

emerald

Draws laughs from media

Anti-drug ad law posed

By Michele Matassa
Of the Emerald

It's a solution to a "disease of epidemic proportion," says Joe Wilson, of Oregonians Cooperating to Reduce Drug Abuse while Barrie Hartman, managing editor of the Eugene Register-Guard, says it's a "ridiculous move."

"It" is an ordinance, promoted by Wilson's organization, which would require all media in Lane County — print, broadcast and billboard — to run ads educating the public on drug abuse. The ads would contain information such as intoxication/weight relationships and use/abuse differences and would be paid for by the media, Wilson says.

He describes the proposal as a sort of an equal-time requirement, offsetting ads that promote drugs.

"I really believe we are being brainwashed to accept drugs in our society," Wilson says.

Alcohol and tobacco in particular have become socially acceptable and often abused because of advertising, he says. "To me, legal-drug promotion is the leading cause of drug abuse," says Wilson.

The organization is in its preliminary stage now, waiting for media response to an announcement of the proposal. Next, Wilson will contact various religious, medical and drug abuse groups throughout the county to solicit their support. Finally, the organization will take the proposal to the county government, he says.

Education is the key to reducing abuse, Wilson says. The public doesn't realize the extent to which people abuse drugs like alcohol. For example, he says, alcohol will kill more Americans in the next five years than all the wars the United States has fought.

"If smallpox were the epidemic, people would be outraged," he says.

Hartman says educational advertising "has no effect" on abuse. People don't stop smoking because of the warning on all cigarette ads and packages, he says.

The ordinance would require each medium to print a certain number of educational ads based on its circulation and the amount of "drug-promoting"

ads it runs. Wilson explains this method would not only inform the public about abuse, but also may encourage the media to run fewer ads promoting drugs.

Each medium would pay for the ads, a plan Wilson considers more fair than a tax surcharge. "I don't think the taxpayer should have to pay for something other people (the media) are making money out of," he says.

Wilson suggests the media charge drug advertisers — including local bars and national alcohol and cigarette companies — higher rates. In effect, the businessmen would pay, Wilson says.

Although the proposal aims to regulate the media, most local journalists don't feel threatened.

Hartman and Rick Cavagnaro of KPNW radio laugh about the proposal, relaxing behind the First Amendment, which states "Congress shall make no law . . . abridging the freedom . . . of the press."

"He doesn't understand the Constitution," Hartman says. "I never took the thing seriously at all because it's so absurd."

Instead of clashing with the media, Wilson hopes to see the community cooperating to "put illegal drug pushers out of business and . . . control legal drug pushers."

However, Wilson anticipates media resistance. "If editorial staffs want to blast us, that's fine," he says. "I think we could survive it. But it would be a lot better if we could work together."

Despite mild reservations concerning the First Amendment, Wilson expects the ordinance to pass, just as a bill limiting the sale of smoking paraphernalia did in the Oregon State Legislature in November.

He's banking success on the conscience of the public. "I'm in business," he says. "I give to charities and support the community."

If the proposal doesn't pass, Wilson says his efforts wouldn't be in vain. "If we are defeated, I still will be standing there election day saying we won because of the debate we caused," he says. "Media will have their consciousness raised through this. Maybe drug abuse ads will start up."



Photo by David Corey

Gary Lewis, alto saxophonist for Professor Jeff Williams' Jazz Lab I, was the image of cool last night. Jazz Lab I played at the jazz marathon from 9:00 - 10:50 p.m.

GTFs may talk pay deferment

The Graduate Teaching Fellows' Federation decided to let its voting members decide whether an article of their contract should be re-opened Tuesday night. Re-opening the contract would allow the GTFF and the University administration to discuss deferring a scheduled pay increase for six months.

Last week, the University proposed that the GTFF re-open its contract and defer a 5.5 percent salary increase from July 1, 1982 to March 1, 1983. The University also proposed that a 1 percent increase scheduled for May 1, 1983 be increased to 3 percent.

"We need to save 3.2 percent of our base budget

for GTFs — this does it exactly," said Shirley Menaker, the University's contract administrator for the renegotiation.

The dollar amount that each GTF would lose as a result of the six-month deferral ranges from \$153 to \$183, depending on the GTF's Full-time Equivalency.

If the GTFF decides against re-opening their contract, the University would have to make-up the deficit by laying off 3.2 percent of the GTFs, Menaker said.

About 25 members who attended the meeting, talked over several suggestions of alternative methods to deal with the shortfall. One member suggested that all teaching GTFs be pushed back to .15 FTE (the minimum for a tuition waiver.) Another suggested that upcoming vacancies not be re-appointed.

A member of the audience asked Menaker if she could "guarantee that (the GTFs) would not go through the same thing next fall," Menaker replied "I can not guarantee anything. I can't guarantee the University will even be here next fall."

The federation voted unanimously that the issue should be put before the membership in a ballot sometime next week. About 110 GTF members must vote to validate the election.

While most of the conversation leaned to accepting the University's proposal to re-open the contract, a few dissenting voices were heard.

Some of the membership also voiced concern that the GTFs might be bearing the brunt of the deficit.

"I think we should behave like a union, ask (the administration) to open their books and see where else they're saving," said Aliza Keddem, a GTF in women's studies. "At least we'll know if we're getting screwed."



Photo by Mark Pynes

Some members are concerned that the GTFs might be bearing the brunt of the deficit.

Some like it hot

There's still time to catch the end of 24 hours of jazz music in the EMU dining room which began Tuesday at noon.

A total of twelve different bands combined to make a "little musical explosion," according to Mike Martin, president of the University student chapter of the National Association of Jazz Educators who sponsored the event in conjunction with the EMU cultural forum.

Local businesses sponsored an hour of the marathon to help pay for expenses, but they are still losing money. "We certainly didn't do this to make money," says Martin. "We just wanted to get the bands out so the students will know they exist. They all seemed to enjoy it. It may have been a little loud for them, but for the most part they seemed to enjoy hearing jazz."

Jazz continues through today at noon. Jim O'Dell and Jazz Lab II play from 7:00 to 9:50 a.m., Mark Wells and friends play from 10:00 to 10:50 a.m. and the Emerald Dixieland Jazz Ensemble (EDJE) finishes the marathon, playing from 11:00 a.m. to 12:00 p.m.