

the clocktower



POKÉMASTER JACK SAUDER: UNION'S YOUTUBE CELEBRITY

"I've been collecting, basically, hardcore since about 2011, but I dabbled a little bit into collecting since the day it came to America."

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If there were no limits, what would you do with your life?



Joe Hofmann, senior nursing major

“I would finish up nursing school and graduate—maybe become a nurse practitioner. Then I would go overseas to some third-world country and help people. I would love to just wander around and open different clinics.

“Actually, me and my friend Rod have talked about this. I could be here in the United States, and he could travel around over there. I just want to help people.”

“Why can’t you do that?”

“I can.” ☺

“If I had no limits tomorrow, I would have superpowers to fly, super hearing, and I would be super smart, which means I would be making the money.

“I would live in a high-tech house with a slide (that could get me different places in my house faster) and a pool surrounding my bed (it would have a walkway, of course, but I could go swimming any time I wanted).

“I would spend my time sipping tea, listening to jazz, visiting new places including other planets, and doing new things. But at the end of the day, I’d still like to say, ‘Wow, look at that sunset.’ It would be cool to have all those fun things, but honestly, all that really matters is the beautiful nature that surrounds us and the people we’re able to grow and learn with.” ☺



Micaela Howson, sophomore exercise science major

*Houc is compiled
by Chelsea Aguilera.*



The power of the hashtag

*Social media raises awareness
and raises the bar*

EMY WOOD

“Hi, I’m Alex and I was nominated by Nathan . . .”

Mere weeks ago, news feeds across the globe could not escape the frenzy as celebrities, friends and companies participated in the ALS Ice Bucket Challenge.

“I did the Ice Bucket Challenge because it was a fun way to help spread awareness for a good cause,” said a freshman general studies major. “Social media is an easy way to share information.”

The Ice Bucket Challenge quickly became one of the most popular social-media-powered stunts, but it’s not alone. From brand names to non-profits, organizations are cooking up hashtags to serve at the social marketing table.

Some of the top campaigns of 2014 (ALS aside) include #YesAllWomen, a hashtag used more than 1.2 million times over the first four days; #NoMakeupSelfie, which raised more than 8 million pounds for cancer research; the #GlobalSelfie, for which NASA gathered more than 36,000 selfies to create a giant mosaic of the Earth; and the famous #OscarsSelfie, which was actually a pre-planned act of Samsung.

Even with a flood of platforms and challenges available, many people refrain from participating. “I think it draws more attention to myself than it does to the actual cause,” said Jean Hinrichs, a senior communication major.

Suddenly, the video meant to support a cause becomes a battle for popularity. For example, some Ice Bucket Challenge participants posted videos of themselves getting soaked and nominating their friends, but forgot to mention ALS.

However, even if the focus sometimes shifts to the participant, there’s no denying that these campaigns come with robust returns. According to the ALS Association, the Ice Bucket Challenge has raised more than \$113 million dollars and brought in 2.1 million new donors.

The Ice Bucket Challenge exemplifies the power—and some of the pitfalls—of viral marketing. Users now know that social media has the potential to be so much more than hours wasted in front of a screen. With just a mouse click and a few minutes of effort, you can make a positive difference. 🕒



JACOB PROSSER

Pokémon Master Jack Sauder: Union's YouTube Celebrity

On the quest to catch 'em all, he's caught more than 25,000

YouTube is a powerful tool.

From video game how-tos to make-up tutorials to funny videos of people hurting themselves doing dumb things, YouTube caters to just about anything you want to watch. YouTube content producers can grow communities and gain a large number of followers, known as subscribers. Here at Union College, it just so happens that we have a fellow student who has done just that. As of this writing, over 25,000 people have subscribed to his channel. Several of his videos have soared into the hundreds of thousands of views. His name is Jack Sauder, and his channel focuses on all things Pokémon. I was lucky enough to sit down with Jack this past week and discuss his newfound success.

Jacob Prosser: How long have you been collecting Pokémon cards?

Jack: I've been collecting, basically, hardcore since about 2011, but I dabbled a little bit into collecting since the day it came to America. The very first day Pokémon cards were available in stores in America, we were in the store, and I

saw them on the shelves and the animé had just aired the night before, so I was familiar with it. I told my mom, "Mom, please get me a booster pack!" and she did. So, I collected the cards a little bit back then, but really hardcore, like what made me famous, since about three years ago.

JP: When and why did you start your YouTube channel and making videos?

Jack: Technically, it started about July 2012. I didn't really start making videos often until, shoot, maybe about July 2013, really. I posted a few videos before that just of different things—mostly Pokémon. I didn't really start thinking, "Oh, people really enjoy me, they would like this," until over a year later, and, really, not until November. In November 2013, I posted my first big video. Right now it has over 652,000 views. Long story short, cards come in booster packs, and the packs come from booster boxes. It's more economic to buy a booster box than packs. There was a really good pull [a rare card drawn from the pack] in there that Theresa, my wife, got in her box. [That] was what everyone all over

YouTube really wanted to see. Before that, my videos were getting under 100 views, and now over 5,000 on every single video. That [the booster box video] in particular skyrocketed.

JP: You're over 25,000 subscribers now. Congratulations on that! When did that number start taking off, was it gradual or was there a sudden spike? Is there any particular strategy you try in gaining subscribers?

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In November 2013, I posted my first big video. Right now it has over 652,000 views.

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Jack: It didn't take off right away. I had less than 100 subscribers all the way until [last] December. Over Christmas break, I was watching my Gmail because I have it set up so that I get a notification every time I get a sub. It got to one point where I hit 100 a day, and that's when I realized, "Oh I really got something going here." There's really been no strategy for the most part. I just keep making my videos the same way. I try to look at my analytics page to try and see what kind of videos people like. I use that to help make future videos. But for the most part, it's been the same since day one.

JP: What are some of your most viewed videos, and why do you think they did so well?

Jack: Well, my most viewed video is the [booster box video]. The second most viewed is on an animé episode called "The Strongest Mega Evolution." I took the raw Japanese video and posted it on YouTube before anyone else did. Most of my most viewed videos are booster box openings. Another one is a video on Pokémon facts, most of which are, to my knowledge, not published anywhere else on the internet.

JP: So, exclusive content, stuff people can only find on your channel, seems to do well?

Jack: Yeah, yeah you could say that.

JP: Do you make money off your channel?

Jack: YouTube does pay me for [my videos], yes, a substantial amount. It is enough to live on, and I get more money each month. It blows me away that this can turn into my career. I've always struggled with trying to figure out what to do for a career, and this is the first time ever that I really feel happy with a job choice.

Check out the rest of this interview at clocktower.ucollege.edu.

Misplaced adoration?

Analyzing our obsession with the rich and famous



JORDAN ZY

If you live in a first world country, you're guaranteed to run into constant celebrity glorification. There's just that one famous person who is so down to earth, so loveable, that people can't help but get obsessed.

How did celebrities become the role models of society? Some call it conformity, but from my standpoint as a psychology major, the obsession is due to a phenomenon known as social proof; to prove they belong to a group, people will adopt the actions of others in that group.

Social proof is also called the boy band effect. Pretend you're an adolescent girl. On TV and at school you see other girls your age obsessing over One Direction. Unconsciously, you begin to believe that because you belong to their group (or want to), you must mimic their actions. People swept up by the boy band effect want to fit in, and one way of achieving that is to throw the "role model" mantle on a popular celebrity.

Others want to escape what they consider a boring life by diving into the life of a celebrity. Just look at the masses who constantly keep up with the Kardashians

or the hordes following the Will and Kate baby craze(s). Role models made this way hold little positive value.

There's a difference between idolization and looking up to someone. When we idolize a celebrity, we aren't bettering ourselves; we're just worshiping someone for superficial reasons. Looking up to a celebrity means we can acknowledge their faults and strengths, and choose to follow the good examples they set.

You don't have to look far for stars who give back to charities, support their communities or stand up for social causes. Brad Pitt and Angelina Jolie are a humanitarian power couple, Alicia Keys just started the thought-provoking #WeAreHere campaign in social media, and of course Oprah may be the most well known celebrity who gives back. Striving to be more like these people may help fans better their own lives rather than try to escape them.

Don't let fandom get the better of you. Reroute your adoration. Turn it into a challenge to better yourself, and maybe one day you can be like the person you look up to. ☺



ABNER CAMPOS

God is

Union College seeks to discover a great mystery

You can't limit God. To say He is one thing and one thing only is to make Him no greater than an idol. God is many things to many people.

If you have grown up with the idea that God is nothing but an intense Old Testament tyrant and a sheep-holding New Testament shepherd, you may want to allow yourself to expand your knowledge of who He is. Yes, God is intense, and I guess He does hold sheep. However, God is many things—both a warrior and a lover, as majestic as he is mysterious.

(continued on clocktower.ucollege.edu)

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UC intramurals: a scouting report

*Someone tell Malcom Gaskin to
invest in longer shorts*



DEREK BAKER

The ASB Softball Classic was a blast—blood was spilt, noses were rearranged and we learned that emcees Demion Dublin and Jared Messinger shouldn't quit their day jobs. But now it's time for some good old-fashioned flag football! This year's talent looks to be balanced.

Let's look at the scouting report.

(continued on clocktower.ucollege.edu)



ELENA CORNWELL

A sip of Argentina

The tea that makes friends

Mate. “Mah-tay”. Sound it out. It’s not “mate” as in your soul mate, but a two-syllable word that is the blood that pumps through Argentina.

I first tasted mate only a few days after arriving at the Universidad Adventista del Plata last September. For the academic year, I lived and breathed Spanish during my time in the Adventist Colleges Abroad program (ACA) in an attempt to master the language. Part of that included lots of practice and experiencing the culture. This meant that every opportunity I and the other ACA students had to interact with native speakers of Spanish, we took. That first Saturday night I was invited to an acquaintance’s little apartment. As I settled myself onto the mattress serving as a couch, I was immediately offered mate.

A caffeinated tea that looks a bit like brackish river water (it doesn’t taste like that though), mate is drunk in a very special way. The traditional cup is made of a gourd and drunk with a combination straw and strainer called the bombilla (bom-bi-shah). After putting the bombilla into the gourd, loose tea (the yerba mate) is poured into the mate. Hot water is then poured over the

yerba mate, and, if desired, sugar, lemon or honey can be added to taste. Now the mate is ready to drink.

But what sets this drink apart besides its unique preparation is the setting. When I was offered the mate, I was offered the mate and bombilla from which the guy beside me had just drunk. Each person would receive the mate from the cebador, or server, sip the tea until it slurped, and then pass it back to the cebador. After refilling it, the cebador would pass the mate to the next person in the circle.

So it continues. When the mate was offered to me, at first all I thought was that I knew the names of two of the six people present. Of those six, none were related to me, and now I had to drink from the same bombilla they had all been sharing from. But I was there to embrace the culture, so I drank it.

The rest of the evening passed with the making of spaghetti, lots more mate and laughter at jokes in both English and Spanish. I had overcome the initial fear of how to be friendly enough in a language I couldn’t speak to make friends. Now I had six within the first week.

..... It was only through the open and friendly culture of mate that I was able to feel comfortable in Argentina so quickly. People drink it at work, over their homework, in their offices and in bed. They carry a thermos of hot water around everywhere so they can sip as they walk. And they share. That is the beauty of mate. It is meant to be drunk in groups. “I don’t like to drink mate alone, it feels wrong,” says Megan Corney, a senior nursing major who studied abroad in Argentina her sophomore year.

Walking down the street, it was normal for me to be stopped, even by acquaintances and offered mate. These encounters quickly fostered more open and relaxed friendships than I’ve ever experienced in the United States. Whenever I see my mate sitting on my shelf now, I don’t think of the taste or how much honey I put in it. I think about all the times I sat in the shade, talking and laughing and sipping as the sun made its way across the sky. ☺



KYLE BERG

A command to love

Finding the good despite the glaring flaws

Here at Union, we are blessed to be part of a tight-knit family. We have opportunities to grow together, recognize familiar faces in the halls and form lasting friendships.

We also have opportunities to see the same people every day whom we just cannot stand. People who overcook our grits and grind our gears to the point beyond contempt.

However, if we are honest with ourselves, the way we treat others reflects the way we see God. If we see God as a judgmental, angry, time-is-short-hell-is-hot deity, then we will treat those around us with that same outlook.

Paul agrees: if we speak without love, then we are like a “noisy gong or a clanging cymbal” (1 Corinthians 13:1, ESV). To put it in modern terms, we sound like a car alarm. No one wants to hang out with a car alarm.

(continued on clocktower.ucollege.edu)

SEPTEMBER						
SUN	MON	TUE	WED	THU	FRI	SAT
21	22 Campus Store Sale 3:30-5:00pm Academic Council 7:00pm UC VB vs York College (Away)	23 Campus Store Sale 10:30am ASB Convocation	24 Campus Store Sale	25 Campus Store Sale 10:30-11:30am General Assembly	26 Campus Store Sale 7:30pm Vespers Sunset: 7:17pm	27 7:00pm V2 ASB Surprise Event Sunset: 7:15pm
28	29 8:30am LSAT 7:00pm UC VB vs NE Wesleyan JV(Away)	30 10:30am Chapel 11:30am-1:00pm ASC				

THUMBS UP/THUMBS DOWN

FROM "THE CLOCKTOWER" STAFF



to spanking your kids.
—Joe Hofmann



to chargers.
—Derek Baker



to people who don't care
about NFL.
—Rudy Rodriguez



to man buns (hair).
—Zack Posthumus




to the "Foxcatcher" trailer.
—Slade Lane



to early winters
—Elena Cornwell

SATURDAY SEPT. 27, 2014
8:30 PM WOODS AUDITORIUM

ASB



LIP
SYNC
BATTLE

UNITED WE LIP SYNC #UNIONUNITED

CASH PRIZES
MINUTE TO WIN IT GAMES
BRING YOUR PHONE TO VOTE!

WE CAN'T HEAR YOU.

Yeah, we're going to need you to speak up.

Like us, hate us or anywhere in between, we'd love to hear why. Have a story you'd like to pitch? We'd love to craft it. Did you just make a big breakfast? Tell us why your mother's german waffle recipe is better than Paula Dean's.

Basically, just write us.

Voice your opinions by emailing cltower@gmail.com, and by adding to the conversation at clocktower.ucollege.edu.



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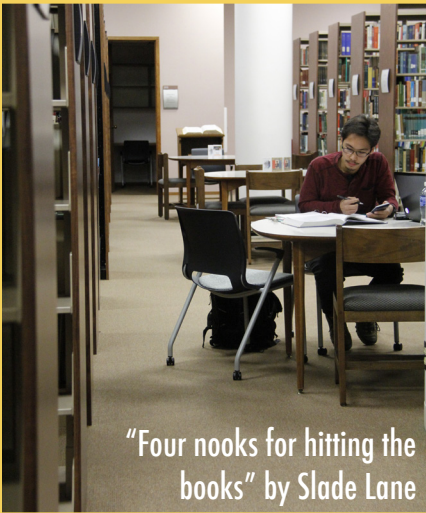
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Forget the Kardashians. Keep up with
"The Clocktower" at clocktower.ucollege.edu



"ISIS rising" by
Rudy Rodriguez

This week's online articles will point you to great study areas on campus, introduce you to Union's Central America study tour and show you what "Big Red" is really all about.



"Four nooks for hitting the
books" by Slade Lane



"UC intramurals: a scouting report"
by Derek Baker



"Putting the 'M' in MTV"
by Katie Morrison



"Misplaced adoration?"
by Jordan Zy