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WVO poses as campus newspaper

By MARIAN GREEN
Of the Emerald

Today marks the second week of distribution of the *other* newspaper on campus — the Willamette Valley Observer's "WVO On Campus" edition.

But folks at the Oregon Daily Emerald, on campus since 1908, say they don't feel threatened by the added competition.

"It's not really competition in a traditional sense because the campus edition isn't different from the regular issue," says Sally Hodgkinson, editor of the Emerald. "They're not covering campus any better than they have in the past."

"We would welcome real competition, but we haven't seen any yet. The WVO may be on campus, but it isn't a campus paper," she says.

"Just because they throw 10,000 copies on campus doesn't mean they're a campus paper."

Darlene Gore, advertising manager of the Emerald, says the Observer's on-campus paper hasn't hurt the advertising end of the business either.

"We're not suffering from it."

The only visible difference between the "WVO On Campus" paper and the Willamette Valley Observer's regular edition, which costs 50 cents, is a dif-

ferent banner on its front cover and a short campus calendar on the back cover.

Ken Doctor, the weekly paper's editor and publisher, said the 8,000 copies delivered to various on-campus locations last week were well-received.

He says between 7,500 and 10,000 copies will be delivered to various spots on campus. The circulation will change during vacation periods or and special editions.

Doctor says the free papers aren't expected to cut into the paid edition's subscription market.

"I don't think there's going to be any significant change. University students aren't a large part of our subscription list," he says.

But those students who already have paid \$13 for a year or \$8 for a half-year subscription to the Observer now will find an almost identical paper on campus newsstands for free.

Over the past couple of years, the Observer distributed two small supplements on campus — the Livingwell calendar and the Music Monthly edition, but Doctor says those editions now are consolidated within the free paper.

"They did what we wanted them to



Photo by David Corey

do, which was to reach more people," Doctor says.

"Music Monthly was profitable on a month-to-month basis, but with the way the music industry has been going — record stores closing and very few concerts — there wasn't enough market to support the kind of music edition we wanted to do."

Doctor says where he would have liked to see a 16-page music supplement, but Music Monthly usually

only attracted enough advertising to pay for an eight-page supplement.

Now, he says, distributing the whole paper free to campus seems to be the "best way."

Doctor says the Observer can serve the campus audience as well as the Eugene community.

"Our audience is really broad — 18 to 49 (in age)," he says. "Our news and information is applicable to both the campus and the community."

PSU declares bankruptcy

By ANN PORTAL
Of the Emerald

What happened to Portland State University?

On Sept. 16 PSU Pres. Joseph Blumel declared financial exigency, making PSU the first state higher education institution ever to do so.

Financial exigency — the educational equivalent to bankruptcy — allows state colleges and universities to fire tenured faculty.

The decision to declare exigency came only five days after State Board of Higher Education Chancellor Roy Lieuallen directed all state institutions to cut back their 1982-83 budgets by 4 percent.

Declaring exigency at this time also was required by a union agreement with the American Association of University Professors, the bargaining unit for PSU faculty, he said. The union requires a year's notice before laying off tenured faculty.

The faculty reduction will allow an accompanying

reduction in academic programs and university services that translates into a \$1.75 million cut, Blumel said.

The declaration, which apparently surprised administrators at other Oregon colleges and universities, came little more than a month after Lieuallen announced that financial exigency had been narrowly avoided by the Legislature's level of higher education funding.

However, the declaration is "a rational response" to the Legislature's directive to trim higher education programs.

Budget notes released by the Ways and Means education subcommittee made it "clear" that the Legislature expected program cuts in the 1982-83 academic year, he said.

Blumel's proposal, which faculty and students can comment on until an Oct. 12 deadline, suggests the elimination of PSU's women's studies, journalism and film programs and Central Europe, Latin America and Middle East area studies programs.

Services courses in business education (secretarial science), special teaching degree programs and health and physical education courses also would be eliminated.

The program eliminations would allow 44 non-classified positions — almost all instructional — and six classified staff positions to be cut, Blumel said, although no specific faculty members have been identified.

A varied number of faculty would be pulled from departments including criminal justice, biology, chemistry, english, foreign languages, geography, history, philosophy, physics, political science, sociology and speech communication, he said.

Some cuts were made based on declining program enrollment, Blumel said, though many other factors were considered.

"They (the programs) were each judged on their own merits."

Fewer programs will mean less students at PSU, he says, but there "ought to be a reduction" in enrollment if there are fewer resources.

The declaration should not be interpreted as signaling the demise of PSU, nor even a change in its mission, Blumel said, but should be interpreted as a modest program and enrollment reduction necessary to maintain quality.

Friday begins celebration of education

The first National Higher Education Week, which begins Friday, catapults the University into several weeks of frenetic activity the likes of which students may not soon see again.

The special higher education celebration runs from Oct. 2 through Oct. 11. By coincidence, University Pres. Paul Olum's inauguration and surrounding festivities take place the weekend of Oct. 11 and the University library kicks off its year-long centennial celebration Oct. 5.

While students recover from education week events, homecoming weekend will sneak in the back door to confront them Oct. 15-17.

And fall parent's weekend comes to campus Oct. 31, accompanied by a huge EMU Halloween party.

Higher education week activities include a revival of the popular summer University Theatre production *Inherit the Wind*, a giant EMU spaghetti feed and a community-faculty-student-parent-alumni open house. A full schedule appears on Page 6A; inauguration events will be detailed in a special section next week.

Nearly a thousand universities will participate in higher education week, which is being sponsored by the Council for the Advancement of Support of Education, says Barbara Petura, University news bureau director.

Petura says coordinators hope they are "really making... very clear the importance of higher education in this country."

University coordinator for the week, Petura says planning began last year when departments, schools and faculty were asked to move planned activities into the week, or sponsor special events.

The open house especially should provide students and parents a chance to see things they otherwise might not, such as lasers in operation in the physics department, she says.



Graphic by Max DeRungs