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Selling a new image

Fuzz-bashing hippies or peaceful pupils?

By Lisa Erb
Of the Emerald

Bombed buildings, blockaded streets, public protesters, the police, the National Guard... on the University campus?

Those are scenes from the late 1960s, when headlines in the Oregon Daily Emerald read "Marchers protest arrests, invade ROTC building," "Navy recruiters ousted from EMU," "150 resisters march in National Draft Day," "Dynamite blast shakes empty ROTC offices," and "Viet Nam protesters stage march."

More than ten years have passed yet some Oregonians still see those headlines when they cast their ballots and when they decide where to send their children to school.

In an effort to increase enrollment, attract more industry to the community and minimize University budget cuts, leading faculty members, students, and some of the University's administrators have renewed a decade-long effort to improve the public's perception of the University.

"There has been an awareness of the problem all along," says James Buch, director of University admissions. "Things have been done in the past, but it takes time."

"We're starting at what I might call a grassroots level."

University Pres. Paul Olum agrees an image problem exists. "There is so much of a lack of understanding about the University. We have to get faculty

and students out into the community where they can be seen."

The open house at the Hult Center for Performing Arts which the University co-sponsored, the music school's public performances, the art museum's traveling exhibits and KWAX, the University's radio station, are examples of taking the University to the public.

According to Curt Simic, vice president for University relations, increased enrollment is the most critical part of increasing public awareness.

"All things are aimed at the student's success," Simic says. "If a student has a good experience with the University, he will attract more students."

"One of the most important aspects of public image is what's conveyed across bridge tables — it is by word of mouth that public image is spread," Simic explains.

The University is also trying to get community leaders to speak out about the excellence of various programs and departments. Says Olum, "When the president of the University gives a speech, it's somewhat discounted — of course the president would say that."

Recently groups of labor leaders, local officials, state legislators and journalists were given tours of the campus and treated to luncheons, during which the merits of the institution were discussed. Under the organization of Charlene Curry, director of governmental relations for the University, similar activities will continue, with guests coming from around the state.

"The public needs to begin to realize how many areas the University excels in — particularly the sciences," says Simic. "In chemistry and math, we're the strongest in the state, and that's certainly not the public awareness."

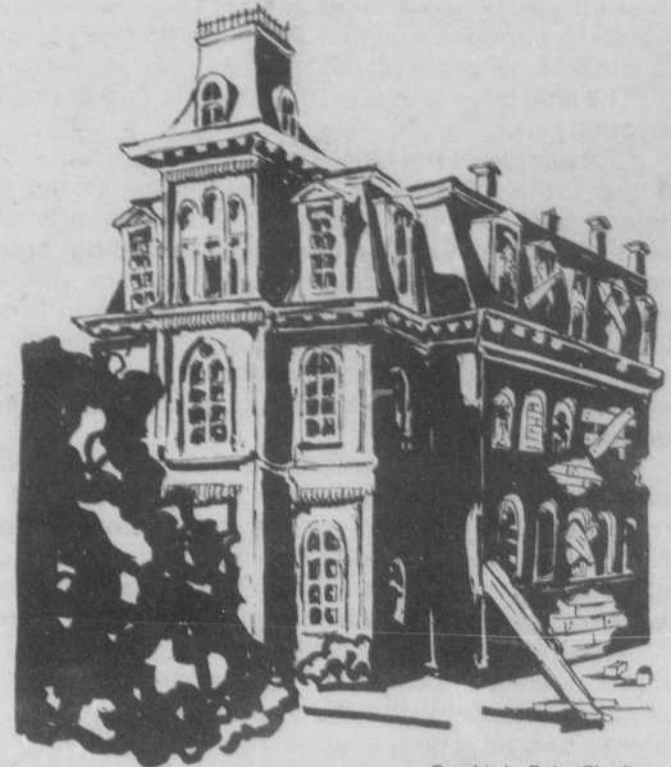
"There is work to be done in helping people understand the kinds of things being done in research and the impact it has on their lives," Buch comments.

Buch feels that "many Oregonians are cautious about the U of O — they aren't certain of what we are. There are those who feel we are still a hotbed of radicalism."

Barbara Bellamy, Eugene's public information director, disagrees. "I would say that the University is well-perceived in this community. In my dealings with the public, I have never heard any negative comments about the University."

However scarred the University's public image may or may not be, its efforts to communicate and cooperate with the community are increasing, as both city and University struggle under the same economic burdens.

"Research Corridors," a new project among community and education leaders, has set a 10-year goal to "im-



Graphic by Betsy Charlton

prove the economy... through the coordination of a research and development complex that uses and continues to upgrade the resources available at educational institutions in order to attract firms and provide a labor force."

Part of this "labor force" could be in the high-technology industry, where the University would prove to be a great asset to the community.

University officials hope that an improved image of the University will be found and that closer ties to the community will develop as a result.

However, a University and community partnership will not be possible, says Olum, until there is first a "recognition on both our parts that we share a common destiny."

Dean of students applies for leave



Bob Bowlin

The University's Dean of Students, Bob Bowlin, has requested a one-year leave of absence to take the associate directorship of the Commission on Colleges of the North West Association of Schools and Colleges, according to University Provost, Richard Hill.

Bowlin declined to comment on the matter, saying he'd prefer to wait until everything is finalized.

However, Hill says the dean asked for the leave beginning Jan. 1 to work at the Seattle-based commission. Hill says the

leave is only for one year and Bowlin will return in 1984.

"Bob is a senior statesman in the area of student affairs, he has a wide range of experience, he cares very much about the University," Hill said. "When such a person leaves, the University suffers."

Bowlin began working at the University in 1961 as Assistant Dean of Men. He held various positions at the University until 1970 when he was named to his current position as Dean of Students.

Born in Colorado and raised in California, Bowlin came to Oregon to work on his doctorate in education and social science. He also spent four years in the Army, two of them as an investigator/interrogator.

A replacement for Bowlin has not yet been named.



Photo by Scott Levy

Chinese culture week opens

George Lin lectured on traditional Chinese musical instruments and several Chinese students demonstrated them, Monday night in the EMU.

Lin spoke about the instruments' origins and their relation to Chinese culture. He played tapes of some of the instruments and students demonstrated others.

The lecture as well as a display of pamphlets about Chinese culture and tourism in Hong Kong during

the day, kicked off Chinese Culture Week at the University.

Events scheduled for the rest of the week include a documentary film on Chinese and Asian palaces will be shown tonight at 7 in Room 221, Allen Hall. A film about Chinese culture will be shown Wednesday night the same time and same place.

The week concludes Thursday with a film and lecture on Chinese papercutting by Tina Chung.