

SUPER BOWL ADS

# Google Runs Rare TV Spot

Bloomberg News

SAN FRANCISCO — Google, the world's most popular search engine, ran a minute-long commercial during the Super Bowl, marking a rare use of TV advertising for the company.

The ad demonstrated features of the company's search engine, including its translation functions. The commercial, called "Parisian Love," showed an Internet user relying on Google to court someone in France.

Google hasn't typically relied on television ads to publicize its products, though it did use TV to promote its Chrome Web browser last year. Those commercials, which were developed by Google's Japanese employees, first aired on the YouTube video site. The Super Bowl commercial had a similar origin: It was part of a series of videos that ran on YouTube for more than three months.

"We didn't set out to do a Super Bowl ad, or even a TV ad for search," Chief Executive Officer Eric Schmidt said in a blog posting. "Our goal was simply to create a series of short online videos about our products and our users, and how they interact. But we liked this video so much, and it's had such a positive reaction on YouTube, that we decided to share it with a wider audience."

Schmidt signaled that the Super Bowl commercial was coming last week, saying in a Twitter update that he couldn't wait to watch the game. "Be sure to watch the ads in the third quarter," he said.

CBS, which broadcast the game, said the cost of airing some of the Super Bowl ads exceeded \$3 million for a 30-second spot. The game was expected to attract 100 million viewers, according to Jo Ann Ross, head of CBS advertising sales. That would top last year's record 98.7 million.

NATIONAL POLLS

# Independents Disapprove Of Obama's Performance

Bloomberg News

More than half of voters who describe themselves as independents disapprove of President Barack Obama's job performance for the first time since he took office in January 2009, according to a poll released Monday.

The Marist Poll found that 57 percent of independent voters don't approve of Obama's job performance, up from 44 percent in a Dec. 8 survey. Twenty-nine percent of independents approve, down from 41 percent, and 14 percent said they were unsure.

Forty-four percent of all voters approve of Obama's job performance, down from 46 percent in the Dec. 8 poll, while 47 percent disapprove, up from 44 percent. Eighty-one percent of Democrats said they approve, while 80 percent of Republicans said they disapprove.

The survey also found that 47 percent of voters said Obama has fallen below their expectations as president, up from 42 percent last month, while 42 percent said he's met their expectations, down from 44 percent. Just 7 percent said Obama has exceeded their expectations, down from 9 percent.

The poll was based on telephone interviews with 910 registered U.S. voters conducted from Feb. 1 to 3 and has a margin of error of plus or minus 3.5 percentage points.

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## OH, THE WEATHER OUTSIDE

6 to 12 More Inches of Snow to Fall Today, Meteorologists Say

By **NABEELA HASAN**  
*The Breeze*

Following the snowstorm that dumped 18 inches in the Valley this past weekend, the National Weather Service has issued another Winter Storm Watch for Tuesday and Wednesday, predicting up to 6 or more inches of snow.

Starting Tuesday afternoon, a mix of snow and sleet is expected to fall, turning into just snow later in the evening with the heaviest accumulation Wednesday morning.

WHSV Meteorologist Tracy Turner said she expects 5 to 10 inches of snow to fall Tuesday.

February 27 is the official makeup day for Monday's classes, however students should check with professors to verify. February 20 is the official make-up day for last Friday's missed classes.

Virginia has already used up its yearly budget for snow removal and plowing according to transportation officials.

In an update on Virginia's reaction, the snowfall has already

pushed Virginia's spending for salting and clearing roads past \$100 million. Normally the state sets aside \$70 million to \$80 million to deal with winter weather.

During the storm, power went out in counties throughout the state. According to the Washington Post, the estimated number of power outages across the state is 55,415. In the city, Harrisonburg Electric Commission stated there were about 100 customers without power due to the storm.

State police responded to more

than 200 traffic accidents by Friday afternoon because of the slick roads.

"Majority of the crashes were damaged vehicles where people slid off the roads and hit polls," said Corinne Geller, Virginia State Police spokeswoman.

State police responded to 1,921 crashes over the weekend with one fatal accident. In western Virginia, a tractor-trailer struck and killed a father and son who had stopped to help another driver who had gotten into an accident on Interstate-81.

PHOTO BY PAUL JONES / THE BREEZE



KATIE THISDELL / THE BREEZE

**D-Hall kept its regular hours during the weekend while Dining Services closed many of its other locations.**

# Dining Employees Put up in Hotel to Feed Campus

By **MEGAN MARTIN**  
contributing writer

As JMU canceled all classes and many other services Friday, Dining Services had to be ready to serve students despite inclement weather.

Dining Services announced changes to the hours at many of its locations. D-Hall, E-Hall, PC Dukes, Mr. Chips, Jemmy's, Mrs. Green's and Lakeside Express were open for regular hours Friday and Saturday, while Festival's hours were reduced. All other locations were closed. Sunday, D-Hall, E-Hall, Mr. Chips, Jemmy's and Lakeside Express had regular hours as PC Dukes opened from 11 a.m. to 8 p.m.

"Since we had advanced warning for this storm, we were able to plan ahead," said Stephanie Hoshower, Dining Services resident district manager. "The decision on which locations will be open is based on location and capacity of service. We try to pick larger locations to keep open so that we can serve as many students as possible."

Since meal plans are also offered to students who don't live on campus, their travel must also be considered.

"Commuter students are taken into account, so PC Dukes and Festival were opened to accommodate them," Hoshower said.

"We provide hotel rooms at the Days Inn and Hampton Inn to those employees who cannot get to work."

**Stephanie Hoshower**  
Dining Services resident district manager

Living off campus can pose a problem for commuters who rely on their meal plans.

"I try to make it to campus if

see **DINING**, page 3

JUDICIAL POLICY

# Tech Now Tells Parents After First Strike

JMU Last Changed its Policy in 1999 to Tell Parents After a Student's Second Minor Offense

By **DANIELLE STRICKLER**  
*The Breeze*

Virginia Tech recently updated its policy of notifying parents of students' alcohol- or drug-related offenses for students under the age of 21, but JMU has no plans to change its notification policy, which has been in effect since 1999.

At JMU, the Office of Judicial Affairs notifies parents about behavior after an underaged student's first major alcohol or drug violation or after a second minor alcohol or drug violation.

"We want students to handle their first strike themselves," said Josh Bacon, director of JMU's Judicial Affairs. "The three-strike policy is based on a student development theory that is to challenge and support students. The first strike, we challenge the student to change their behavior. The second strike, we want to help support the student in making the right decision."

Tech changed its policy due to an increase in the number of alcohol- and drug-related offenses, according to the *Collegiate Times*, Tech's student-run newspaper. In January, parents began



ROBERT BOAG / THE BREEZE

**Virginia Tech announced its policy change by e-mail at the beginning of the spring semester. Parents will receive notifications after underaged students' first violation.**

receiving notifications after the first offense, but not until after cases are resolved.

The number of drug- and alcohol-related offenses at Tech in the 2008-2009 school year was approximately 905,

according to Byron Hughes, the assistant director of student conduct. He said this was a decrease from 2007. As enrollment continues to increase, Hughes said the change to the policy was necessary.

"We saw an increase of students who would go from one strike because of a minor offense and then come back a month later with a major offense, giving them three strikes and a suspension, and their parents were not involved at all," Hughes said.

By notifying parents after the first strike, Tech hopes that with immediate parental involvement, the number of student suspensions will decrease. According to Hughes, parents seem to support the new policy and appreciate being part of the counseling. Yet, not all students seem to agree with the policy.

"I don't support parental notification, because I pay for my own college tuition. Therefore, what I do only concerns me," JMU graduate student Katie Flanary said. "If a student was taking advantage of their parents by acting this way, then their parents should know about what they do at school."

Tech senior Chris Tate said he received the e-mail about the notification change at the beginning of the spring semester.

"I really haven't noticed that big of a

see **POLICY**, page 3



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## Mission

*The Breeze*, the student-run newspaper of James Madison University, serves student, faculty and staff readership by reporting news involving the campus and local community. *The Breeze* strives to be impartial and fair in its reporting and firmly believes in First Amendment rights.

Published Monday and Thursday mornings, *The Breeze* is distributed throughout James Madison University and the local Harrisonburg community. Comments and complaints should be addressed to Tim Chapman, editor.

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## 3 Charities, 30 Days, \$30,000

JMU's 30 For 30 Organization Planning Several Events Running Through March 5

By **CAITLIN HAWES**  
*The Breeze*

Having just started Wednesday, JMU's campaign for Haiti is picking up speed and launching into efforts. "30 For 30 Travay Pou Chanjman" aims to raise \$30,000 in 30 days.

"Travay Pou Chanjman" is Haitian Creole for "Work for Change." The 30 day period runs from Feb. 3 to March 5.

The campaign has launched a Web site for donations and an online store selling T-shirts, tote bags, clocks, hats, mugs and other paraphernalia with the "30 For 30" logo; \$5 from every purchase will go to the campaign.

"Everyone is in high spirits," said Jillian Johnston, a senior IDLS major who has helped coordinate upcoming events. "Everyone is coming together to do this."

The group's first official meeting Wednesday had about 15 to 20 students in attendance, as well as several faculty members. The only damper has been the recent snowfall.

Some of the organization's upcoming events include Penny Wars among different JMU organizations, a benefit dinner and concert, an envelope campaign, and collection tables at different events, such as the upcoming gymnastics meet. There are no definite dates for these events.

"If 15,000 people give \$2, then we would already have \$30,000," said Tom Siems, one of the coordinators for the envelope initiative. The "Two From You" envelope campaign involves volunteers who take envelopes around campus asking students for \$2 donations. This part of the campaign will begin at 1 p.m. Wednesday in Sheldon Hall room 114.

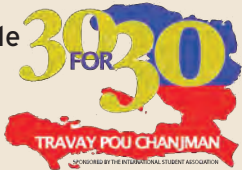
"I think it's realistic, because JMU is such a service-oriented community," Johnston said. "People are really aware of the fact that this is such a catastrophic event."

If 6,000 people would donate \$5, Johnston said the organization's goal would be met. Since the campaign is still in its early stages, no one knew the amount already collected. All were confident they could achieve the \$30,000 goal.

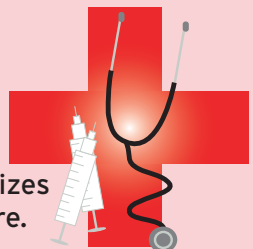
"The key thing is that each of these events are being created by students," said Nina Bence, a senior biology major. "They make it happen. Every voice is heard."

She said the 30 For 30 organization acts as a "clearing house" for other organizations that might want to get involved. The International Student Association (ISA) sponsors the organization.

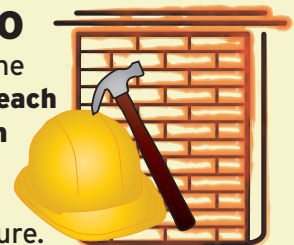
30 For 30 is trying to raise \$30,000 in 30 days for three organizations that are providing earthquake relief to the people of Haiti.



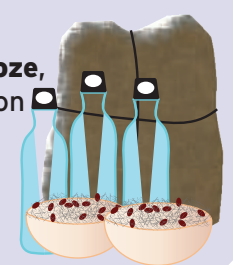
**\$10,000** will go to **Partners in Health**, which specializes in medical care.



**\$10,000** will go to the **Haiti Outreach Foundation** to focus on rebuilding infrastructure.



**\$10,000** will go to **Fonkoze**, which focuses on providing food, water and other supplies.



GRAPHIC BY ANNA YOUNG / THE BREEZE

## Mass. School Ends No-Loan Financial Aid Policy

At Least Three East Coast Private Schools Cut Aid Budgets, Ask Students to Pay More Out of Pocket

*Bloomberg News*

Williams College in Massachusetts ended its policy of replacing loans with outright grants in student aid packages, in a cost-saving move triggered by endowment losses at a time the recession is forcing families to seek more help.

Swarthmore College in Swarthmore, Pa., and Amherst College in Amherst, Mass., are asking students on financial aid to contribute more from money they earn. Swarthmore is cutting its aid budget by 2 percent.

The changes to college aid policies squeeze families as they face record tuitions and request unprecedented levels of financial assistance. The Department of Education, based in Washington, received 15.4 million applications for financial aid in the first nine months of 2009, a 20 percent increase from a year earlier, according to the latest available data.

"Students and families are more worried than ever about whether they can afford to go to and finish college," Lauren Asher, president of the Project on Student Debt, a Berkeley, Calif.-based research and policy group focused on financial aid, said in a telephone interview. "They're rightfully concerned about how they'll have to borrow to get a degree."

Some first-year students who enter Williams in September 2011 will be expected to take on loans, Interim President Bill Wagner said in a letter dated Jan. 31 and posted on the college's Web site. Williams has given aid in the form of grants, without asking students to take on debt.

Families that fall "below a certain income" — which Williams didn't specify — won't be expected to borrow, according to the letter. The cost to attend this year is \$49,880.

### What to do for the FAFSA

The deadline for federal financial aid is just three weeks away on March 1, and the JMU Office of Financial Aid wants students to know how to complete the application for the 2010 to 2011 academic year.

The Free Application for Federal Student Aid, commonly known as the FAFSA, is available online and as a paper version. The form can be filled out based on estimated income if your taxes are not yet completed. To meet the priority filing date, Financial Aid advises students to submit the form online a few days before March 1 or at least two weeks early by mail.

The form, which was posted Jan. 1, can be found at <http://fafsa.ed.gov>. For more information, visit <http://jmu.edu/finaid/curstudent.shtml> and click on the "Completing the FAFSA" link.

Financial Aid staff can also help students complete the FAFSA. Call 540-568-7820, e-mail [fin\\_aid@jmu.edu](mailto:fin_aid@jmu.edu) or visit the Customer Service Counter on the third floor of Warren Hall.

The policy change will save families with the lowest incomes from taking loans as Williams adds to the debt faced by middle-class families, said Michael McPherson, an economist and president of the Chicago-based Spencer Foundation, which funds education research.

Williams, in Williamstown, Mass., was among more than 30 top-ranked private colleges to adopt policies in 2007 and 2008 that replaced loans in aid packages with grants that students don't have to repay.

Once the no-loan program is eliminated from all four classes, it will save the college about \$2 million a year, Williams said in the letter. About 2,000 students attend Williams, which was founded in 1793.

Williams's announcement may signal that families making as much as \$150,000 and receiving financial aid will see assistance cut back, said Donald Heller, a professor of higher education at Penn

State.

"This is a reflection of the economic realities facing those institutions that are very highly dependent on their endowment to fund financial aid," Heller said. "If economic circumstances are causing institutions to relook at who they're giving need-based aid to, it's a healthy and appropriate thing."

While Heller said he doesn't expect applications to drop because of the elimination of no-loan programs, colleges that keep the programs may gain a competitive advantage.

The initial policies were driven by a bidding war for students, McPherson said.

"I would worry very much that schools want to keep the no-loan policy, either because they're embarrassed because they've reversed something or because of marketing considerations," McPherson said.

## POLICY | JMU Requires Class After Second Strike

from front

change, but it may be because I don't live on campus anymore," Tate said. "Maybe students are more careful now, but if students want to drink, they are going to."

At JMU, after a second strike, students are required to take a class for alcohol and drug education. Judicial Affairs teams with the University Health Center, hoping to help students become more educated and make better decisions.

According to Bacon, the number of students who come to Judicial Affairs for third strikes after taking the class is relatively small. A student faces suspension after receiving a third strike at either university.

A minor offense at JMU includes any open container violation, illegal possession of alcohol, drinking in public, public intoxication or possession of marijuana.

A major offense includes driving while intoxicated, a keg registration violation, distribution of drugs, being under the influence of drugs, alcohol- or drug-related hospitalization, felony possession of drugs, or an incident where alcohol and drugs are both involved.

"I think that the way JMU handles students is fair," sophomore Ashley Creech said. "It is good that they give students a chance to make an adult decision yet don't let the situation get too out of hand."

Under the Family Educational Rights and Privacy Act of 1974, all student records were made confidential. In response to the April 2007 massacre at Tech, an amendment in January 2009 made it possible for parents to receive more information about a student's record.

"I think the new policy will be effective," Tech sophomore Ali Reedy said. "It's a new change this semester, so I haven't seen any results yet, but if students know their parents will be notified, I think they will be more responsible about drinking."

According to Bacon, parents of JMU students are notified by letter after a student is found responsible for a second strike on campus, or upon arrest for off-campus students. He hopes the notifications encourage parents to help students change their behavior.

For more information on judicial proceedings and the parental notification policy at JMU, visit <http://jmu.edu/judicial>.

## DINING | Mrs. Green's Offered Dinner Fri., Sat.

from front

possible," junior Kim Allen said. "It's a waste of money for me to not use my punches just because it's snowing."

"Most of us don't have a car and have to walk far away to find a dining hall that's open."

**Tori Rogers**  
freshman

The opening of dining locations also requires employees to be able to make it to campus. The employees of closed locations are moved to support those that remain open.

"We provide hotel rooms at the Days Inn and Hampton Inn to those employees who cannot get to work," Hoshower said. "There are many student employees that already live on campus, so we really count on them during

snow days."

The 18 inches of snow that covered Harrisonburg forced students to trek through the snow to get to open locations.

"We looked at where our services are needed most and how much snow we're getting, and then decided to open Mrs. Green's for dinner because students that live in Lakeside dorms may not be able to get to other open locations like D-Hall," Hoshower said of Friday's changes.

Since all freshmen live on campus, they don't have many food options other than JMU dining facilities.

"It just gets frustrating being a freshman on campus because most of us don't have a car and have to walk far away to find a dining hall that's open," said Tori Rogers, who took advantage of Mrs. Green's extended hours Friday.

Decisions concerning the opening of locations are made on a day-to-day basis depending on current weather and road situations.

## IN BRIEF

**JMU**

### Dean Receives Award

David Brakke, dean of the College of Science and Mathematics, has been awarded a Fellow of the American Association for the Advancement of Science. Brakke will be recognized Feb. 20 at the AAAS Fellows Forum in San Diego. The award is for contributions to and leadership in improving undergraduate science education.

**HARRISONBURG**

### New Charge for Alleged Peeper

A Harrisonburg man has been charged for another felony peeping Tom incident, following a charge in October for peeping into a home on South Mason Street. Jamal A. Azeez, 34, was arrested Feb. 2 for a July incident on Broad Street. He is charged with felonies, because he has two prior convictions for misdemeanor peeping. Azeez is scheduled to appear in circuit court Feb. 22 for the first charge and in district court March 16 for the new charge.

### Less Joblessness in City Than in Country

Harrisonburg's unemployment rate is lower than the national average, according to a report by the Virginia Employment Commission. The December unemployment rate for Harrisonburg was 6.1 percent, while the state averaged 6.7 percent, and the nation averaged 9.7 percent.

### Port Crossing Plaza Expanding

More than 8,000 square feet is being added to the Port Crossing plaza near the corner of Port Republic Road and Neff Avenue. The expansion began in October and completion is expected next month. The only tenant lined up so far is A.J. Gator's Sports Bar & Grill. The remaining 4,000 square feet has not yet been allocated.

**CHARLOTTESVILLE**

### Update on Harrington Homicide

Police believe the person who killed 20-year-old Morgan Harrington was familiar with the farm where her body was found, 10 miles from the John Paul Jones Arena. State police said not just anyone would be able to negotiate the obstacles in the area. Harrington's funeral was held Friday afternoon in Roanoke. A new tipline has been set up: 434-709-1685.

**HAMPTON UNIVERSITY**

### Student Charged for Stealing Thousands

Former student Christopher Ryan Thomas, 24, has been sentenced to 33 months in prison after pleading guilty to stealing more than \$230,000 from classmates. About 200 students had been planning spring break trips to Jamaica through Thomas' travel company, but he used the money for personal expenses instead of making travel arrangements. He was ordered to pay the amount back in restitution.

**VIRGINIA**

### Texting While Driving Bill Passes 25-15

Virginia's state senate passed a bill Monday to ban talking on a cell phone while driving. The bill passed 25-15. Beginning July 1, drivers who talk on a phone would face a \$20 fine, unless it's a hands-free device. Fines for subsequent violations would be \$50. In July 2011, the fines would increase to \$100 and then \$200 after the first violation. The ban would not apply to drivers of emergency vehicles or anyone calling to report an emergency.

**EASTERN COLLEGES**

### Colleges Court Latino Students

Several colleges hoping to increase their Latino enrollments are adding admissions materials and programs in Spanish, the Associated Press reported. Bryn Mawr College started a Spanish version of its Web site and the University of Pennsylvania is holding some admissions sessions in Spanish. Officials said these efforts are aimed at the families of prospective students that play an important part in students' college decisions.

**NEW HAMPSHIRE**

### Greek Life Goes Under Police Pressure

Police in Hanover, N.H., said they will start undercover stings at Greek organizations at Dartmouth College to bust underage drinkers. Greek leaders plan to heavily card at their events, and they said they want to spot any nonstudents who might be police informants. The Greek leaders also said they have increased alcohol education and forged stronger relationships with administration, according to *The Dartmouth*.



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EDITORIAL

## Path to Victory

CONGRATULATIONS ALL AROUND on the most recent developments surrounding the late-night bus service to Student Services Committee of the SGA and the JMU student body.

Thanks to the SGA for putting together a useful survey that allowed the voice of the entire student body to be heard. We also extend our praise to all students who took the time to sift through the multitude of e-mails requesting survey responses and actually filled this one out. The survey clearly showed that taking away the late-night bus service has not served the stated purpose of curbing student drinking.

With the survey results in hand, JMU can make an informed decision about what to do with the late-night bus and attempt to balance the campus' image as a "party school" with student safety — two issues which so often seem opposed.

*The Breeze* cannot help but think that the more students are treated as adults, the more likely they will respond as adults to the issues confronting our community. As noted previously, by retaining our current "three-strike" policy, the university is clearly on the right track, allowing students to handle a first strike without parental notification. However, the administration's conduct concerning the late-night bus is a departure from this line of thought. We look forward to the next logical steps in finding solutions based on student input.

We're not convinced JMU is any more of a "party school" than any other resident, four-year undergraduate institution, and we firmly support the continuing effort of all university branches to treat students as adults.

LETTER

### UPB Considers Student Opinion

After reading the dart in *The Breeze* last Monday about the University Program Board concert selection process, I became disheartened to hear that the student population doesn't think the UPB takes the survey results into account. In fact, UPB's No. 1 influence (other than price and availability) is the student survey results. Our campus is made up of thousands of students, each with a very different taste in music. It is difficult to put on a show that appeases each student every time, but we do try to get a variety of genres

each year in order to compensate. The Corey Smith show at Wilson Hall has received a lot of positive feedback from the JMU community, and he was selected after having received more than 1,200 votes — the most of any artist on the survey in the Wilson show price range. I hope more students are able to understand UPB's daunting task of selecting concerts, but we are always interested in hearing opinions and feedback. Please direct any comments to upb@jmu.edu.

Annie Blewett  
UPB President

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apply at [joblink.jmu.edu](http://joblink.jmu.edu)

ELIZABETH BAUGH | seriously?

# Tebow's Choice

### Politics Should be Kept Out of the Super Bowl

Tim Tebow has the right to choose. Just like anyone in this country, the Heisman Trophy winner has the right to support any political or advocacy group he prefers. So, after hearing the controversy regarding his



Focus on the Family Super Bowl ad before it even aired, I waited patiently to see what the hype was all about.

Anyone who anxiously awaited this hyped commercial was most likely let down, because in terms of controversy, it was a fumble. The ad itself was subtle, and not at all visibly offensive. It is highly doubtful people on the fence about abortion would be swayed one way or the other strictly from this commercial.

It features Tebow and his mother, Pam, speaking on behalf of Focus on the Family, an anti-abortion and anti-gay rights advocacy organization. The 30-second spot tells the story of Pam's rough pregnancy, in which the quarterback's mother was encouraged by doctors to have an abortion for medical reasons.

Although the word "abortion" is never mentioned in the ad, it directs people to the Focus on the Family Web site, which explicitly states the group's stance. There is also an invitation to "celebrate life." The message was well-veiled, yet it publicizes a group with a

very strong agenda, which got people talking.

CBS received a lot of flak from women's groups for choosing to air the commercial because of the potential political, religious and moral messages it might send. The Women's Media Center, a nonprofit group that leads media advocacy campaigns, petitioned CBS to keep the advertisement off the air. Critics believe the commercial implores that it is morally good to carry any and all pregnancies to term. Planned Parenthood even released a counter-ad with athletes Sean James and Al Joyner sharing their views on choice and respect for women.

It is highly doubtful people on the fence about abortion would be swayed one way or the other strictly from this commercial.

The Tebows should not be condemned for choosing to be in this ad. One of America's most fundamental rights is the ability to speak up about one's beliefs, and according to Focus on the Family President and CEO Jim Daly, "Tim and Pam share our respect for life and our passion for helping families thrive." It's their prerogative to share this passion. Focus on the Family

paid \$3 million per spot to have their beliefs aired to millions of viewers, and getting the Tebows on board was a smart advertising move. CBS claims the ad was approved because it kept away from a "current controversial issue of public importance," which is part of its Standards and Practices Department's policies in censoring advertisements.

It seems there were far more offensive and controversial commercials aired than this one. Don't even get me started on the "pledge allegiance to China" ad. CBS probably isn't in the position to reject anyone's \$3 million, but women's groups might have been more appeased if they had saved this one for regular network programming.

Regardless of Tebow's stance on abortion, a commercial advocating either side of the debate would receive disapproval. In all honesty, who wants to watch political messages during the Super Bowl anyway? People are not in the mood to have a serious debate. Until now, the Super Bowl has been about football, beer and commercials. In recent years it's been free of the politically charged messages we see everywhere else. Perhaps this will be a new trend in Super Bowl commercials — advocating political and social issues. This wholesomeness may be what it takes to ensure CBS has fully recovered from "wardrobe malfunctions" and altercations of the like.

Elizabeth Baugh is a junior media arts & design major and Opinion editor at *The Breeze*.

# DARTS & PATS

Darts & Pats are anonymously submitted and printed on a space-available basis. Submissions creatively depict a given situation, person or event and do not necessarily reflect the truth. Submit Darts & Pats at [breezejmu.org](http://breezejmu.org)

A "so-much-for-global-warming" dart to the never-ending blizzards hitting the Harrisonburg area.  
*From Punxsutawney Phil, who thinks Al Gore should just start listening to him for a change.*

A "never-gonna-give-you-up" pat to the person who wrote "Rick Rolled" in the snow by Reservoir Street.  
*From a senior who admits you got her.*

A "keep-it-in-your-own-pants" dart to the boyfriend/girlfriend duo in my class who rub the insides of each other's legs every day.  
*From someone who would prefer you play pocket pool in the comfort of your own home.*

A "could-you-have-picked-a-better-e-mail-provider-to-switch-to?" dart to JMU Information Technology.  
*From Gmail.*

A "dirty-jobs" pat to the guy on Wilson Hall's first floor who tried to save a cockroach with a piece of paper.  
*From a bug killer who admires your caring nature and is glad you got there first.*

An "I-win" dart to the guys who broke into my apartment and stole my computer.  
*From a senior who was in the process of buying a new one anyway and wasn't affected by your little stunt.*

A "ta-ta-ta-today-junior" dart to the girl in my class who can't finish a thought... or a sentence.  
*From your classmate who knows class would be 30 minutes shorter if it weren't for you.*

A "why-am-I-paying-for-you?" dart to JMU's student insurance.  
*From a grad student who spent \$600 to find out I'm allergic to my dog. Wonderful.*

A "thank-you-for-being-our-savior" pat to boxed mac & cheese for always being there on snowy days.  
*From four roommates who are glad they stocked up before the storm.*

A "why-are-you-so-good?" pat to queso.  
*From a girl who would bathe in you if that wasn't weird.*

A "way-to-be-immature" dart to all the people making snow penises all over campus.  
*From a girl who prefers the real deal.*

A "\$64-million-deal-and-all-we-got-was-this-dirty-lake" dart to the construction workers at Bridgeforth Stadium and their mucky trash run-off.  
*From the geese, ducks, fish and beavers that thought Newman Lake was dirty when only the students polluted it.*

A "now-that's-responsible" dart to Washington, D.C. for making a stupid law that girls cannot have three or more condoms without getting arrested for it.  
*From a health major who knows the importance of "no glove, no love."*

A "how-have-I-survived?" dart to myself for barely making it through the weekend without Jimmy Johns.  
*From a girl who needs to be less dependent on that freaky fast delivery.*

## Editorial Policies

The Breeze  
MSC 6805 G1  
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Harrisonburg, VA 22807  
[breezeopinion@gmail.com](mailto:breezeopinion@gmail.com)

The Breeze welcomes and encourages readers to voice their opinions through letters and guest columns. Letters must be no longer than 250 words. Guest columns must be no more than 650 words.

The Breeze reserves the right to edit submissions for length, grammar and if material is libelous, factually inaccurate or unclear. The Breeze assumes the rights to any published work. Opinions expressed in this page, with the exception of editorials, are not necessarily those of The Breeze or its staff.

Letters and guest columns should be submitted in print or via e-mail and must include name, phone number, major/year if author is a current student (or year of graduation), professional title (if applicable) and place of residence if author is not a JMU student.

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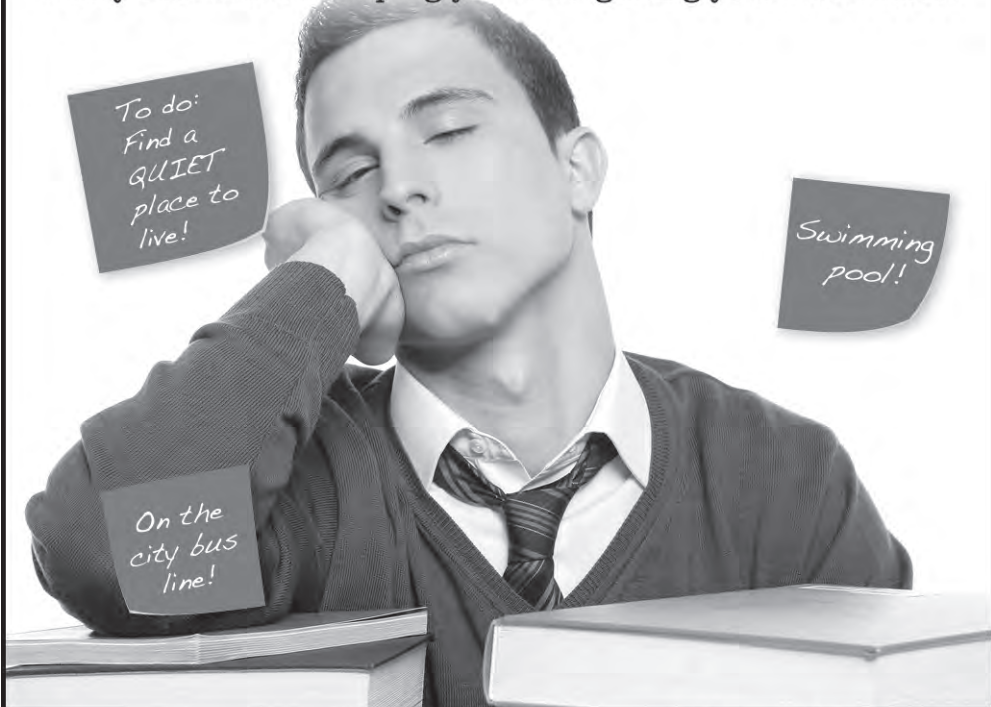
"To the press alone, chequered as it is with abuses, the world is indebted for all the triumphs which have been gained by reason and humanity over error and oppression." — JAMES MADISON, 1800

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## Governor's Fellows Program

### Program Goals

The historic and prestigious Virginia Governor's Fellows Program offers a select group of outstanding and highly motivated individuals the opportunity to experience firsthand the administration of state government in the Commonwealth. Established in 1982, the Governor's Fellows Program brings exceptional students with creative ideas to state government — an experience that often leads to careers in public service.

### Eligibility Requirements

Qualified applicants must be graduating college seniors or enrolled as degree candidates in a graduate or professional school. Applicants must be enrolled in a Virginia college or university or must be a Virginia resident if enrolled in an out-of-state institution. They must also have a demonstrated commitment to excellence in academics, proven leadership ability, and involvement in extracurricular activities and community service. The selection of Fellows will be based solely on merit, without regard to race, sex, national origin, religion, age, disability, or political affiliation.

### Length of Program

Fellows will be required to work full-time in Virginia state government. The 2010 Governor's Fellows Program will begin Monday, June 7, 2010 and continue through Friday, July 30, 2010.

### Assignments

Participants are placed in different positions in the Governor's Office and in various agencies throughout the Executive Branch. The program attempts to match Fellows with compatible assignments according to background, interests and future goals.

### Funding

State funds are not allocated for the Governor's Fellows Program. However, in previous years, colleges and universities have distributed stipends to the Fellows selected from their institutions. Institutions are urged to make summer grants available. Applicants who will require financial assistance in order to participate in the program should discuss this matter with school officials before applying.

Office of the Senior Vice President for Student Affairs and University Planning 568-3685.

### Application

The deadline for applying online for the 2010 Fellows Program is **March 5, 2010.**

For application and additional information please see this website:

<http://www.governor.virginia.gov/OurCommonwealth/GovernorsFellows/>

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KELSEY FISHER / CONTRIBUTING PHOTOGRAPHER

## Six Person Pile Up!

After about 18 inches of snow accumulated in Harrisonburg over the weekend, six to twelve more inches are predicted to fall today. **LEFT** Sophomore Megan Trotter, senior Andrew Schmidt, and freshmen Ryann Diehl, Lesley Chambers, Erin Anderson and Shannon Chambers are some of the many students taking advantage of this snowfall with sledding, snowball fights, snowboarding, igloo building and more both on and off campus.

**HUMOR**  
**JAMIE LOSE** | contributing writer

## Spooning: Art Form or Science?

Should we talk about it? Do we talk about it? Is it one of those things we all know exists but never acknowledge out of the sheer fear it might become even more awkward? Is that possible? We've all been there, and you either love it or hate it. Generally, there really is no in-between. It's the art of spooning; the inevitable and awkward embrace between two people in some social relationship. You've got your standard couple-watching-a-movie spoon, the postsex spoon, the you're-not-gonna-get-any-tonight-so-just-hold-me spoon, the default cuddle spoon, the three-person-spoon where you throw in a ladle... So many styles, so many feelings. It's time we as today's youth and therefore future leaders of this world figure it out and stop this nonsense once and for all. Let's start with the facts.

Urban Dictionary (a reliable source) defines spooning as "the act of two or more persons lying on a bed or floor area in which the persons lay curled and fitting together, facing one direction, as spoons

do in your kitchen drawer." Fair enough. I will take that. However, they leave out the standard expectations. The guy obviously gets to be the big spoon, and therefore the girl is the little. Generally speaking, one is expected to face outward toward the rest of the room because think about it, have you ever been in that situation where all you want to do is roll over but can't because either a) you will screw up the entire system, or b) you're pressed up against a cement wall while sharing a single bed as a freshman in the Village wondering how you got there...? No? Just me?

Other ideal spooning assumptions are as followed: The small spoon is always shorter and skinnier than the big spoon. There are at least two pillows included or enough room on one for both heads to lie comfortably. Everyone involved has great breath. Either both or neither are wearing socks. No one snores. The female has shaved her legs, and the male has big, strong, comforting hands that say, "You're safe; I've got you."

Now, like I said, this is in

an ideal utensil world where forks, knives and all other cooking or eating devices align themselves accordingly in the kitchen drawer without question or confusion. But let's be serious. That's not reality. In reality, the female has an abnormally large ass, the guy has a scratchy beard, the one pillow provided is as thin as a piece of paper, and really, where DOES the big spoon's bottom arm go? Is it wrapped up under the pillow or curled awkwardly against the little spoon's back? Do they put it under you? That can't be comfortable for anyone. And then of course, there is the question of where the top hand goes. Above the boobs? No, because then you're strangling her. Below them? Hopefully not, because she'll be sure you're feeling her stomach thinking she's fat. And certainly not on them, unless this spoon is postsex spoon, and even then it can send confusing signals. (Is this round two? How did he get to second base again? Does this make me a whore? Oh my God, I am a whore.) And heaven forbid, heaven for-

freaking-bid one of you DOES have to roll over. Now you risk either facing morning breath to morning breath, or butt-to-butt taking up abnormal amount of bed space and creating that awkward "my ass is touching your ass, and we both know it and hate it but won't say anything, because I want you to keep hooking up with me in the future." And now you've done it, all happiness and coziness is lost, and it's just become an awkward sleep with a one night stand or a pointless silent argument between a couple.

The bottom line I suppose is this: There is no solution. I imagine it is a debate and practice that will continue between strangers, friends and significant others alike, all resulting in unique and catastrophic endings. My advice is to hang in there people, and recognize you are not alone. At the end of the day, it is better to have loved and spooned, then to have never spooned at all. Or something like that.

Jamie Lose is a junior media arts & design major.

Contact Michael Larrick with your romance questions at [larricmh@jmu.edu](mailto:larricmh@jmu.edu)

**MICHAEL LARRICK** | mike check

## Just Call Me Cupid

For most of us, Valentine's Day is a celebration of the beauty that love can bring and a nice excuse to show that special someone you really care. For the rest of you, it's a reminder of how lonely and pathetic your life really is. You're probably saying to yourself, "I hate Valentine's Day." I bet you do; I'd hate something too if it reminded me of the fact that no one cares about me. You've probably told yourself you want to be single so you can enjoy some freedom, but you're not fooling anyone. All that crying at night

is taking a toll on your face, and frankly, it's gross. Fortunately for you, I'm willing to assist you in your romantic woes, because as we all know, I'm an expert in the subject. Just send in a question and I'll pick a few to answer in my next column. Your days of Facebook stalking your crush and breaking into their house to smell their panties are over!

Michael Larrick is a senior media arts & design major and a humor columnist at *The Breeze*.

## VIDEO GAME REVIEW

## 'Mass Effect 2' Scores Big with Sci-Fi Fans

By **JEFF WADE**  
*The Breeze*

There has been a lot of talk about how "Avatar" is this generation's "Star Wars." But science fiction's newest and most fully developed universe isn't in movie theaters. It's playing out on Xboxes and PCs, in college dorm rooms across the country.

"Mass Effect 2" is the second in a planned trilogy of games. Following the events of the first game, the sequel opens with the trilogy's hero, Commander Shepard, and his ship being ripped apart by a powerful alien threat. Then Commander Shepard dies. Kinda sets a tone, huh?

Of course a thing like death can't stop a character who has two more games in his franchise. Shepard finds himself pieced back together thanks to the shadowy Cerberus organization and their enigmatic leader, The Illusive Man. The Illusive Man informs Shepard that he is the only person who can stop an alien threat attacking human colonies. He then hands Shepard a new ship with some new crew members and sends them off to save the day.

"Mass Effect 2" is a shooter-RPG hybrid that focuses more on the shooter half than its predecessor, which would be a problem if the combat hadn't massively improved in between the two games. Shooting is much tighter and much more satisfying than in the original title. The game still has its share of idiosyncrasies, and as a shooter, it isn't quite as polished as say "Gears of War" or "Call of Duty." Yet this game has been streamlined so those who wouldn't normally be interested in games like it can find a lot to like.

For those scared off by the new shooting focus, be assured plenty of RPG elements still float around under the surface. The player still levels up and gets skill to spend on strengthening their character. Biotic powers are still available and can be used to throw enemies in the air or make their shields explode. And there are still plenty of side quests.

"Mass Effect 2" succeeds because it manages to be open-ended without sacrificing momentum. A majority of the game is spent gathering party members and gaining their trusts. "Mass Effect 2" plays like a heist movie, with a majority of it spent gathering a crew and developing a plan. Only with a team of loyal specialists will the plan have a chance of coming together.

The reason this works so well is the level of polish that developer BioWare has put into the title. The game is visually gorgeous, both on a technical level and on an artistic one. Special attention should be given to the voice acting. Every piece of dialogue in the game, and

believe me there is a lot of it, is fully and convincingly voiced. A lot of this is due to bringing in talent ranging from sci-fi niche (Yvonne Strahovski of "Chuck") to Hollywood A-listers (Martin Sheen's voicing of The Illusive Man). This trilogy is obviously BioWare's baby, and tons of care goes into crafting it.

Like many trilogies, the sequel is far superior to the first. As much as "Mass Effect 2" works as a stand alone title (thanks opening recap), it is an experience increased exponentially by playing the first. Not only because the first

A sprawling science fiction role-playing game that I've put 20 hours into and still can't see the end? Pretty much the antithesis of life right there.

**Mass Effect 2**  
★★★★☆  
Released Jan. 26  
Voices Yvonne Stragovski, Martin Sheen

"Mass Effect" is a great game, but because of the ability to import the player's character from the first game into the sequel.

Bringing in a character from the previous game enriches the experience immensely. In addition to bonus money and powers, the player's choices from the first carry over to the sequel.

Characters you helped or hurt from the first game will recognize the player and act accordingly, often giving opportunities unique to an imported character. This is an experiment previously attempted, but never on this level of ambition or to this amount of success.

In fact, the power and impact of the player's choices are what really make "Mass Effect 2" shine. In a sense "Mass Effect 2" is going to be a different game for anybody that plays it. Some will play Shepard as a paragon of virtue, a space-age Mother Teresa.

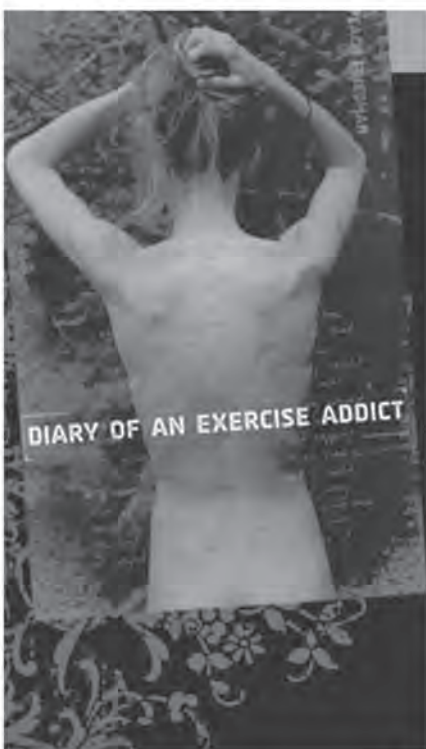
Others will choose the path of a renegade, making Shepard an intergalactic douche, albeit one who gets results, dammit. Some will play the game as a straight shooter while others will be reliant on biotic patterns. "Mass Effect 2" offers more than just the illusion of choice, it offers an entire universe shaped by it.

There is a distinct irony to writing about "Mass Effect 2" for the Life section. A sprawling science fiction role-playing game that I've put 20 hours into and still can't see the end? Pretty much the antithesis of life right there.

## DIARY OF AN EXERCISE ADDICT

Sponsored by Student Wellness and Outreach and Tri Sigma

Monday, February 8  
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Peach Friedman

A very candid look into the world of exercise bulimia, including both the daily struggle with body image and the joy of finding recovery. Peach's book: *Diary of an Exercise Addict* will be available for purchase and signing. (Cash, check and credit cards accepted).

For more information, please contact SWO at 540-568-2831.

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## February Movies

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Theatre



**UPB**  
University Program Board  
James Madison University,

### February 3-6

7:00 PM **THE MEN WHO STARE AT GOATS**

9:30 PM **PIRATE RADIO**

### February 10-13

7:00 PM **THE FANTASTIC MR. FOX**

9:30 PM **2012**

### February 17-20

7:00 PM **PRECIOUS**

9:30 PM **new moon**

### February 24-27

7:00 PM **The Princess and the FROG**

9:30 PM **BROTHERS**

### February 14

Matinee Movie:  
3:00PM \$1.50 **the twilight saga new moon**

The box office closes promptly at showtime.

Box Office opens  
a half hour  
before showtime





## GAMES THIS WEEK

- MEN'S BASKETBALL**  
■ **Old Dominion @ JMU**  
Wednesday, 7 p.m.  
*ODU edged out JMU 74-72 in their last meeting Jan. 6*
- **VCU @ JMU**  
Saturday, 6 p.m.  
*The Rams are last season's CAA champions.*

## WEEKEND ACTION

- Track & Field**  
■ Friday-Saturday Va. Tech Invitational  
**(Sixth of 14, individual results can be found at jmusports.com)**

### MEET THE PLAYER



#### Jacki Ferrance

**Women's Cross Country, Freshman psychology & pre-med**

**Do you see yourself running after college?** Definitely. Running is a lifestyle.

**How do you practice?** We do track workouts and run six days a week and one day of alternative training. I do a pool workout.

**Who's your athletic idol?** Kara Goucher. She's gone to the Olympics and works hard to get what she wants.

**Who has influenced you the most in life?** My parents. They've always supported me in everything I've done.

**How do you prepare, mentally for a meet?** I listen to music and think about a goal I want to achieve for each race.

**Where's your favorite place to run?** The Gorge. It's part of the George Washington Forest. It's really pretty — you get to cross over streams.

**What's your favorite thing about cross country?** I like that no race is ever the same. The scenery and everything is always changing.

**What's the hardest thing about it?** To keep pushing yourself through long runs and hard workouts.

**How do you like JMU so far?** I love it. It's really pretty; it's a good area, and everyone is so nice.

**Where's your favorite place to study?** When it's warm, the Quad. When it's not, I like the stacked cubes on the third floor of Carrier — you can't get too distracted.

**What dorm do you live in?** Spruce. It's really far away from everything, but we all get along which is good, because there are only about 24 of us.

**How do you feel about us getting more snow?** If it gets us out of class, it's fine, but if not, I'm tired of the cold.

**What classes are you taking this semester?** Biology, psychology, calculus, health and British literature.

### ANALYSIS

# Who Can Lead?

By **MIKE KAPLAN**  
*The Breeze*

Matt Brady is a realist. With the Dukes' record (10-13 overall, 3-9 in the Colonial Athletic Association) falling harder and faster than snow in the Shenandoah Valley, the second-year coach has no delusions about his squad.

"We're a team, I believe, that doesn't have great confidence," Brady said Monday in his weekly press conference. "We're fairly sporadic in a lot of areas, and we haven't become the team that I hoped we'd become."

It is with good reason that Brady's hopes were so high after a very successful 2008-09 campaign. The Dukes posted a 21-15 record, their first winning season in eight years, culminating in a run to the semifinals of the CollegeInsider.com postseason tournament.

But Madison has since fallen on hard times. A rash of injuries and academic ineligibility has sidelined key players that contributed to last year's playoff run.

Brady has been forced to plug the holes left by veterans with inexperienced freshmen. He has often expressed frustration as his first-

year players have struggled with the growing pains consistent with the transition from the prep game into college basketball.

"We're a team with a short rotation; we're playing a lot of young guys," he said. "... But a lot is due to the fact that we haven't improved to the level that I hoped that we would have improved."

Brady's "younger guys" have failed to rise to their coach's call for leadership. After the Dukes' embarrassing 68-48 home loss to Hofstra on Wednesday night, Brady said, "My team knows that I say it almost every day. I scream it, and I say, 'Who's gonna lead this group?' "

But Brady, who says his team is still trying to find itself, has apparently backed off his stance after Wednesday, instead turning his focus to flooring a squad that plays fundamental basketball.

"The fact of the matter is, with eight regular season games left, I've ceased to talk about leadership with this group; now I'm just talking about effort," he said.

"I can't really concern myself with leadership. At this point I'm just trying to get the whole group to buy into playing a lot harder, blocking out and

taking care of the basketball."

The most obvious candidates to assume leadership roles are the two players who have been around the longest, seniors Pierre Curtis and Matt Parker.

Parker, a reserve forward, has logged less minutes this season than Darren White, Trevon Flores and Alioune Diouf — all of whom are freshmen.

Curtis, the Dukes' career leader in steals and games started, seems like the most logical option to step up and take charge. The fourth-year point guard insists it's a role he has tried to embrace.

"This group is kind of tough," Curtis said Wednesday night after the loss to Hofstra. "You can try to say things to certain people, but it's really hard to lead this group. I try. Julius [Wells] tries."

While Curtis' efforts have seemingly fallen on deaf ears, Brady surmises that leadership qualities simply might not be inherent in the personality of his seniors.

"We have a couple of older guys, but they're very quiet," Brady said. "[Curtis and Parker] have been thrust into roles that they're not necessarily comfortable with."



DAVID CASTERLINE / THE BREEZE



ROBERT BOAG / FILE PHOTO



ROBERT BOAG / FILE PHOTO



DAVID CASTERLINE / THE BREEZE

**TOP LEFT** Julius Wells is only a sophomore but averages the most minutes (36.2) and is the second-leading scorer (16.8). **TOP RIGHT** Pierre Curtis is one of two seniors eligible to play. The point guard leads the team in assists (91). **BOTTOM RIGHT** Junior Denzel Bowles transferred from Texas A&M and now leads the Dukes in points (20.6) and rebounds (9.3). **BOTTOM LEFT** Forward Matt Parker is the second senior, but averages just 10.5 minutes-per-game.

## COMMENTARY

# Saints Superbowl Resilience Reflects Spirit of the City

By **MIKE WISE**  
*The Washington Post*

MIAMI GARDENS, Fla. — Who dat? Brees and the champions.

As the ragtime blared through the speakers late Sunday night, this stadium was no longer Peyton's place. The Lombardi Trophy belonged to the Saints and their legions of black-and-gold-clad fans, who never stopped hollering after Tracy Porter's interception and touchdown return put a bow on the Saints' upset that began with a bit of craziness at the opening of the second half.

The more Brees was driving downfield, guiding his team to a fourth-quarter touchdown and two-point conversion in the crucible of a taut game, the more the conversation of Manning's supreme dominance of

his position would go quiet and the Colts would go home without their second Lombardi Trophy in four years.

Manning might be from New Orleans, where his father played and lost for so many years. But he was unsentimental. He went straight downfield, scored and gave the Colts back the lead.

In fact, about the only thing Manning does better than dissect defenses is crush happy endings by hopeful underdogs. He threw a pass as precise as a pass has ever been in third quarter, and that's saying a lot for something thrown by Manning.

He rolled to his right and on the same field where he changed how people felt about him four years ago, floated what looked like a wounded duck to his tight end Dallas Clark. Except it wasn't a weak throw at

all. The pass had enough zip and trajectory to get over and between the outstretched arms of two Saints defenders all over Clark, who cradled it for a key first down.

Buried deep in their own territory, the Colts of course were going to run the ball from their own 4-yard line to give themselves some room with which to work. Except Manning called for a screen out of the backfield. Backing up in his own end zone, he nonchalantly hit Donald Brown, who barreled forward for a first down.

The Saints' defense then started to think pass on every down, which made sense because the Colts use their short passing game like a running attack. But Manning threw them off again, handing off to Joseph Addai twice for big first-down gains, making New Orleans instantly fear the run as much

as the pass.

When he threw over double coverage for the game's first touchdown to finish the drive, hitting Pierre Garcon on a 19-yard strike, the Saints' secondary looked as befuddled as they were beaten.

But these being the Saints, their resiliency mirroring that of their city, post-Katrina, they came back. And they contained Manning in the most effective way possible: by keeping him off the field.

All of them — the MVP quarterback, the risk-taking coach, the opportunistic defensive back, the bead-donning fans — march off together, trophy in tow, to ragtime music, to chants of "Who Dat?! Who Dat?!" toward a city awaiting perhaps its most gratifying and spiritual parade of all time.

## JMU Football's Thoughts On Super Bowl XLIV



"New Orleans played a perfect game essentially. They did not get a major penalty and did not turn the ball over."

**Mickey Matthews**  
JMU football head coach



"I am No. 9 because of Drew [Brees]... To see a six-foot quarterback win the Super Bowl was cool."

**Drew Dudzik**  
Junior quarterback



"The defense as a whole for the Saints really stepped it up, neutralizing the Colts' offensive attack."

**Arthur Moats**  
Senior defensive end



"I was surprised it wasn't a higher scoring game."

**D.J. Bryant**  
Sophomore defensive end



"Drew Brees did his best out there. He was the reason they won the game."

**Sam Daniels**  
Senior defensive tackle



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