

OPINION/EDITORIAL

From the Editor's Desk

Of shrines and monuments
Bonar Tucker

I first noticed the motorcycle last summer.

The long months of Las Vegas heat forced UNLV summer students to scramble for any available parking spot falling within even the slightest bit of shade from a tree. The tree I tried most often to use for shade happened to be near the motorcycle.

After several times of being lucky enough to get that spot, I began to acknowledge the cycle's continual presence. Whenever I got to the parking lot, there it was, in the same place, and even, I began to notice, in the same position.

Fall semester began and parking became scarce. I then had to find parking across the street at AM/PM Market. But as I walked through that lot on campus on the southeast side of Moyer Student Union, I always passed the cycle.

Without computers at the Yellin' Rebel, there have been many nights I've been typing in stories until 2 or 3 a.m. Always, I have seen the cycle parked there when I leave. Often, it is the only other vehicle left in the lot beside the one remaining car, mine.

We ran articles on campus clean-up and stories on grounds maintenance. After each made it to print, I was quite sure someone in either of those departments would have moved the motorcycle. But it still stands.

The drenching rains of earlier this week had me convinced that the owner of the cycle would come to take it home. But no one has moved it.

The longer I attend college, the more I'm convinced what we really need from this institution in order to "make it" in the world is not a degree. It is not all this education we've been paying for. It is, quite simply, a passing grade in the lesson of perseverance.

I have come to think of this Yamaha XS650 motorcycle as a symbol of this lesson.

In August, I stood in a line for an hour and a half at the registrar's office to pay my class fees. When it was finally my turn, I was told my "card" wasn't in that office. Scholarship recipient's paperwork, I was told, had been transferred to another office, and I would need to be the one to retrieve it. A lesson of fortitude.

Then, of course, there's class lectures. Though I must admit it does not happen often, everyone will at one point, before reaching degree status, have a boring professor. The long hours spent in that class will be a true test of endurance.

In our Sept. 11 issue, an opinion piece spoke of the lack of an up-to-date fire extinguisher at the Yellin' Rebel. A call from our office to the Work Control Center assured us we would have that little matter taken care of "right away." We're still waiting; our patience is once again being tested.

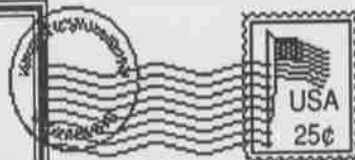
The signed document which guarantees computers for this newspaper to be delivered no later than Sept. 17 is for me, right now, the largest test of strength. We are still computerless, due to yet another leak in the system. Day 173 since the computers were stolen.

The motorcycle, I am convinced, is there as a silent monument, a shrine, if you will, for all who persist. Nothing moves it. No one disturbs it. It remains a constant, a symbol of perseverance.

Upon graduation, I will be equipped with the most useful lesson. The wheels in life may often turn slowly. And in some cases, they may not turn at all.

Bonar Tucker

Letter to the Editor



Response to Joe Student

Responding to the request for feedback, made by the writer of the "Joe Student" column, I submit the following critique.

First I will address myself to The Yellin' Rebel in general. I think a weekly paper would be a better format. It would be less expensive and allow you more time to prepare and present better stories. Such as: an article researching whether or not the members of our student government are really the buffoons that they appear to be in Karen Splawn's "scuffles over funding" article. And a biographical piece answering the question, is Melanie Rosenberg a five-year old genius or just another co-ed who talks like a five year old? Or how about a speculative piece on what Joe Bunin's resume will

contain under "My accomplishments as Student Body President." These are just a few general suggestions for your consideration.

Now, with respect to the "Joe Student" column. Dear author of "Joe Student," I find your column to be genuine, mostly interesting and quite often funny. But I don't give a f--- about your three types of orgasms. I would much rather spend my time enjoying my own orgasms than hearing about yours. But if you feel you must enlighten someone with your observations, tell it to your buddies over a beer.

Sincerely,
Madeleine Black
Senior, music major

Ad Wars

by Aletra D. Lopez

It's weird. Sometimes I get to that point where I almost feel sorry for AT&T, but then I just can't because I know that what comes around, goes around. AT&T is getting what comes around, now.

All of the name calling, all of the claims, all of the millions of dollars spent on advertising is backfiring: smaller long-distance companies are fighting back, and I just love it.

AT&T almost had everyone going for awhile there. Several months ago AT&T released its "Put it in writing" advertising campaign where "normal, everyday people" tell some faceless camera guy wandering the streets about "other long-distance companies chewing their ears off about big savings."

Then came U.S. Sprint, standing up to the bitter bully of long-distance telephone companies, saying, "Sure, we'll put it in writing. Besides, we sound better." And they do.

AT&T's million-dollar "bluff the public" advertising campaign is essentially foiled. AT&T has changed its strategy and now runs commercials which point out that the "big savings" in subscribing to another long-distance company is "only pennies per call."

Sorry to burst AT&T's bubble, but take it from someone who has a jar at home for excess change: those "pennies per call" add up quicker than AT&T would like to admit. "Pennies" turn into dollars in no time at all.

AT&T might have had a chance with its "Put it in writing" commercials had it not used recognizable actors. Of course, an

actor is an actor. We all know that commercials use actors, but for the thousands of non-working actors around, AT&T used bad judgement in choosing the actors for these commercials. I would be more convinced if I thought that the people on the commercials at least looked like ordinary people. Instead, AT&T had to hire an actress who played a police officer on a popular soap opera not too long ago and a guy whose face has plagued television commercials for years.

Honestly, how am I supposed to be convinced to switch to AT&T when I know for a fact, with no doubt in my mind, that the people on these commercials are actors, people being paid to praise the company? Am I supposed to be impressed that AT&T has enough money to hire actors with experience? Am I supposed to believe that these actors actually feel this way about "other long-distance companies?"

It is painfully obvious, from my critical perspective, that AT&T's advertising campaign has failed. AT&T has relentlessly been shoving its name down the throats of those of us who have not even asked for the input (no one is screaming for information about long-distance telephone companies). AT&T has also made accusations about other long-distance companies and has tried to bluff commercial viewers with its past reputation for being "the long-distance company."

Yes, it was a joyous day for me when Sprint called AT&T's bluff with its "Lighten up, AT&T" advertising campaign. I actually heard AT&T's advertising dollars

flush down the toilet when I first saw Sprint's commercial.

Now AT&T does not have a leg to stand on. Of course, AT&T cannot just throw this campaign out the window, so it is milking the campaign for whatever is left. AT&T's irritation with Sprint's comeback is more than evident.

The name calling and false claims, the selfish need for power lost, the childishness of AT&T's advertising strategy have been exposed, all at the priceless cost of integrity.

AT&T finally got what it had coming.

LETTERS POLICY

All letters must be limited to 400 words—anything more will be considered an opinion piece. The Yellin' Rebel reserves the right to reject submissions and to edit for libel, grammar, spelling errors, length and writing style.

Letters must be typed and include the name of the writer (unless anonymity is requested for a valid reason), as well as the writer's telephone number, major and year in school.

All submissions must be sent to: The Yellin' Rebel, (care of Letters to the Editor), MSU 302, 4505 S. Maryland Pkwy., Las Vegas, NV

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