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Inside

- Sister city crafts, Page 3
- Gay, Lesbian Helpline, Page 4
- Police Beat, Page 5
- The Duck story, Page 10



Southern Star

Randy Owen, lead vocalist for Alabama, excites a crowd of country faithfuls at MacArthur Court on Tuesday night. Alabama came to Eugene as part of their Southern Star tour, performing old favorites such as "Dixie Land Delight" and new hits like "Song of the South."

Photo by Mark Ylen

Magazine content effected by ads

By Stephanie Holland
Emerald Reporter

Self-censorship in magazines caused by editors' fears of possible revenue loss from tobacco companies is a major reason why popular women's magazines do not run articles relating cigarette smoking to cancer deaths in women, a University professor discovered through research.

"This self-censorship is subtle," said Lauren Kessler, associate professor of journalism. "I'm not trying to say some bigwig gets on the phone and makes threatening remarks (to editors)."

Kessler said if editors are concerned about tobacco companies pulling cigarette ads from magazines that report the health hazards of smoking, editors may also worry about losing other ads.

"The potential threat of the loss of that kind of money had



Lauren Kessler

a chilling effect, I believe," she said.

Tobacco company Phillip Morris owns General Foods, which is a major advertiser in women's magazines, Kessler said.

R.J. Reynolds owns Nabisco Brands and Del Monte Foods. American Brands owns Ameri-

can Tobacco Co., Sunshine Biscuits, Andrew Jergens and Jim Beam.

In 1985, lung cancer was the number one cancer killer of American women. In 1987, lung cancer killed 44,000 women.

Kessler analyzed the advertising and editorial contents of six women's magazines from 1983 to 1987 to monitor and discover why they did not report on the connection between cigarette smoking and cancer deaths in women.

"I'm generally interested in and have devoted most of my research to outsiders -- voices that don't get in the mass media," Kessler said.

She said she chose to study Cosmopolitan, Good Housekeeping, Mademoiselle, McCall's, Ms. and Woman's Day because they are the largest circulation women's magazines that also employ health editors.

Turn to Kessler, Page 12

IFC overrides ASUO veto; grants subsidy allocation

By Brian Bloch
Emerald Associate Editor

The Incidental Fee Committee voted 5-2 to override an ASUO veto of an allocation to the ASUO Child Care Subsidy Program during a meeting Tuesday night.

The ASUO vetoed the \$10,211 allocation Nov. 16 because of a lack of surplus and unallocated reserve funds after the committee initially granted the money to the program during a Nov. 14 meeting.

The override means the program will receive the funds to cover its last year's deficit, which is now incurred by the EMU, said program coordinator Dennis Reynolds.

Although the committee voted in favor of the override, IFC members Paul Nhem, Elizabeth Neely and ASUO Vice President Scott Wyckoff, who issued the veto, argued that because the allocation was not for emergency purposes and in light of the surplus fund shortage, the committee should table the motion until other sources of funds could be analyzed.

In addition, Wyckoff said that because the program has only spent approximately \$22,000 of its \$130,000 budget, the deficit could be covered until a time when more accurate budget figures could be collected or past loans owed to the IFC by other groups were repaid.

According to a Nov. 16 memorandum from Wyckoff to IFC Chairwoman Tonja Swires, the committee, prior to the override, had approximately \$8,000 in surplus funds and the same amount in unallocated reserves. The child care allocation leaves the accounts at a re-estimated total of \$3,000 for all program special requests throughout the year, Wyckoff said.

According to the memorandum, "... we have been issuing a blanket veto on all special requests except for rare instances where a group was requesting payment of a bill from the previous fiscal year or the final budget book did not reflect the actual amount budgeted."

In addition, Wyckoff said the over-realized fund generally used to cover emergencies in the past will be in deficit this year because of the newly adopted enrollment cap. That fund is generated when preliminary enrollment figures fall short of the actual enrollment and more student fees are generated by the extra students. This year, however, Wyckoff said the actual enrollment is approximately 400 students short of the enrollment cap, creating a deficit.

"There is a general concern from our office about the money that is left," Wyckoff said. "We need more complete projections before we can allocate this money."

"Tabling this motion would allow us to consider this more thoroughly," Nhem said.

"I don't want to make a decision tonight, not until we have a more firm ground," Neely said. "It's just not fiscally responsible."

However, committee members who favored the override stressed the importance of maintaining the program's funding.

"This is a totally legitimate way to spend this money," said IFC member Jack Maynard. "I can't see a program that's more important on this campus. If this goes under or is jeopardized, a lot of people will drop out of school."

"It's a relief," said Marcy Goicochea, GTF and student parent. "The subsidy program is more important than ever this year."

But those who voted against the override said they also support the program although they did not feel a need to allocate the money immediately from already depleted funds.

"I support the child care program whole heartedly," Neely said. "Some people think that just because we don't want to allocate this money now that we don't support child care and that's bullshit. It is the most important program on campus."

"I would have been more comfortable if they would have waited a week or so and considered the proposal," Wyckoff said. "It's a done deal. The issue now is how close are we treading to running out of money."

WISTEC will reopen

Minimum operating costs donated

By Catherine Hawley
Emerald Reporter

The Willamette Science and Technology Center, which closed its doors in August due to a lack of funding, now has enough money to reopen in February, the museum's executive director announced Tuesday.

Contributions from individuals, local businesses and city and county government have made it possible for the private, non-profit science museum located at 2300 Centennial Blvd. to reopen.

"I am very, very pleased," director Deborah McCarty said. "We've achieved a lot in a short time with a very small staff, but our work has just begun."

The announcement came the morning after Lane County Commissioners voted to grant WISTEC \$10,000 to bring the total amount of contributions to the museum to \$90,000. That amount, combined with projected 1990 revenues, is enough to cover 75 percent of a minimal operating budget for one year, said Peter Swan, vice chairman of the WISTEC board of directors.

The board of directors had determined WISTEC needed to raise 75 percent of a minimal operating budget of \$128,000 by Monday in order to reopen.

Turn to WISTEC, Page 12