

EDITORIAL

Advertising to kids should be watched

President Bush, that well-known champion of the freedom of expression, has struck another blow for the diversity of ideas.

Bush has opposed pending legislation by Congress that would limit the amount of commercial advertising time in children's programs. The current rate for the advertising ranges from 13 to 17 minutes per hour. Congress wants to limit that amount to no more than 10½ minutes per hour.

The Bush administration said the legislation would "create new and extremely serious First Amendment problems" that involve freedom of expression and speech.

This is a far cry from stances he has taken in the past concerning the First Amendment. He has favored passing a constitutional amendment to forbid flag desecration, a legitimate form of protest that was used many times in the Eastern Bloc countries, because the flag is a "unique and special symbol."

The President's party has led the way in restricting National Endowment for the Arts funding to artists that certain groups find obscene.

Why isn't Bush concerned about creating new First Amendment problems with his stance on these issues?

It appears that he thinks the only forms of expression that deserve First Amendment protection are those that make money.

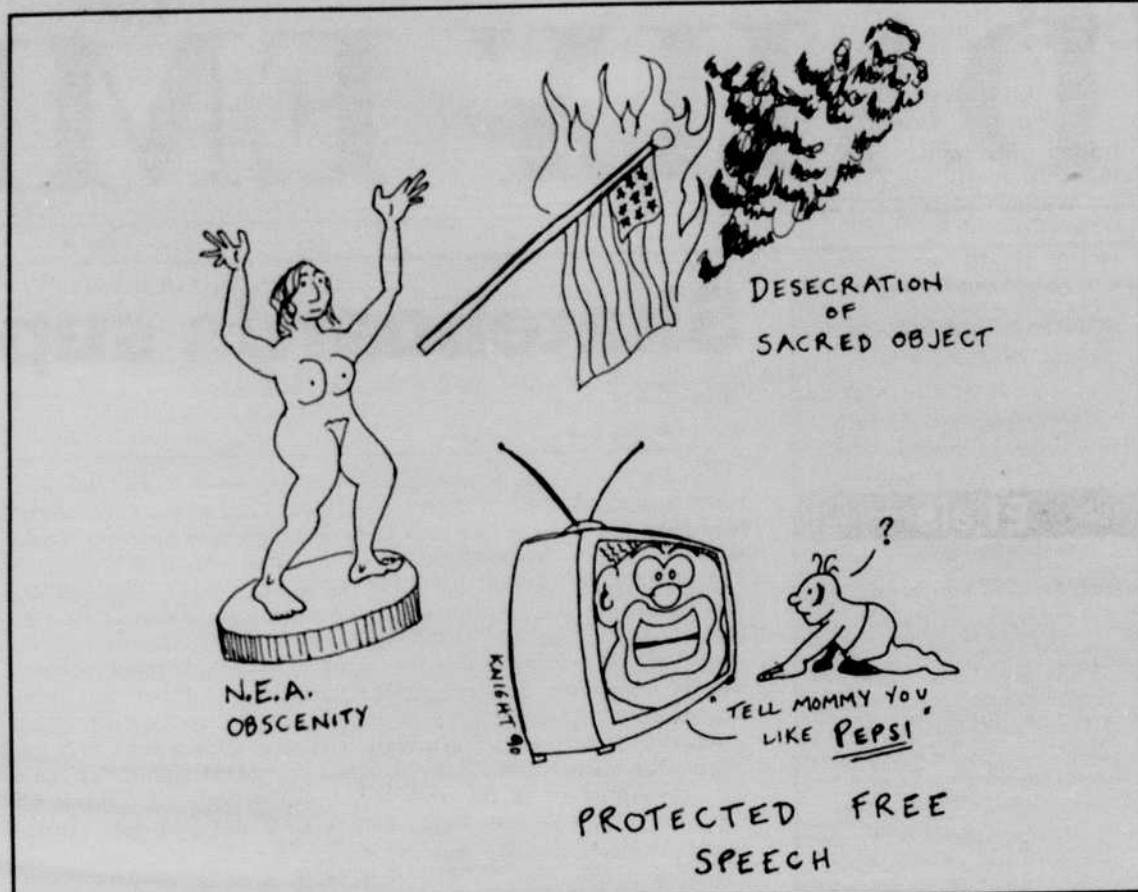
It is scary that the president has no problem restricting a dramatic way of criticizing the country — flag burning — or an effective method of expanding people's view of their world — art. But he does have a problem with limiting ways to sell breakfast cereal or teen-age mutant ninja turtles to preschoolers.

Censoring music groups like 2 Live Crew, who sing about real-life cultural attitudes, does not bother Bush. Libraries that ban or restrict books do not bother him — just don't take away someone's right to hard-sell five-year-olds.

Many children cannot tell the difference between ads and programs until they reach the age of four or five, and they do not recognize that someone is trying to sell them something until they are seven or eight.

In Bush's mind a flag made of material deserves more protection than children who do not have the ability to defend themselves against high-powered ad agencies. It is an obvious means of pandering to his favorite constituency, big business.

Apparently when Bush talked about a program of kinder and gentler policies toward family concerns, he was talking about the corporate family.



Public must decide Willamette fate

The Eugene City Council wants the public to vote on a new downtown mall design that includes the reopening of Willamette Street.

First planned to go on the March 26 ballot, the city council pushed it back to May.

Even though they can't make up their mind, the least they can do is let the public make up theirs.

Downtown is dying and something needs to be done. The opening of Willamette is not the answer.

The downtown mall is a welcome relief to the staid, sterile environments of enclosed malls. A new variety of coffee shops and eateries would enhance an already relaxed atmosphere.

The city library should relocate in the old Sears building. Thirsty readers would patronize the downtown area.

The city could build a skateboard rink, giving skateboarders a place of their own

while increasing the safety of afternoon strollers.

Ed Aster, owner of Aster Publishing Corp. on Willamette, is vehement in his opposition to opening the closed section. Other businesses on that segment of Willamette display "Keep Willamette Closed" signs.

Submitting a new downtown mall design to the voters with Willamette opened up is the latest affront to the citizens of Eugene.

A Save the Mall committee is gathering signatures to place an initiative on the ballot that would amend the city charter so the people can vote on the reopening of Willamette Street by itself.

So far it is only a handful of vocal business leaders and developers who will profit from a reopening of Willamette.

The city has allocated \$66,000 so far for its redesign plan with the opening of Willamette Street included. Let the people decide if they want the street opened first.

LETTERS

Cooperative

Many students may not be aware that the current director of the University Office of Public Safety is retiring. There is a committee interviewing several potential nominees as a replacement.

After spending several years on this campus and having confronted our campus police on numerous occasions, I believe Officer Suzie Hunter would best serve our campus community as the new director.

Suzie has made a considerable effort to work in a cooperative spirit and mutually respectful way with students. As a crime prevention specialist she has come to understand how this campus works inside and out.

By endlessly working through committee structures, she has on several occasions found creative solutions to the needs and concerns of students with the rules and regulations of the administration. She speaks the students' language.

Her work is of an educational

nature and promotes positive and empowering methods to prevent crime before it happens.

She has created videos on bike and dorm safety as well as help create new student conduct code language on sexual harassment.

This campus will be a better place if we can empower students to protect themselves instead of depending on the mercy of the police.

Suzie has the potential to place the diversified needs of the student body over the authoritarian nature of a traditional police department.

Brian Hoop
Architecture

Duck respect

Yes, the Oregon football team does not get the national attention it deserves.

The team truly has big talent, collective and individual, and impressive command over skills that are necessary to win football games.

I, as do many adoring fans, applaud the team and thank them for such a beautiful performance on Saturday against BYU.

Talent, skill and the command over individual excellence cannot substitute what is needed in the do-or-die situations.

The command over imposing human will in a situation is how do-or-die situations end up done.

The Ducks (coaches, players, fans) need to hone abilities to dig much deeper than talent, skill and personal excellence (elements not easily attained), and find out how the imposition of human will can turn crucial moments into winning moments.

The Duck team could be destined for very big moments.

Catherine Arnold
Eugene

Lost tuition

In the article, "Crowding no worse than fall," (ODE, Sept. 28) it is reported that the en-

rollment ceiling for this fall was originally set at 17,600 but was upped to 17,800 to "recoup lost tuition revenue" due to low enrollment last fall.

The article then goes on to state that the ceiling was again raised to "assist an already financially strapped athletic department."

However, it has been reported twice before in the *Emerald*, once in the summer and in the large back-to-the-books issue, that the enrollment ceiling was raised from 17,500 to 17,800.

In both of these articles, the only reason cited was the debt of the athletic department. It was also reported that the tuition of student athletes, usually paid by the athletic department, would not be paid at all.

If tuition revenue was "lost" last year, why is tuition for stu-

dent athletes being erased?

Since the student body is always told that the athletic department pays its own way as well as generating revenue for the University, why are they in debt?

If the athletic department is so strapped, why were the new press box and sports complex built?

Where did the athletic department get the power to alter the enrollment ceiling?

Maybe if somebody was paying the athletes' tuition we'd have enough money to bring back the American Studies Department or one of the other programs that was run over while the athletes got much more than they needed.

Jonathan Schildbach
English

LETTERS POLICY

The *Oregon Daily Emerald* will attempt to print all letters containing comments on topics of interest to the University community. Comments must be factually accurate and refrain from personal attacks on the character of others.