

## University

# University gift funds three professorships

By Chris Bouneff  
Emerald Associate Editor

A \$1 million gift made Tuesday to the University as part of the ongoing Campaign for Oregon is being slated to fund three faculty positions in both the College of Business Administration and the School of Journalism.

University President Myles Brand said the gift will establish an endowed chair in the business school and two professorships in the journalism school.

Eugene businesswoman Carolyn Chambers made the endowment as part of the State System of Higher Education's new Endowment for Excellence Program, which promises matching funds from the state for private donations made to any of Oregon's eight universities or colleges.

"Carolyn Chambers lives the philosophy that you return something to your community," Brand said Tuesday. "Carolyn, thank you for helping us build for the future because in so many ways the University of Oregon is where the future begins."

Chambers initially made her gift last May but waited until the Oregon Legislature approved the higher education budget to determine how the money would be spent.

Chambers, who founded KEZI-TV and owns 14 other cable television systems throughout the West, graduated from the University business school in 1953. She also serves as the chairwoman for the national steering committee for the University's fundraising drive.

"The University's reputation is going to ride on the should-

ers of those professors that are hired in the next ten years," Chambers said. "The prospect of helping the University become one of the best in the nation is an exciting prospect."

The endowment was announced Tuesday morning in Salem with Gov. Neil Goldschmidt participating in the press conference.

Goldschmidt originally proposed the Endowment for Excellence Program, which is funded by a \$1.2 million general fund appropriation approved by the Oregon Legislature last session.

The program annually matches the first 5 percent in interest income earned by the endowment, which equates to an extra \$100,000 in state funds for the University.

"The key is to recruit and retain outstanding faculty, and through the Chambers gift and other gifts that we hope to receive, we will accomplish this," Business School Dean James Reinmuth said.

Chambers' endowment will create the Chambers Chair in Business, the fifth named faculty position in the business school.

In the journalism school, the gift creates the KEZI-TV Professorship in Electronic Journalism and the Chambers Professorship in Advertising.

"This gift is the largest and most significant benefit to the School of Journalism in its 74 year history," said Arnold Ismach, school of journalism dean.

Ismach said the endowment would be used to fill vacancies in the fields of electronic journalism and advertising, two areas where the journalism school is understaffed.

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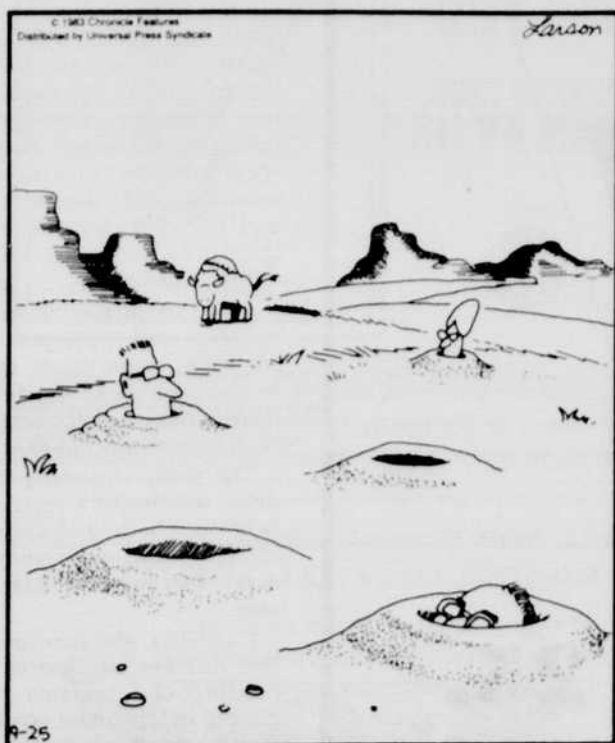
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