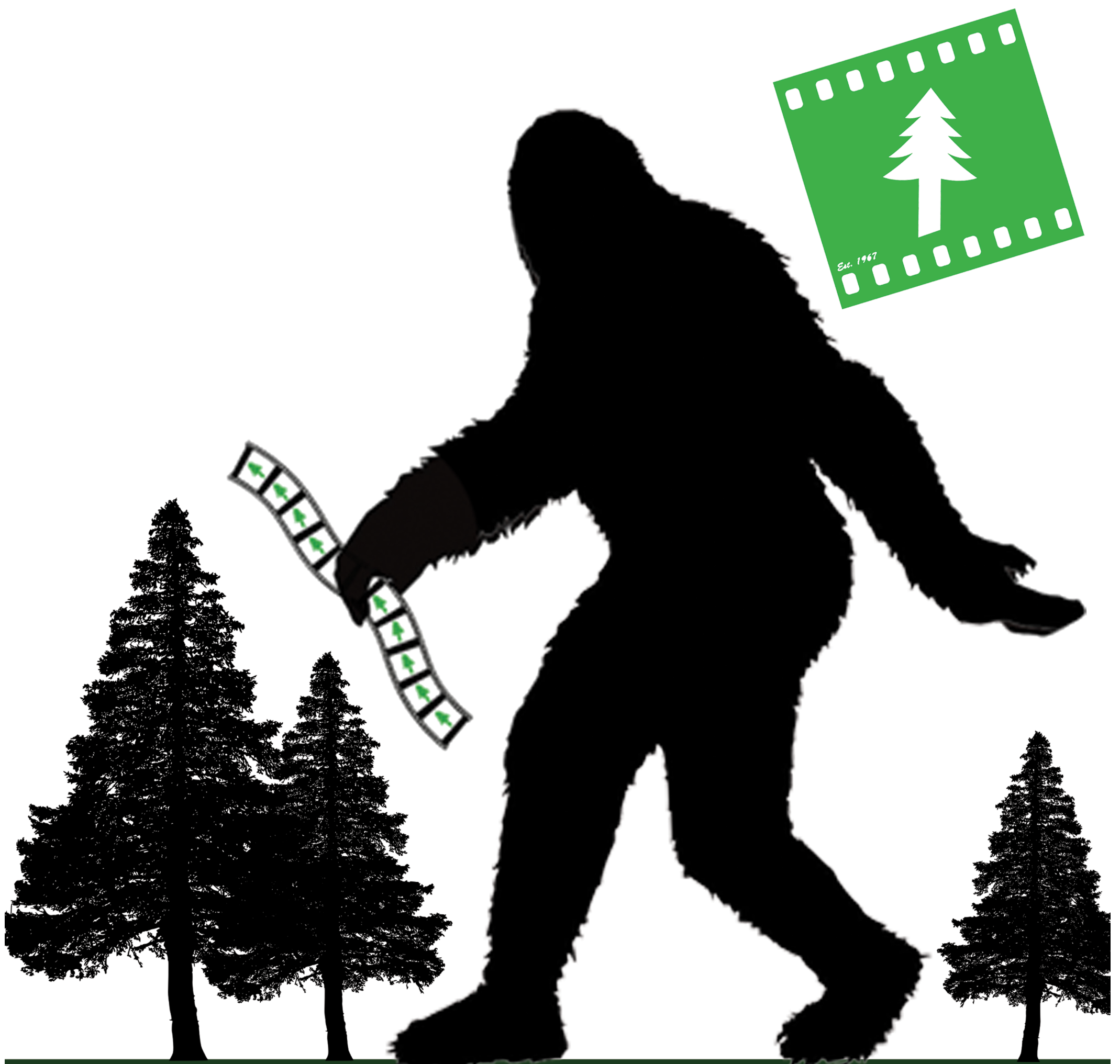


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