

OPINION: Native American culture is not for sale

## + NEWS: Shoppers prepare for early Black Friday

+ SPORTS: Men's soccer season recap


# Fraternity holds turkey drive 

Gamma Zeta Alpha Delta gives back to community by donating food baskets to low-income families


Genevieve Sosa (center) gathers with children from her apartment complex in Sylmar for a photo. CSUN's Gamma Zeta Alpha held their annual turkey drive at the Harbor Community apartment complex. Since 1997, they have raised money to buy turkeys for low income families in the San Fernando Valley. "It was such a blessing. We hadn't had it in two years. They used to come. It really helps out and it means the world to the people here," she said.

MELODY CHERCHIAN DAIIY SUNDIAL

Afew days before Thanks giving, her husband lost his job She looked at her two children and felt a pang as she thought of how to tell them they couldn't afford a Thanksgiving dinner this year.

One day, Genevieve Sosa, 41 a wife and mother of two, was gathered with 15 other families
in the low-income housing unit Zeta Alpha's Delta Chapter at her family was staying in. The CSUN holds an annual turkey complex manager had asked them drive, supplying low-income to meet him underground in the families in the San Fernando Valcar port. With no idea what to ley with a complete meal for expect, Sosa, her husband, and Thanksgiving. The meal includes her children walked down the a Thanksgiving turkey, a two-liter stairs and saw a group of boys beverage, mashed potatoes, stuffwith baskets of food, each filled ing and a pie with a Thanksgiving feast.
Relief washed over her as she realized her family and children would have a Thanksgiving dinner after all.
Every year since 1997, Gamma

The turkey drive team includes 20 brothers, delivering Thanksgiving baskets to families throughout Los Angeles, Arleta Pacoima, San Fernando and North Hills.

The process begins with mapping out the route the team will take to make the journey more efficient. Then, the students pick up the turkeys at 5 a.m. and prepare the baskets. Finally each student personally delivers the package to the family. With more than 100 baskets to deliver, it usually takes the team from 7 a.m. to midnight to finish the entire trip.
In order to maintain their efforts and afford the meals, the fraternity rigorously raises funds
throughout the semester. Their most profitable fundraiser is the Halloween party Diabolique, allowing the team to bump up the number of families they deliver packages to each year. Almost 2,000 individuals attended the vent this year.

Fraternity brother, Luis Preciado, 20, a Chicano/a studies major and junior at CSUN, is one of the 20 team members who deliver the meals.

## CANIPUS CRIME ION

## NOV. 14

PETTY THEFT - Unknown suspect(s) stole a banner from a rail on the southwest side of the Oviatt Library.
Investigation Continued
PETTY THEFT - Unknown suspect(s) stole a lock from the victim's locker in the women's locker room in Redwood Hall. Investigation Continued

THEFT OF PERSONAL PROPERTY Unknown suspect(s) stole the victim's tablet computer, which had been left unattended at a table in the Sier ra Center. Investigation Continued

## GRAND THEFT

Unknown suspect(s) stole the victim's laptop computer, which was left unattended in the Oviatt Library
Investigation Continued
THEFT OF PERSONAL PROPERTY Unknown suspect(s) stole the victim's secured bicycle from the bicycle rack on west end of the UPA3 dorm building. Investigation Continued

THEFT OF PERSONAL PROPERTY Unknown suspect(s) stole the victim's bicycle which was secured next to Juniper Hall.
Investigation Continued

## VEHICLE THEFT

Unknown suspect(s) stole the victim's motorcycle, helmet and gloves from the southwest corner of the B3 parking structur
Unfounded

NOV. 14 (cont.)
THEFT OF PERSONAL PROPERTY Unknown suspect(s) stole the victim's cell phone, which had been left unattended in a
room in Manzanita Hall.
Investigation Continued
THEFT OF PERSONAL PROPERTY Unknown suspect(s) stole the victim's bag containing her laptop computer, which had been left unattended in a student cubicle in the Oviatt Library.
Investigation Continued

## NOV. 15

THEFT OF PERSONAL PROPERTY Unknown suspect(s) stole the victim's tablet computer, which was left unattended on a
table in the Sierra Center.
Investigation Continued

## DENTITY THEFT

The victim reported giving his personal information to a solicitor. When he later led his federal taxes he realized someone Investigation Continued
THEFT OF PERSONAL PROPERTY
Unknown suspect(s) stole the victim's bicycle, which was secured to the bicycle rack outside of the UPA 6 dorm building Investigation Continued

## VANDALISM

Unknown suspect(s) used gray paint to write graffiti on a trash can near Etiwanda and Nordhoff.
Investigation Continued


THEFT OF PERSONAL PROPERTY
Unknown suspect(s) stole the victim's wallet and cell phone, which was left unattended in the women's restroom in Sierra Hall. Investigation Continued

## NOV. 16

THEFT OF PERSONAL PROPERTY Unknown suspect(s) stole the victim's camera and watch from her dorm in UPA 7 Investigation Continued

DRIVING WITH A SUSPENDED LICENSE/NO PROOF OF INSURANCE/NO PROOF OF REGISTRATION
The suspect was arrested for driving with a suspended license, no proof of insurance and no proof of registration during a traffic stop. She was cited and released at the scene by the intersection of Reseda and
Cleared by Adult Arrest
DISPLAY UNAUTHORIZED
DISABLED PLACARD
A suspect was cited and released for displaying an unauthorized disabled placard in the B2 parking lot.
Cleared by Adult Arrest
THEFT OF PERSONAL PROPERTY Unknown suspect(s) stole the victim's backpack, which was left unattended on a Investigation Continued

## NOV. 17-19

## PETTY THEFT (TFMV)

Unknown suspect(s) stole personal items from the victim's vehicle, which may have been unsecured, near Lindley and Superior. Investigation Continued

THEFT OF PERSONAL PROPERTY/ CONSPIRACY TO COMMIT A CRIME Two suspects working together distracted the victim and stole his cell phone, which was sitting on a desk at the Oviatt Librar $y$.

## Investigation Continued

## VANDALISM

Unknown suspect(s) used white paint or marker to write graffiti on an orange sign near the bollards by Zelzah and Plumm
Investigation Continued

## NOV. 20

## VANDALISM

Unknown suspect(s) used black marker to
write graffition walls in the enen's and women's restrooms in the Art \& Design Center
Investigation Continued

## VANDALISM

A possibly known suspect keyed both passenger doors and the driver's side bumper of the victim's vehicle in the F9 parking lot. Investigation Continued

DISPLAY UNAUTHORIZED
DISABLED PLACARD
A suspect was cited and released for displaying an unauthorized disabled placard in the B3 parking structure.
Cleared by Adult Arrest


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## Black Friday creeps up on Thanksgiving

Many retail stores have plans to open their doors on the holiday, causing employees to fight back
Taylor Villescas Production Staff

hanksgiving has always been a tradition of food, family, and good cheer. But this year, it has gained a new tradition: early Black Friday shopping.

This high-holy day for avid shoppers has begun bleeding into Thanksgiving night. Typically, stores do not open their doors until midnight or early morning after Thanksgiving, but this year that has changed. Target will begin their holiday sales at 9 p.m., while Walmart, Sears, K-Mart and Toys "R" Us are reportedly starting at 8 p.m.

The Disney Store even has a jump on the competition, hosting "Magic Friday" deals online since Monday. Walmart, Amazon.com and many others also have online pre-Black Friday specials all week.
"I think Black Friday is being overshadowed by Cyber Monday," said Kristin Walker, marketing professor.

Cyber Monday is the Monday after Thanksgiving, where retailers host huge online sales.
"I think we're going to see an interesting shift to online sales. How much demand
is offline? And how much demand has moved online?" she said.

Walker contends that the earlier store hours will not make a big difference.
"Demand is going to be the same. All you're doing is sort of helping everyone get home," Walker said.

These earlier deals have received mixed reviews from consumers.
"It makes sense that they want to open up early so more people can come, but at the same time it interrupts time with family since it's on Thanksgiving," said Travis White, sophomore criminology major.

White went Black Friday shopping last year and plans to go again but not until he finishes his turkey dinner.

Disgruntled employees are not going to work quietly though. More than 40 petitions have been launched across the country on change.org by workers fed up with the earlier store hours. In addition to petitions, CNN Money reports that Walmart workers are threatening to walk-out during their shifts on Thanksgiving and Black Friday. This walk-out comes after an October strike in LA stores in response to poor pay, health care and other grievances.

Some stores, such as Tar-
get, are offering employees a special holiday pay for working on Thanksgiving night or the early shifts on Black Friday.
"There were some employees who actually wanted to work on Thanksgiving because they don't have family, or other personal reasons. Ne know our schedules ahead of time, so it gives us an ample amount of time to swap shifts if we don't desire to work on those days," said Phillip Weisberg, a sophmore CTVA major who works at the Target on Nordhoff Street and Balboa Boulevard.

This year will be his first time working during Black Friday, but he is going to miss the midnight rush, as his shift does not start until later that evening.

Weisberg explained that his co-workers were not very bothered by the change in hours.
'Some were annoyed at the fact they will be bombarded with waves of guests doing last minute shopping. We just shrug whenever we go to work on such high traffic holidays because we know what our job is and don't expect much out of it," Weisberg saids.
According to CNN According to CNN
Money, retailers make about

40 percent of their November and December profits from Black Friday alone.
"Black Friday helps retailers, and when their bottom line is good that helps the economy," said Walker.
She explained that this could open up more job opportunities for people.
"Large in-store sales mean more employees than normal," said Mary Curren, chair of the marketing department. "I suspect there are also a lot of babysitters who benefit from working on Black Friday."

But Curren said stores are using huge sales to reel in shoppers in hopes of them buying non-discounted items.
"There will be huge revnues earned by retailers on Black Friday, but if only deeply discounted items are purchased, retailers will not be happy because they won't be making profit," Curren said. "Retailers count on promotional events like Black Friday to draw you into the store believing that once you are there, you will notice and purchase other merchandise. "

Ultimately, shopper turnout during this year's earlier sale times will determine if pre-Black Friday hours are welcome at the Thanksgiving dinner table.

## Campus Voice

a re you going Black friday shopping?


Nick chamia $\mathbf{N}$ hi Story
"i never do, $i^{\prime}$ ll get the gifts when $i$ need to. i can't deal with that insanity.'

maribel $r$ ubio li Beral ar tS
"i might, i want to go buy discounted stuff!"



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## TURKEY

Continued from page I
"When Gamma Zeta Alpha first started the drive in 1997, they had 50 families on the list," Preciado said. "This year we are able to help 150 families who live in shelters and low-income housing."

Alumnus Lalo Lopez, 40, a former brother and major in business administration, said at one point the team provided meals for 300 families. Lopez, one of the founders of the Delta Chapter at CSUN, said the turkey drive was an attempt for community involvement among the first fraternity members.
"We were looking for a way to give back to the community," Lopez said. "We saw other fraternities adopting a family and we thought, 'Instead of giving money to an organization, why don't we personally help as many families as we can?"'

Lopez commended the current fraternity brothers for continuing the legacy regardless of the fact that they are students with busy lives, jobs, and classes. He encouraged all students to help the Delta chapter in their efforts to provide meals for families in need.

I am very proud of them, Lopez said. "They are learning that it's important to be social and stay focused on academics, but they also have to give back when you can. It's the balance that counts. Dec. 3 is the 20th anniversary of the turkey drive.

I'm glad to hear it is still going strong."

Sosa's family has received the help of Gamma Alpha Zeta for three years. And according to her, each year they await the arrival of the boys once again.
"The boys are so welcoming, giving us hugs and wishing us a happy Thanksgiving," Sosa said. God bless them for being so caring and kind. It is well-appreciated."

## "We saw other

 fraternities adopting a family and we thought, 'Instead of givingmoney to an organization, why don't we personally help as many families as we can?"

- Lalo Lopez, Former Gamma Zeta Alpha Delta brother and major in business administration


## Campus Voice

CHARLIE KAIJO / ASSITANT PHOTO EDITOR
DONNA RODRIGUEZ / DAIIY SUNDIAL
What are you doing for Thanksgiving?


JACKIE ALVARADO
"This year I got invited to my friend's house. It's been 10 years (that) I've been at my mom's house helping her. It's going to be nice not having to help in the kitchen."


DEBORA SANCHEZ BIOLOGY
"Just go down to my grandma's."


KENNY DAHMEN PSYCHOLOGY
"I'm heading back home to the central coast. I'm going to meet up with the family, have thanksgiving dinner, and head back here after the weekend's over."


JESSICA DOHLE ANTHROPOLOGY
"Help mom cook and (our) family (is) coming over."


ELISANE BECKER FAMILY CONSUMER SCIENCE
"I'm going to spend it with family and friends and going to Riviera Country Club."


ARLEY CHAVEZ CELL AND MOLECULAR BIOLOGY
"Stay at home and eat turkey."


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## Wednesday, Nov. 21st Bookstore Lawn 10am-2pm



# Appreciate, don't appropriate cultures 

HANSOOK OH
OPINIONS EDITOR

T
here's been much to be angry about during this year's Native American Heritage Month.

Victoria's Secret got in trouble after consumers expressed anger toward the fauxNative American outfit one of their models wore while strutting down the runway. Apparently, the company did not realize that dressing Karlie Kloss in a floor-length headdress, turquoise-stuffed bikini and high-heeled moccasins would rustle some people's feathers the wrong way.

Gwen Stefani's No Doubt pulled a music video off of the Internet after consumers responded in anger at its visual content. The video for their mediocre and arbitrary song, "Looking Hot," involved full-out, stereotypical Native American costumes, cowboys, teepees and in one scene Gwen Stefani (or white pocahontas, I'm not sure) is bound in ropes at gunpoint.

Added to other singers and entertainers who use Native-esque garb to sell their "art" (Lana Del Ray, Ke\$ha) such controversies this month reveal that consumers are getting fed up with cultural appropriation and are sending a message to the culture industry - don't appropriate, just appreciate.

In No Doubt and Victoria's Secret's defense, they probably did not know how offensive they were being. But that's exactly the problem.

The culture industry has always used ethnic or indigenous symbolism in irresponsible and ignorant ways, and No Doubt and Victoria's Secret are certainly not the first to use stereotypical depictions of Native Americans or Native American iconography to commercialize their products - although this is definitely not the first time Gwen Stefani has appropriated cultures to make herself more interesting (i.e. harajuku girls, use of the Hindu bindi, wearing chola makeup and outfits). The Wash ington Redskins and the Cleveland Indians have been using Native American imagery to promote their teams for years.

What's the difference between cultural appropriation and cultural appreciation? The latter is having genuine interest in learning about a people's history, traditions, language values and way of life. Appropriation is based on a superficial appreciation of a group and uses convenient parts of that group's culture for commercial reasons. It is damaging because doing so ignores the experiences of minorities and marginalized people
"The No Doubt music video re-enacted images of conquest and colonization, taken not from history, personal knowledge, or authentic experience, but from Hollywood," said Professor Scott Andrews, coordinator for the American Indian studies program at CSUN. "They are turning a complicated and often painful
history into a campy farce."
The painful history of Native Americans includes over 500 years of being colonized, slaughtered and marginalized. However, this history is often mistaught or misrepresented, making cultural appropriation all the easier to commit, especially around the Thanksgiving holiday.

In the Los Angeles public school system, I remember being taught in elementary school that Thanksgiving is celebrated to remember when the pilgrims and "Indians" came together to eat squash and turkey. The Indians heroically saved the pilgrims - colonizers - from starvation and they lived happily ever after in America. Oh and also Pocahontas married John Smith.

According to Professor of Chicano/a studies Theresa Montano, a former public school teacher, romanticizing the first Thanksgiving story perpetuates ignorance of what resulted from that encounter. For many indigenous Americans, Thanksgiving is a day of mourning.
"The connotation of what we attach to that day is that we are thankful to them (the Native Americans) for providing the meal," said Montano. "We don't talk about what happens after, the historical oppression, disease, robbing of the land. We don't teach that to our children and we send the message that we were rightful to take that land."

This attitude is perpetuated in middle school and high school education despite inclusion of historical events such as the Trail of Tears and the removal of native people during American expansion.

According to Montano, most history lessons do not include the struggle that Native Americans put up to resist colonization. This perpetuates the idea that the natives mostly died because of their inability to survive European diseases and because their inferior weapons could not defend them against more advanced colonists. We are taught that events such as the Trail of Tears were necessary sacrifices for expansion.
The ignorance or romanticism of native history coupled with the exclusion of native people as producers within the culture industry has allowed for appropriation to be acceptable and fashionable
"Hipsters turn appropriated culture into a commodity," said Andrews. "Seeing a cultural identity as something to be purchased rather than lived, and abandon it when it becomes inconvenient or unfashionable without any consequences."

The real damage is caused not just by one event, but the cumulative effect
of appropriation throughout the centuries. Fortunately, the Internet allows for Native Americans and other marginalized groups, as well as those who simply do not appreciate appropriation, to have a greater voice in what gets mass produced. Hopefully, the culture industry will understand that you can't talk about people as if they do not exist, and be more careful with what they try to sell. I'm talking about you, Gwen Stefani.

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Fill in the grid so that every row，every column，and every $3 \times 3$ box contains the digits 1 through 9 ．

Solution above．

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& \text { career best in season wins (I5) en route to } \\
& \text { making a return to the NCAA tournament. } \\
& \text { Davila lead his team to a No. I seed in the } \\
& \text { Southern Division of Big West playoffs and } \\
& \text { had the Matadors ranked in the Top } 25 \text { mul- } \\
& \text { tiple times throughout the season. }
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of the Year:
Senior Michael Abalos lead CSUN as one of five seniors and held opponents scor e-
less 10 times in 2012 . Abalos also helped Northridge in close matches, coming out
the victor in nine games that CSUN won by a one-goal margin. Big West D
of the Year:

$$
\begin{aligned}
& \text { Senior Joe Franco lead a solid CSUN }
\end{aligned}
$$

 Graduating seniors:


