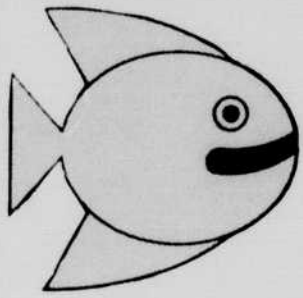


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University

Emerald to receive new manager

By Catherine Hawley
and Denise Clifton
Emerald Associate Editors

The Oregon Daily Emerald's Board of Directors voted last week to create a position for a general manager to oversee the paper's operations.

The board, which acts as the Emerald's publisher, proposed that the general manager be responsible for the administrative and fiscal operations of the paper and act as supervisor over the business, advertising and production departments.

Although the proposal does not give the manager any authority over the paper's editorial department, it states that "he or she would assist and interact with the editor pertaining to budget matters, office operations, legal matters, corporate policy, etc."

In addition, any conflicts between the editor and the other three department heads would be mediated by the general manager.

"The things that we're proposing for the general manager to do is perform personnel functions for the department heads," said Scott Diehl, board chairman and controller of *The Register-Guard*.

This proposal, which includes plans to conduct a nationwide search and hire a general manager by June 1, would change the Emerald's working structure. The paper has operated on a team management system since it became a corporation separate from the University and the journalism school in 1971.

Under the team management concept, the four department heads control their own sections and report directly to the board, which includes three community members, two University faculty members and five student members.

Once a week, the Emerald's four department heads meet and make decisions together that affect the paper as a whole. Under the proposal, all four department heads would meet with the manager to make im-

portant decisions, and all department heads except the editor would report directly to the general manager.

"We need someone looking three, four, five years down the road to look at the goals for the corporation," Diehl said, adding that the general manager would provide long-term stability for the Emerald.

"The board of directors would become more of an advisory board," said board secretary Wendy Baker. "We would let people working there day-to-day run the paper."

Although Emerald editor Thomas Prowell and the department heads all said they support the idea of a general manager, they expressed concern that three months may not be enough time to conduct a nationwide search and fill the position.

"I think it will be something that's good for the Emerald eventually," Prowell said. However, "I don't know if they're allowing enough time for student input," he added.

"The important thing is to find the right person to serve the needs of the corporation," said Emerald advertising director Susan Thelen. "If they can do that by June 1, that's good."

Emerald business controller and assistant to the publisher Jean Ownbey said she favors a general manager position but "My only problem at this point is the rapidity of the process."

No matter how long it takes to find a general manager, that person ideally would improve the student training aspect of the Emerald through organizing workshops and inviting guest speakers from outside media, said production manager Michele Ross.

"I would hope it would be a person that would be very committed to the student newspaper and training the students," Ross said.

Emerald associate editor and board member Chris Bouneff, who represents the news staff on the board, said a general manager would help the Emerald with planning on a long-

term basis, solving department conflicts and creating stability. However, Bouneff said he is concerned with the board's tactics on creating the position.

"Basically, I'm for the general manager position, just not the way they're implementing it," he said.

Board member Ingrid White, who represents the production department, served on the executive committee that drafted the proposal. However, she said she voted against it because she didn't like the way it was being implemented and she didn't think the Emerald could afford it.

Bouneff, the only other board member to vote against the proposal, agreed. "They want to pay this person \$30,000, which is a low figure in my opinion," he said. "They're not taking into account the Emerald's profit margin. This is about it — \$30,000."

Although the proposal states that the three department heads under the general manager would continue to have the same authorities and responsibilities, Bouneff said "they can't say they'd have a supervisor and retain autonomy, too."

"It's important to note the news side is the only completely student-run part of this newspaper right now," Bouneff added. "This proposal has the potential to affect the news side because of the loose wording on how the general manager can 'assist' the editor."

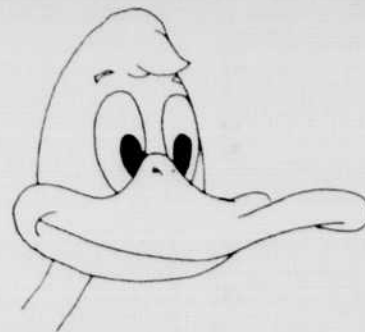
But Diehl maintained that the manager's advisory duties would be confined to "budget and financial matters."

Emerald managing editor Alice Wheeler said the news staff has been discussing the proposal and plans to write a letter to the board outlining their concerns.

Emerald news editor Chris Blair encouraged the board to remember the goal of the paper is to train students. "This is not a Fortune 500 company. It's a student newspaper," he said. "Keep it simple, easy, efficient. What will keep it running is the students."

The board will discuss the general manager's job description at its next meeting March 29.

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