

## Jury convicts Briles of arson and assault

A Lane County Circuit Court jury found Douglas Andrew Briles guilty of three felony charges Friday night in the Nov. 8 beating of a University professor and the arson of his home.

Briles was convicted of first-degree arson, first-degree burglary and second-degree assault by a jury of nine women and four men. They deliberated about four hours before determining that mental illness did not interfere with Briles' ability to know what he was doing.

Briles was found guilty of breaking into Harry Wolcott's home at 85711 S. Willamette St., dousing the house with about 450 gallons of stove oil from a nearby storage tank and then beating Wolcott when he returned home later that evening.

Briles, who had lived in a cabin on Wolcott's property from 1980 to 1982, was interrupted while beating Wolcott when Norman DeLue, Wolcott's roommate, came home. DeLue ran to a neighbor's house and telephoned the police.

Wolcott escaped, while Briles set the house, which was destroyed, on fire. Oregon State Police arson investigator Paul Shiell said it was one of the "most efficient arson jobs" he had ever seen.

Briles, 24, of Escondido, Calif., was arrested at a friend's house later that night. Wolcott, 56, was hospitalized briefly for treatment of cuts and bruises he sustained in the beating.

Cottrell ordered an investigation into Briles' background and mental health to help determine Briles' sentence. He also granted a prosecution request to order Briles held without bail in the Lane County Jail.

During the three-week trial, emphasis was placed on the sexual and psychological relationship between Briles and Wolcott.

Defense Attorney Ted Carp contended that Wolcott had exploited the relationship while working on a scholarly article about Briles' life history.

Carp said Wolcott's apparent refusal to let the relationship end helped trigger Briles' mental breakdown after he returned to his mother's home in Escondido. Briles has been diagnosed a paranoid schizophrenic.

Deputy District Attorney Frank Papagni agreed that Briles was mentally ill, but contended that Briles was suffering from an anti-social personality disorder on the night of the arson and so could be held criminally responsible for his actions.

## Ad team takes regionals

For the fourth straight year, the University advertising team won the district round of a national advertising competition, last week at Eugene's Valley River Inn.

The next step for the five-member team is a trip to Washington, D.C. on June 8 to compete in the final round of the National Advertising Competition, which is sponsored by the American Advertising Federation.

The University has been successful at the national competition in the past. The 1983 squad finished second in the nation and last year's team placed sixth.

Bob Taber, team adviser, said that only two other schools in the country have gone to nationals the past three years in a row.

The University team — Suzanne Baird, Sloane Barker, Marcia Leonard, Julia Mansfield and John McLean — was required to present a mock plan on how Burger King should allocate a \$100 million advertising budget for one year.

Ten teams representing Northwest and Canadian schools participated in the district competition. There are 15 districts in the country, and the winners from each one will go on to compete nationally.

Three parts constituted the competition: a 50-page plan book; a 12-page creative supplement, which included the proposed media executions; and a 20-minute presentation. The team introduced its proposal in a slide presentation, called "An Orchestration of Great Taste."

The American Advertising Federation recruits a sponsor for the competition each year. Companies pay from \$16,000 to \$100,000 to sponsor the competition. Burger King, the 1985 sponsor, has the right to use any ideas from the competition.

Taber said that the team did an excellent job repeating as district champion. "The entire plan was very detailed and pro-



Photo by Michael Clapp

The award-winning University Ad Club (clockwise from top): John McLean, Bob Taber, Julia Mansfield, Marcia Leonard, Suzanne Baird and Sloane Barker.

fessional," he said. "This year's team definitely worked harder and was much more organized than previous teams."

University teams have always worked hard to excel in the competition, Taber said. "We work hard because winning district enables us to go to Washington and be surrounded by 600 top advertising professors, it's a vehicle to jobs in major ad agencies for the students, it enables us to be called one of the best ad teams in the country and the week-long trip is free."

Team captain Suzanne Baird said, "Things really came together for us on Friday. It is nice to know that our hard work paid off."

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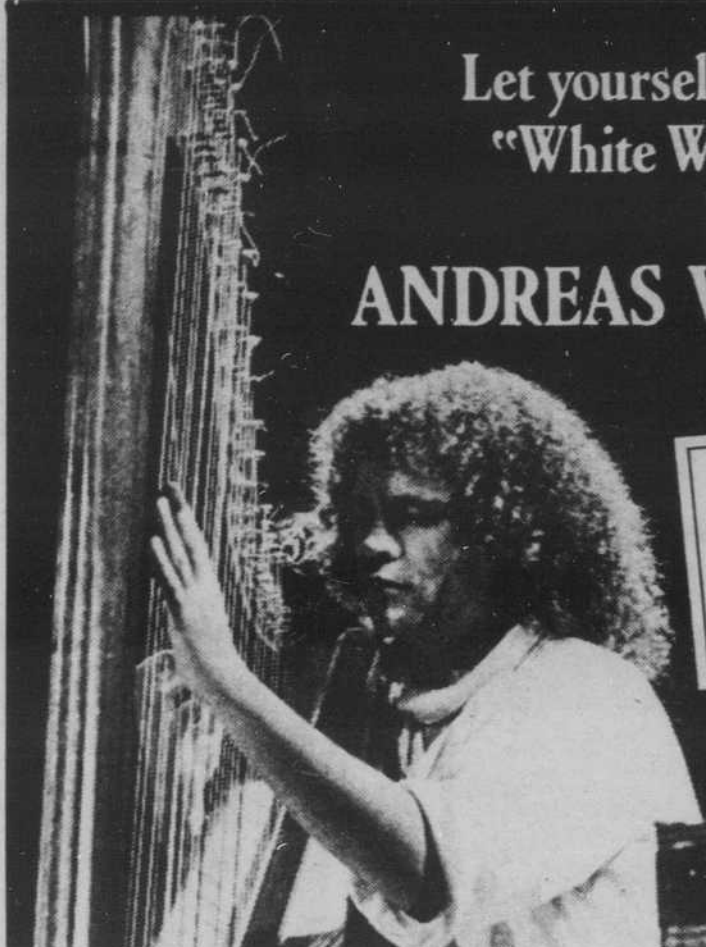


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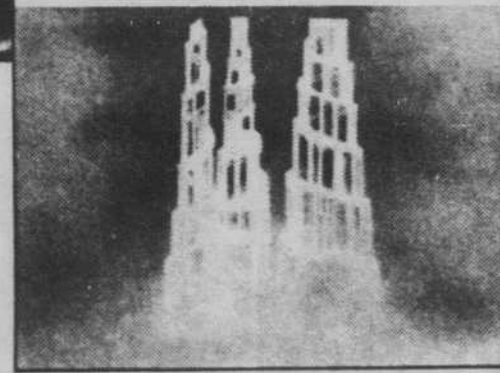


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