

oregon daily emerald

Vol. 82, No. 145

Eugene, Oregon 97403

Friday, May 1, 1981

Office keeps grads, alma mater close



Graphic by Sioux Anderson

By MIKE LEE
Of the Emerald

Students who graduate this term may think they're finally getting away from the University.

But Vince Bilotta hopes they don't stray too far.

"We hope that the experience at the University doesn't end with commencement," Bilotta says. "We think it's a life-long relationship."

Bilotta, who runs the University's Alumni Association office, promises that grads won't be hit up for donations too quickly, but he wants to make sure they keep in touch.

The first few years are the toughest because new graduates move often and may neglect to forward address changes, he said. Bilotta's computerized alumni mailing list of 55,000 names stretches back to 1910, and his office handles 1,500 moves a month.

The first alumni mailings to new graduates include Old Oregon, the quarterly alumni magazine, and Inside Oregon, a monthly tabloid newspaper. As time passes, graduates receive high-class junk mail — offering expensive clocks and chairs — and lecture and concert promotions, such as for the coming Bill Cosby show.

There's even a life insurance plan with the reminder that "several alumni... have named the University of Oregon as beneficiary."

Though the University's fund-raising machinery uses the same mailing list, the alumni office does not directly participate in fund drives. Instead, it provides services to graduates, from arranging reunions to coordinating overseas travel.

"To the new graduate, it sounds like a ridiculous, frivolous thing," Bilotta says of his reunion service. "But after the years start rolling by, you start to realize how important your friends are."

By then, people may have lost touch. Never fear, though, for the alumni office has the mailing list — as well as a staff to

arrange for facilities, reservations and transportation. All free of charge.

"A class reunion is something a person can't just manufacture," Bilotta explains. "If you live in Chicago and you suddenly want to see everybody you went to school with, you just can't create that in Chicago."

"The only place you can really have a class reunion is right here — at the University."

Bilotta's geocentrism stops there, however. His office tries to schedule informal out-of-town gatherings whenever it can, such as at football games.

"When we went to UCLA for our football game, we had 500 people crammed into our pre-game party," he says.

Fielding a good team helps. Earlier in the season, before the Ducks "proved" themselves, the Washington party failed, Bilotta says.

The Alumni Association's vacations feature faculty members as guest lecturers. For November, the association is arranging a \$3,795 trip to China with Ellen Laing, the University's Oriental art expert.

None of the activities, from specialized sales to vacations, are designed to make money for the association, Bilotta emphasizes. Instead, they're intended to build good will.

"We think it's a benefit to the University for alumni to be informed, to know what's going on all of the time — even 25, 30 years from now," he says. "Hopefully, when they're able to be of assistance in any way, not just financial, then they'll respond."

Of course, if alumni contribute to the University Foundation in gratitude for the services, Bilotta won't stop them.

"Instead of coming out with a dues appeal, our hope is that eventually alumni will realize they're getting a lot for nothing, and that maybe when the University Foundation appeal comes for the annual fund, they will feel kindly and be open to a contribution," Bilotta says.

"We're patient — and it works."

Lobby in Salem, rep tells students

By MIKE RUST
Of the Emerald

Legislators know higher education is in trouble — but to get them to care, they have to feel pressure from constituents, Rep. Bill Grannell, D-North Bend, told University students and faculty representatives Thursday.

Grannell, chairer of the House Revenue Committee, visited the University to discuss the effect proposed cuts in higher education could have on University programs.

Even as students lobby for higher education in Salem, legislators are receiving mail from their home districts telling them to "tighten the belt and cut the budget," Grannell said.

Ultimately, the cuts could cost the state money as the quality of education declines, Grannell said. The University will lose

quality faculty and will be forced to "up the ante" if they or equally talented personnel are rehired later, he added.

"In the process of balancing the budget for two years, we will lower the quality of programs it's taken years to build," he said.

Grannell was less than enthusiastic about the way the state higher education board deals with the Legislature.

"Since 1973, I've watched Roy (Lieuallen) and his gang — it's terrible," he said.

Grannell said that while "middle-management is doing well" under the current system, both students and talented faculty are suffering. He suggested that students draw up their own recommendations for higher education budget cuts as a means of protecting their in-

Continued on Page 3

Hodgkinson named editor

Sally Hodgkinson was named Emerald editor for the 1981-82 academic year Thursday night by the Emerald Board of Directors.

Hodgkinson, currently managing editor and a night editor, has worked at the University paper for three years. She began as a reporter in 1978 and has held several Emerald associate editor positions. Hodgkinson is also the Eugene area correspondent for United Press International.

"I'm pretty proud of this year's paper," said Hodgkinson, a junior journalism major. "The awards won by the paper and staff members reflect the quality of this year's paper. I would like to build on that."

"Innovation and experimentation should always be welcome in the Emerald. But innovation and experimentation must also conform to the same accuracy, clarity and ethics that the rest of

the paper is expected to adhere to."

As editor, Hodgkinson plans to reduce the frequency of sports and entertainment supplements due to limited space for news and high advertising rates.

Although she says she intends to organize her staff the same way as it was this year, she may eliminate the environmental editor's position and hire one or two staff reporters instead.

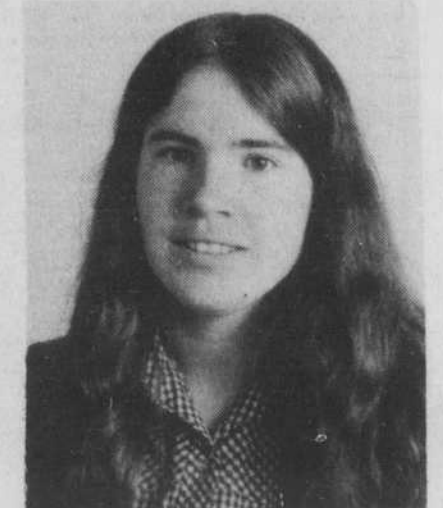
"Campus is our beat and we should cover it better than anyone else," Hodgkinson said. "Because the University is the one thing our readers have in common, our focus should be on the University community first."

"I know what the Emerald has been and what it is now. That knowledge forms a solid base on which to build a better newspaper."

"Since I have also worked as

an associate editor, copy editor and reporter, I know the pressures and responsibilities of those jobs and can better direct the staff as a result."

Applications for 1981-82 Emerald news staff positions will be opened next week, Hodgkinson said.



Sally Hodgkinson