

Bad Poll Worse Than No Poll

Legislature Should Disregard Oregonian Poll

The mechanics of the democratic system makes a legislator responsive to his constituency. No doubt the motives of the Oregon electorate, which defeated the legislative tax program, will be foremost in the lawmakers minds when they convene in Salem for a special session next week. When it comes to the allocation of values and development of priorities in the budget cutting process the legislators will be seeking data which will give them an index of the people's will. Unfortunately they will be likely to turn to the Portland *Oregonian's* recent mail-in tax opinion poll.

In this era of new developments in mass communications research it is extremely surprising that an important regional newspaper of the *Oregonian's* stature would utilize such primitive research methods. In Tuesday's *Emerald* a featured interview with a University professor, who is a qualified expert in the newspaper opinion poll field, emphasized that the tax poll ballot can't be considered an accurate sampling of public opinion. Prof. Galen Rarick of the School of Journalism maintains that the poll is biased because of the self selection of the respondents. In addition the poll questions were ambiguous, poorly worded and susceptible to many variables which could distort the accuracy of the final data.

Communications research expert Margaret Parten, writing in a public opinion

journal, described the method of sampling used by *The Oregonian* as a throwback to an early period in empirical research. She said, "often polls of this early period were conducted by persons quite innocent of the principle of scientific control. The ballot was simply printed in the newspaper, with instructions for the reader to fill it out and mail it in. People who did not have a newspaper or send in their ballot could not vote; hence an accidentally biased poll would be probable. Furthermore, people could buy many copies of the paper, fill in the ballots that favored their view and thus intentionally distort the picture of public opinion."

Results of the *Oregonian* poll indicated that Oregonians want higher education budgets at the top of a list of immediate reductions in the state's total biennial budget. In the past Oregon voters have been favorable to higher education requests on numerous bonding elections. If that attitude has changed, the legislators should know about it, but their information should come from a valid sampling of public opinion. We propose that an outside research firm be hired to sample the Oregon electorate. The *Oregonian* poll should not be treated as a valid assessment of public opinion. We are hopeful that the legislators will disregard it when they make a priority list for budgetary reevaluation.

A Time for Action

Now that the parliamentary hassle over the proposed amendments to the ASUO constitution has been clarified the ASUO Senate should settle down and concentrate on issues and programs of importance to students. To begin with a Senate parliamentarian, preferably an objective outsider should be provided for. It would be extremely unfortunate if the Senate wasted another week of fall term arguing over a matter of parliamentary procedure. Since the proposed amendments were not approved by the required majority in the Senate and will not appear on the ballot, this provides the Senate with plenty of time to submit a complete new constitution to replace the present chaotic, outdated structure.

When this job is done the Senate ought to look beyond the horizons of its own procedures and show some concern for the problems that students may be facing in the near future. We've seen little expression of concern by student leaders in re-

gard to the tuition increases which may come winter term. A spokesman for the chancellor's office made it clear that the Department of Higher Education welcomes student support. There should have been student senators present at the State Board of Higher Education meeting in Portland Monday and Tuesday, but the only students there were *Emerald* reporters. A special session of the Legislature convenes in Salem next week, yet there has been no student organization set up to lobby there. The students only role would be to provide an effective informational service to legislators, but this certainly cannot be done in the last few days prior to the session. Someone informed us the other day that the ASUO Senate, like higher education, Governor Rockefeller, America and a few other things is "at the crossroads." We hope it gets across the road and into the pasture of reality where there are issues of great concern to the students it represents.

NSA Delegate Jerry Rust Reports

NSA Offers Positive Programs, Issues for University Students

Editor's Note: This is the second of two columns on the National Student Association by NSA Co-ordinator Jerry Rust. The University student body affiliated with the national organization last spring.

By JERRY RUST
NSA Co-ordinator

Is the National Student Association a valid program? What are its functions? I believe there are three distinct areas in which NSA takes effect: on campus, nationally and internationally.

When representatives from 400 schools meet for a month during the summer they do more than issue policy declarations about the "Cunningham Amendment" and "Portuguese Dominion in Africa." Out of this meeting came a stimulus, a stimulus for new ideas and new programs. Many of these ideas and programs have already been incorporated into student government at the University.

Programs on civil rights, migrant labor, Indian reservations and an open forum are cases in point.

Information Files Available

The stimulation does not end at the Congress however. Student government information service files at the national office are available for use to any school in the United States. These files are used to learn about a program another school has in which we may be interested.

In the nation, NSA is responsive in such areas as civil rights, migrant labor and the welfare of American deaf students to name recent national projects. Many of these programs are financed by benevolent foundations such as the Ford Foundation. NSA believes there is not limit to which students can involve themselves in these and similar areas.

On an international level NSA is the counterpart of the Communist International Union of Students (IUS). NSA is the free-world student unions leader. NSA officers travelled abroad to

(Continued on page 3)

Herblock



"We Didn't Agree To Stop Testing You"

Letters To the Editor

On Budget Control

Emerald Editor:

Students at the University pour over \$700,000 yearly into the Dept. of Student Union and Educational Activities. The only portion of this money that the student body has control over is the ASUO budget for \$6,600. The greatest portion of the money is used for SU administration and services, which the students are more than happy to let Mr. Ellingson handle. But there are some programs which are the immediate concern of the students, such as the SU Board, IEC, Peace Corps, and the Programs budget. These items are budgeted at around \$65,000, and this money is spent without any direct student control.

Take, for instance, the SU Board (composed of appointed students) which is allotted \$34,000 of student fees. One sub-heading under the SU Board is entitled "Personnel." Personnel includes such items as an awards banquet worth \$550, an orientation dinner at \$125, joint lunch meetings at \$250, retreats (not Academic) at \$440. I will not say that the members of the board do not merit these fringe benefits, but I think that we students should have the right to question them, and the power, through our Senate, to bring them under review. The Senate, if given this responsibility, would exercise a more powerful voice in the kind of student programs we have.

TOM BATES
Sophomore in
Philosophy

Athletic Subsidation

Emerald Editor:

Mr. Lindstrom, Director of Fiscal Affairs, has made the important point that "the Oregoniana is subsidized from students' fees to the extent of the management services of the administrative staff of the Student Union."

From this point of view it would appear that probably every activity of the University is supported to some extent by subsidies of one kind or another. I wonder if Mr. Lindstrom could tell us the approximate amount of the subsidy to the Athletic Department from regular University funds? To put it more simply, if the Athletic Department were actually self-supporting and paid the Business Office for "management services", maintenance, facilities, utilities, etc., what would this amount come to, roughly, per year?

ALEC KEITH
Graduate in Biology

Coupons Misleading

Emerald Editor:

Though I think the Campus Coupon Book has good advantages, I do think that its advertised value of \$45 is somewhat misleading. How, then, can one obtain the advertised \$45 Value? Simple, by making a \$201.30 purchase at Hart Larsen's store.

Let me clarify this point. Using the 10% discount coupon offered by Hart Larsen's, one purchasing \$201.30 worth of sportswear saves himself \$20.13. This saving added to the cash coupon value of \$24.87 makes the book worth \$45.

It is this which I think is misleading. That is, the use of a \$20.13 discount from a \$201.30 purchase as a basis for calculating the book's value at \$45. How many students will, or can, purchase \$201.30 worth of sportswear to get the advertised value of \$45 from their book?

Thus, I propose that the creators of the book qualify its value by advertising its worth as up to \$45, or a \$45 value with a \$201.30 purchase at Hart Larsen's.

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On Student Courts

Emerald Editor:

In Friday's *Emerald* there was a statement taken from an interview with a resident of Stafford Hall. The person has stated that the reporter got the wrong story about the judge being involved in the deliberation of the sentence. The statement said our student tribunal was a "farce" and "that six men in his hall," of which he was

(Continued on page 3)

OREGON DAILY EMERALD

The Oregon Daily Emerald is published twice in September and five days a week during the academic year, except during examination and vacation periods by the Student Publications Board of the University of Oregon. Entered as second class matter at the post office, Eugene, Oregon. Subscription rates \$5 per year; \$2 per term. Opinions expressed on the editorial page are those of the Emerald and do not pretend to represent the opinion of the ASUO or the University.

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