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This sign's time had come

By Stasia Scarborough
Of the Emerald

No news is good news if you've been waiting for the Fishbowl sign to give you the time of day — EMU officials removed it last week in favor of a simple clock.

The sign, located over the exit of the EMU eatery, was taken down last week when EMU officials decided that it wasn't worth the money, says Frank Geltner, assistant director of the building.

And it doesn't seem that popularity will bring it back. Reception of the board, which displayed news from national wire services, was never very good, Geltner says.

The board received a "mixed review," Geltner says, adding that the most common question he heard after the board was installed was: "What happened to the clock?"

"All they wanted was to find out what time it was," Geltner says.

The sign, which received its news through a phone line from Dallas, Texas, did print the time, but "you had to wait," Geltner says.

That prompted EMU officials to add a clock to the sign. Still, that solution didn't secure the future of the board.

When the owners of the sign, who provided the board for free, asked the University to begin paying for the sign, University officials said no, Geltner says.

The company had planned to sell advertising on the sign and gave the boards to universities across the country at no cost. When the company had trouble selling advertising, the owners decided to ask for money for the service, Geltner says.

That's when EMU officials decided the service wasn't worth it.



Photo by Michael Clapp

Students walking in and out of the Fishbowl pass under the clock that recently replaced the informative but untimely sign board.

So after a year and a half in the Fishbowl, EMU officials took the sign down and returned it. Time, after all, rules everyone's lives. And in communicating that, the sign just didn't live up to expectations.

"The sign wasn't an effective means," Geltner says.

departments update

Honors

Richard Lindholm, dean

emeritus of the business school, was chosen by the Marquis "Who's Who" Publications Board as a member of Who's Who in the world. This is Lindholm's second appointment.

Donald Genasci, architecture professor, has won a national award for his design of the Eugene Riverfront Project.

Genasci's project incorporates light industry, office

and local commercial functions, while encouraging the whole area to enjoy the river.

The competition was sponsored by Progressive Architecture magazine and appears in a feature in the January issue of the magazine for architectural professionals.

The Eugene Riverfront Project is part of a plan to renovate the downtown area.

The proposed project will include more than 50 acres extending from the Ferry Street Bridge to the upper bike bridge on the north side of the river.

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