

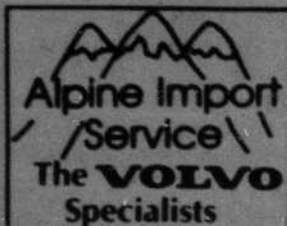
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New yearbook staff hopes to overcome past failures

By Julie Freeman
Of the Emerald

The book is back! Or so a group of about 50 dedicated staff members say, despite the fact that "The Oregon," the new University yearbook, still is in the promotional stages of development.

With no office space or solid financial base the yearbook is attempting to make a comeback this year without being overshadowed by past failures of the publication that preceded it.

"This book is going to be here to stay," says Karlen Trucke, a sophomore business major who is the book's marketing manager.

"It is totally new and we don't want it to be connected with the 'Oregon,'" she says.

The Oregon was the last official yearbook on campus. After disappearing in 1970 and then making a comeback in 1975, it folded in 1980 with a \$44,000 debt that the University was required to pay.

The initial idea to create a new book, which will be financially independent of the University, came from Jim Bellomo, a sales representative for Jostens, Inc., a yearbook publishing company.

Bellomo, who represents about 40 high school yearbook staffs in Lane County and the surrounding area, says he has been entertaining the idea of putting out a "classy" yearbook at the University for a long time.

"The book we will produce will be something the University has never seen before," he says.

Sigrid Wright, a junior journalism major and editor of the publication, says the book will follow a magazine-style format and contain about

350 pages, covering everything from the dormitories and the greek system to different clubs and organizations on campus.

She is counting on a combination of new style and old tradition to sell the \$15 yearbook that will come out next June.

"We have a whole new marketing style and look from the old book. And a whole new group of people," Wright says.

"But this is still going to be a very traditional book," she says, adding that she thinks many people at the University are going back to more traditional ways, such as getting involved in groups and University activities.

Book sales, which will be conducted on a pre-order basis, will be the main source of revenue for the publication, Wright says.

And this month, individual representatives in dormitories and greek houses will be recruited to help with the sales.

Much of the staff is comprised of students who have had experience with their high school yearbook, including Wright, who was the former editor of South Eugene High School's publication.

Still, Bellomo says the financial viability of the project remains in question. He and Wright have picked Nov. 1 as the date when they will step back and take a look at how actual sales are going.

But contrary to Bellomo, Wright has no doubt that the book will be published.

"I know it's going to work, it's just a matter of knowing when things will happen and how much they will cost," she says.

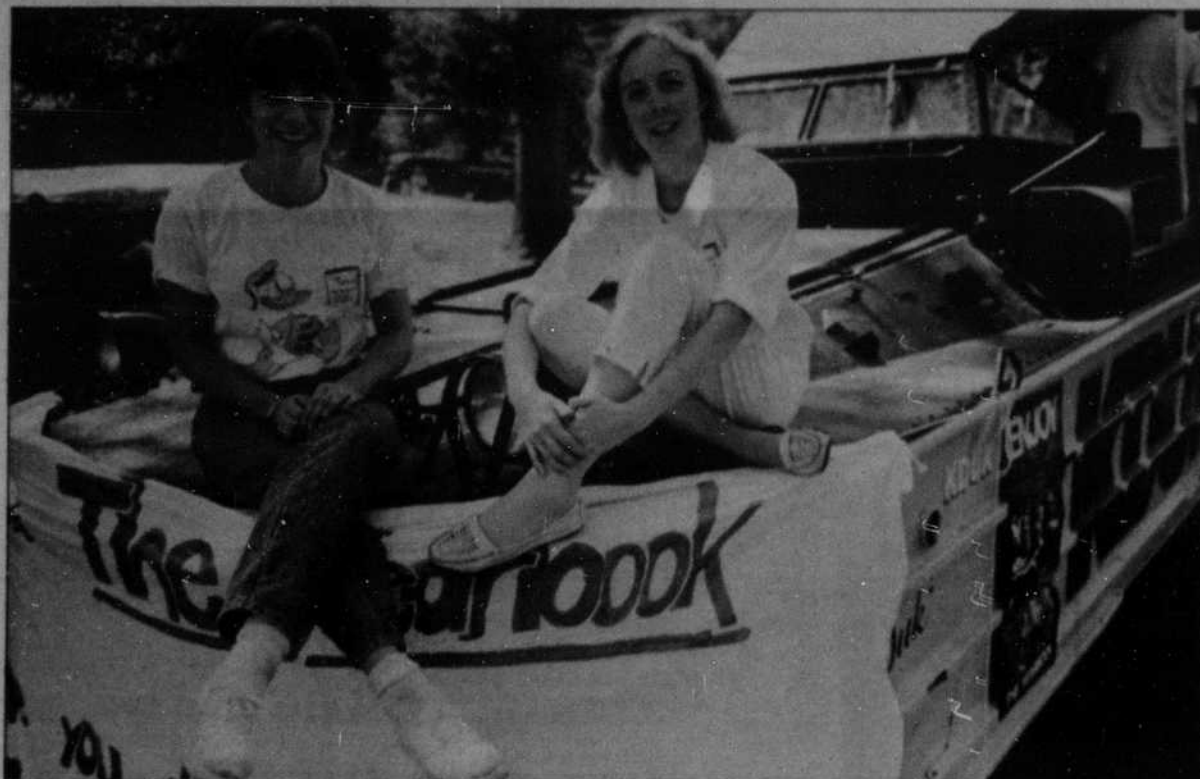


Photo by Karen Stallwood

Pam Burke, yearbook associate editor (left), and Sigrid Wright, editor, have kept busy these past two weeks promoting "The Oregon," and both believe the yearbook will return after a five year absence

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