

COMMENTS & LETTERS

bruns.editor@gmail.com • October 18, 2006

Cheque or money order only. Are you *#@!ing serious?

by Michele Legendre
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I'm sure you've experienced it before - a 9:30 a.m. class and you're such a keener that you go to your class 30 minutes in advance to search for a parking space. I, myself, rarely use the parking lots at our campus during the daytime, and I was sure enough going to get towed if I parked in service parking. So, I decided to be courteous and find myself a parking spot in a designated visitors space. I am a student, but for one day, surely I can park there for three hours. And to my surprise, there was no spaces left in the visitors parking.

I considered myself a visitor, a student who uses the parking perhaps once a year during the appropriate parking hours, but to my dismay, the ones who were using the visitor spaces were staff and students with a yearly parking pass. It clearly states that all staff and faculty pass holders are to park in their designated areas.

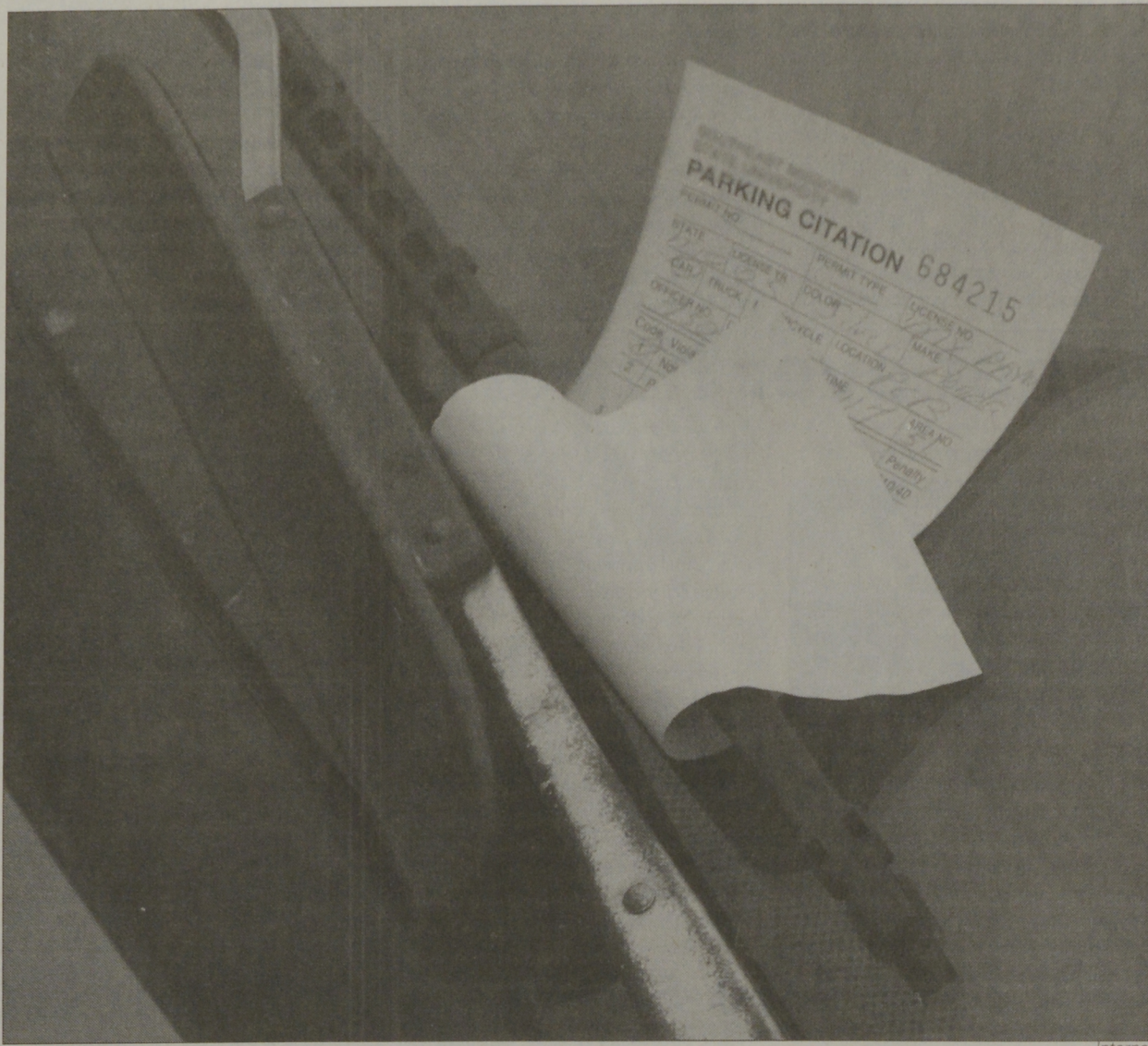
Anyhow, I, pissed as all hell and late for my class, go to the 'mud field' and park there, because I would disperse from the area in less than three hours. At my arrival to my vehicle, there it was, a bloody parking ticket. And for what? Because I wasn't the moron who was too lazy to park in the mud field with my year-round parking pass, but used the very limited visitors parking spaces.

Of course, this sounds typical already and you may be wondering why I'm ranting on a ticket that I 'legally' deserved (I'm sure they still would have given me a ticket if I left a note on my dash saying there was no visitors parking left). After a few curses, I went to see if the black Jetta with the staff parking pass and the shit-box car was still there with its student pass, oh and there were - without parking tickets. So, it's all right for them to park in a non-designated parking area and not get a ticket, but I get a \$15 ticket.

Has anyone read the back of a parking ticket? Here's the details:

PAYMENT OF FINES

Fines for parking and traffic violations are to be paid to the Business Office,



Integrated University Complex. Failure to pay fines within 7 days will result in the cancellation of parking privileges afforded to vehicles registered with the Security and Traffic Department. Vehicles subject to unpaid fines may also be towed away without notice and at the owner's expense and risk.

Please consult the UNB Motor Vehicle Traffic and Parking Regulations for information regarding appeals.

Payment of fines should be made by cheque or money order payable to the University of New Brunswick. For your protection, do not send cash.

Mailing address:
FINANCIAL SERVICES
University of New Brunswick

P.O. Box 4400
Fredericton, N.B.
E3B 5A3

Are you shitting me?

Now, honestly, I have seven days to pay this and Monday morning I plan on going to the post office, getting a money order and express mailing it one business day priority. Does this even make sense? I have a full-time job, classes to attend, and I cannot go to the post office or the bank in order to find the means to pay this ticket. I may have to live with "no parking privileges" because someone decided to take the easy route for themselves. Damn you black hatchback Jetta and late 80s tan coloured shit-box, and next time, park in

your own designated parking area.

Also, UNB - I would suggest a greater way to pay these damn tickets. Perhaps the means of debit would be acceptable, and more convenient. Also, I cannot pay my ticket at Financial Services and God knows where to pay it in the span on seven days. At least give me two weeks where I can find a day where not everything closes at 5 p.m., so I could get your money order or personal cheque. How about debit or visa next time, or that I could actually go to someone, where I know the location, and could take the time to pay it during convenient hours where I'm not working my way through school, or attending classes.

Apple vs. Microsoft: the battle for your earbuds

MUGWUMP

by Tony von Richter
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We're only a week away from the fifth anniversary of the iPod's initial release, and with the new holiday shopping season coming up soon, it seems like a good time to examine the coming retail battle between the iPod and Microsoft's new media player, Zune.

Microsoft obviously has a tough fight on its hands, and with the iPod being the standard in portable media players for the past five years, Apple has a massive head start with over three quarters of the MP3 player market earlier this year being iPods.

While it may seem that overcoming Apple's dominance is an insurmountable task, the same thing has been proven false in other industries before.

No one thought that Sony could defeat Nintendo and Sega in the video game industry (and now their dominance is also being threatened), that World Championship Wrestling could become more popular than the World Wrestling Federation (although that was later reversed and the WWF purchased WCW, ending their competition), or that Fox News could overtake CNN in the cable news industry.

Could Microsoft be the ones to finally take Apple down in the portable media market? Or is the iPod too well imbedded in the marketplace to be supplanted by anything? Well, let's compare the two products and see which one is a better value to the consumer by comparing their 30 GB players.

The Zune comes equipped with an FM Radio tuner, a 802.11g WiFi connection (for sharing songs with other Zune users), a three-inch full colour screen, has a 12-hour battery life for music and three and a half hours for videos (with the WiFi disabled), is compatible with the Windows operating system, and is priced at \$249.99 USD (no Canadian pricing has been announced, although I assume it will be the same as the iPod's Canadian

price).

For downloads, Zune connects to the Zune Marketplace, where users can download songs for 99 cents or pay \$15 for a Zune Pass, which gives you 'all you can eat' for a month.

The 30 GB iPod has a 14-hour battery life for music and a four-hour battery life for videos, a 2.5 inch full colour screen, is compatible with the Windows and Mac OS X operating systems, and retails for \$249 USD or \$299 Canadian.

The newly renamed iTunes Store is the main download spot for iPod users, with songs downloadable for 99 cents, and music videos for \$2.29. Movies and TV shows aren't available in the Canadian store yet.

So, with all the specs, which player is a better buy? It really depends on what you want it for and who you are.

If you're a big fan of radio, have a lot of friends who are getting one, and are constantly changing your musical tastes, then the Zune is probably for you.

Its WiFi sharing ability (songs will play three times or for three days, whichever comes first), radio tuner and Zune Pass will appeal to your constantly changing tastes.

If you prefer a regular playlist of songs with only minimal changes, and an incredibly large library of downloadable content, then the iPod should be your media player of choice.

Basically, it comes down to whether or not you're willing to be on the first wave of a new product line or if you prefer to go with a proven winner.

While the Zune offers a more impressive list of features and some innovative ideas, the iPod provides a larger volume of readily available content and the ease of use of its clickwheel interface.

Either way, you can't go wrong purchasing one of these players if you're in the market for a portable media player, which means that the real winners in the battle between Microsoft and Apple are us consumers.

Your problem with ill-informed cyclists

Dear Michelle,

Your Awesome Column sucks. You assume that cyclists who bike through crosswalks are ill-informed. How is it that you know they are ill-informed? Could it be that cyclists in fact know the laws but make the conscious choice to break them?

Did you ever think about that? Probably not. Besides, any cyclist who is dumb enough to break the law by riding through a crosswalk deserves to get hit. Why don't you stop your bitching and actually do something about it? Why don't you hit a cyclist in your fancy 2000 Toyota Echo? Then you can hand them a copy of this stunning article you have written on the subject!

Your article struck me as being quite comical. I love how you come across

as some saintly bitch telling the world how it should operate. I love how you rehash the same argument over and over. I love how everyone who read this piece of shit probably thinks as highly of it as I do but hasn't bothered to let you know about it.

The fact of the matter is, Michelle, that no one cares about your problem. You should think of something better to write about.

D.A. Standing

Editor's note.

While I appreciate any comments you may have over the content of my articles, please avoid using ad hominem responses. Thanks.

Two can gain weight for \$7.98



by Jonathan Hudon
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There is nothing I love more than a catchy slogan, especially when it comes to fast food joints trying to be edgy, innovative or creative. Something to target that much sought after 18 to 34 demographic, nothing too complex (said demographic isn't known for its attention span), but something clever enough to stay in the back of your mind.

Burger King has always been the leader. Although I wasn't a big fan of the "Taste Rules" slogan, the "Have it your way" is exactly what I want to hear. I'm always right, you see, and the good people at Burger King realize and appreciate this fact, filling both my ego and my stomach. It's like before I even open my mouth, I've already won the argument I never planned on having. There was also "We do it like you do" which still made you believe you were right and even threw in some sexy connotations. "Burger King: Where you're the boss," "BK4U," "Your way right away..." all perfect examples of what a good slogan should be.

Now take McDonald's for example. Good grief, they try so hard to be edgy but just can't shake that slow kid of the fast food business reputation they're so famous for. You give them credit for trying really hard to fit in with the cool kids, but the attempt just reeks of effort.

For example, "I'm lovin' it." Dropping the 'g' was a good move, but to whom does the "I'm" refer? Maybe to the person selling you the burger? The multinational conglomerate clogging your arteries while making huge profits? Couldn't be the greasy kid behind the counter; that guy ain't lovin' nothin', especially not his job. The only happiness he gets is when he hocks that huge lougie into your soda. And believe me, getting Justin Timberlake to sing the theme song did absolutely nothing for a whole lot of fast food addicts, who spend more time watching Star Trek or in front of their computer checking out the latest Justin Timberlake jokes on youtube.

But where McDonald's screwed up more than any fast food joint, past or present, was when they decided to adopt the twofer slogan. I believe it was originally created by Hardies in the

states with the catchy "twofer, twofer, \$2.99"... great price and brilliant in its simplicity.

But I think the PR person a McDicks hit his head a few too many times. I opened a coupon book recently to find a coupon that proudly stated "Two Can Dine for \$7.98."

You have GOT to be kidding me. \$7.98? I figured it had to be a mistake, but apparently they ran the same slogan last year. You know, for one more penny... just one... not only will you increase your profits by at least a few million dollars, you can make the slogan rhyme, make it catchy and memorable. And you know what? I'll pay the extra penny for the satisfaction of knowing you actually tried to sucker me into buying your food with a catchy slogan.

I've always been a fan of McDonald's. Of course, it normally gets shot down when I suggest it. Something tells me that if McDonald's put a little more love into their slogans and actually made me feel as though I was in charge, or that I was important, or that I was the boss, people may be more willing to look past the fact that the food itself just really isn't all that good.

UNB - Let's spread the love

This Monday, October 23, the national Shinerama Love Tour makes its stop at the Cellar here at UNB Fredericton. What does that mean for you? Here is a list of the top ten reasons you should attend this incredible event:

10. Shinerama raises close to \$1,000,000 every year nationally to fight Cystic Fibrosis (CF). CF is the most common fatal genetic disease among young Canadians. You yourself may easily be carrying the gene even if you don't have CF.

9. Cystic Fibrosis attacks both the lungs and digestive systems. It affects everyone differently, but is particularly hard on people's lung functions and their ability to absorb nutrients. Imagine your lungs continually filling with mucus which traps other diseases so that eventually, either your lungs become so full you can't breathe, or you are so weak that another disease takes your life.

8. There are students at UNB who have CF. Lindsey Thompson, last year's Shinerama Coordinator, this year's Orientation Vice-Chair and a student in the BBA program, has spent the past year educating people about her illness. It's almost impossible to tell that she's sick, but her constant cough and the 25-plus pills she has to take every day are a good reminder.

7. This year's national Shinerama goal is \$1,000,000. We are almost there. Supporting the Shinerama Love Tour could easily push us to the goal.

6. Your Student Union will be there! Want an opportunity to sit down and have a drink and some snacks with your SU Exec? What better time than this night? Complaints, comments, concerns, questions? Bring 'em along.

5. The Cellar will be having a special on nachos and beer. Pick up a plate of nachos and a pitcher for only \$11.00!

4. The Love Tour features Mike Allison, east coast musician extraordinaire. Check out Mike at <http://www.mikeallison.ca/mike/> to hear him. Well worth the \$5.00!

3. Drew Dudley. This is the National Shinerama Chair and he has worked tirelessly for two years for this cause. He's now fulfilling his dream by traveling from Calgary to PEI in a month for this tour. This is your opportunity to be inspired.

2. You need a break! It's midterm season, you've been doing nothing but work. Why not take it easy for an hour or two while helping out a great cause? This can be your excuse! "Well, at least it's for Shinerama. Let's all go!"

1. Our goal this year at UNB is \$20,000. We are almost there. Only a few hundred dollars left and we will, yet again, have fulfilled our ambitious goal. Every \$5.00 cover helps, and we need your help. We've promised Mike and Drew that the Cellar will be packed, and packed it will be. Show your school spirit and help us achieve our goal!

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Exam Notice

Next week the University of New Brunswick's final exam schedule as set by the Registrar's Office will appear in The Brunswickan.

Check back next week for the times and locations of the exams.