



Natural history museum gets \$10,000 plus

Bowerman gift follows Hayward addition clash

By Debbie Howlett
Of the Emerald

Bill Bowerman giveth and he taketh away.

The former University track coach and current Nike Inc. entrepreneur made a presentation of \$10,000 and a promise to match another \$5,000 in donations to the University's Museum of Natural History at its open house Sunday afternoon.

Bowerman told a large crowd at the museum he "felt fortunate to be in a position to give the gift."

Bowerman and Wade Bell, one of Bowerman's track proteges in the 1960s and treasurer of the Bowerman Foundation, presented a check to Patty Krier, associate director of the museum.

"This is a wonderful thing," Krier said as she accepted the check. "We'll be able to go on now."

While Bowerman modestly tried to stay in the background, the crowd insisted he be recognized.

"Many of you have roots in Oregon as deep as I do," Bowerman said. "I have a strong feeling these things should be preserved, and I hope to continue helping."

Bowerman's donation to the

museum comes on the heels of his announcement late last week to "shelve" plans to donate more than \$300,000 to construct a \$1-million addition to Hayward Field.

The addition to Hayward would have included offices for Athletics West, a Nike-sponsored track club and would have housed the University track teams.

Bowerman's contribution was to consist of 8,000 shares of Nike stock. Most of the additional money would have come from Nike.

A furor arose when Bowerman announced plans to put the project on hold. University Athletic Director Rick Bay said the announcement was the result of a conflict over who should control the facility.

Bay said agreeing to build a facility the University couldn't control would be irresponsible.

Bowerman charged that he felt the facility should be administered by someone who would ensure that track and field was its top priority. He added that he doesn't think Rick Bay can provide that.

"I don't know if I'd call it a personality conflict, but certainly (Bowerman) has gone out of his way to exclude me from this. I suspect that's the



Photo by Bob Baker

Flanked by Nike Inc. treasurer Wade Bell and donor Bill Bowerman, Patty Krier, assistant director of the natural history museum, holds the \$10,000 check Bowerman presented to the museum Sunday.

problem," Bay said.

University Pres. Paul Olum got into the fray last week with a call to Bowerman to try and straighten the situation out.

"Obviously there can be conditions on a gift," Olum said. "A building can be given for a certain use."

But Bowerman has said he's had enough.

"There are plenty of other causes," he said.

Bowerman's other causes at the University are many. In ad-

dition to the museum donations, Bowerman says he has contributed close to \$250,000 during the past year to various segments of the University.

Bowerman said he spoke with Glenn Starlin, a professor emeritus, last year to identify areas that needed his help most. The areas identified were the library and the museums.

Bowerman's pledge of \$15,000 to the museum is part of a "matching plan" to fund

the museum after the University cut funding for it during last year's budget crisis.

Krier said Bowerman's contribution, the largest since the museum "went on the public dole," was essential to the continuation of the museum.

At the open house, a large crowd took in several exhibits and viewed many specialists demonstrating their talents, such as mounting plants and carving arrowheads.

KWAX fundraiser passes goal ASUO aims at voters as drive gets in gear

By Kelleyanne Pearce
Of the Emerald

KWAX may have taken a large leap toward survival after passing its goal of \$25,000 early Thursday.

The station, which began its fundraiser Sept. 29, had planned to continue the fundraiser through Friday, says Denny Guehler, the promotion director for KWAX.

But the station ended its fundraiser Thursday morning, after receiving donations totaling \$26,053 from 672 donors, Guehler says.

"We've been wildly successful," says Guehler of the fundraiser.

The average donation from KWAX's fundraiser last March was \$22, but this fall fundraiser brought in an average \$38 donation, says Guehler.

He says a few donations still are "straggling in," and "we'll take any that come in."

Faced with budget cuts threatening to eliminate the station, KWAX has been struggling to survive as the only classical public radio station in Eugene.

"We have cut as much as we can cut," says Janet Kenney, the station's general manager.

Kenney notes KWAX is not allowed to operate on a deficit, and if the station cannot meet the minimum National Public Radio requirements for a transmitting license, they may lose it.

"A lost license means no revival," Kenney says, "and no more classical radio in Eugene."

However, classical sounds have not always come over KWAX airwaves.

After its initial broadcast in 1951, the station was student-operated with a faculty adviser. In the 1960s, students called the station Radio Free Eugene to fit in with the rock-and-roll format and its radical, anti-war stance.

In 1970, KWAX changed to a strictly classical format because of pressure from community members who complained about the radicalism. It acquired a permanent full-time staff in 1976 and increased its broadcasting range in 1981 when the transmitter and antenna were moved to the KVAL tower.

The budget was cut in 1981 from \$135,000 to \$100,000, and a four-year phase-out was scheduled, which would slash 25 percent of the budget each

year until the funds run out in 1984.

KWAX rallied support from the public during the spring fundraiser that year, and thousands of letters were sent off to the delegations that supported the cut.

KWAX is hoping to gather support from other areas, and "to someday be financially independent," Guehler says. "We provide free publicity for University departments and arts organizations. The University needs the KWAX constituency."

Guehler outlines two ways for the station to survive: a large gift for an endowment fund or a "500-Club."

"If only 500 people made a commitment to contribute \$360 a year, less than a dollar a day, we could net over \$180,000," he says. "Both of these options would be the best of all possible worlds."

KWAX is exploring both ideas and is working to establish some plan of action soon, says Guehler.

"For the moment, things are safe," he says. "We can function for at least six months if the budget is cut entirely."

ASUO aims at voters as drive gets in gear

A successful ASUO voter registration drive will help student lobbyists wield an effective political tool in the Legislature, says Debi Lance, ASUO vice president of state and academic affairs.

Lance says the registration drive, which starts today and continues through Thursday, is aimed at increasing the traditionally low student voter turnout. Tables will be stationed at Hamilton Hall, Carson Hall, the Bookstore and the EMU.

The drive is also co-sponsored by the Student University Affairs Board and Student University Relations Council.

If more students register and vote, legislators will take student concerns more seriously, Lance says. The ASUO predicts an optimistic registration figure of 6,000 students, she says.

In 1978, the ASUO spent more than \$2,000 on a voter registration effort. No statistics on the number of students who registered has been found, Lance says.

The ASUO spent \$400 on a similar registration drive in

1980, but apparently no statistics were kept again, she says. A follow-up telephone canvassing of 50 people was conducted, Lance says.

The ASUO is spending \$500 on the registration drive and the Oct. 21 Political Faire.

The ASUO will try to increase turnout after registration with telephone and poster reminders, she says.

Such a large-scale follow-up of the registration drive has never been attempted, Lance says.

The Political Faire is an ASUO attempt to promote responsible and informed student voting, she says.

Marketing student Dan Wilson will conduct a marketing survey on the effectiveness of registration drive publicity starting Oct. 20, she says.

The coordinators also hope to establish a communication network with concerned students, says Sherwood Reese, a co-coordinator of registration staff.

"Some students are apathetic, and that's a shame," he says.