

OPINION

SOUND OFF results



THE FINE PRINT

BY PAT MALACH

Results from the *Emerald's* "Sound Off" survey are in. The campus-wide questionnaire was published in the paper May 4, 6, 7 and 8. Although there were about 10,000

copies printed each day, only 19 people took the time to fill in and return the surveys.

Considering the amount of criticism the *Emerald* receives on a daily basis, this is a little hard to understand; but we do appreciate those people who found time in their busy schedules to offer input about the campus daily.

There were many valid critiques voiced about the *Emerald's* coverage, and believe it or not, not all of the comments were negative.

One of the most common complaints was that *Emerald* articles hinged on the naive side of reporting because writers were not critical enough of their sources. This is not the first time this criticism has been voiced by our readers and by professionals who conduct workshops with us. One of the best ways to deal with this problem is to stress to our reporters to check their facts. We simply cannot write down everything people say. A little skepticism can go a long way when gathering information.

Another common complaint is that the *Emerald* often seems more like a press release for speakers, panel discussions, symposiums, etc., and it is not a true newspaper. There is certainly some validity to this claim. We often fall into the rut of trying to give equal coverage to all events on campus. Unfortunately, the paper does not have the available space or resources to cover every event on campus and still report "news."

In this regard, the *Emerald* operates much like "real-world" corporate newspapers. Small staffs are kept busy cranking out copy to "feed the monster" — as one veteran reporter for *The Register-Guard* calls it — and the in-depth stories that take more time to dig up are left unattended.

One of my main goals for next year's *Emerald* is to try to break out of this rut. It will mean that as editors, we will need to be in better touch with what our readership wants and needs from the paper. To use a journalism cliché, we'll have to be better gatekeepers.

According to the survey, we need to do a better job of covering the ASUO, the Incidental Fee Committee, Measure 5 results, faculty and staff issues, and one of the biggest concerns, more entertainment coverage.

I also believe by getting more people involved in our freelance-writer system, we can free up time for our reporters and associate editors to go after the "bigger" stories. It's super easy to get involved with writing for the paper on a freelance basis. Just come up and talk to the freelance editor next fall.

Two people mentioned coverage of national and international news. One person wanted more, the other wanted less.

And of course, there were many complaints to the effect that "You haven't covered my particular group enough."

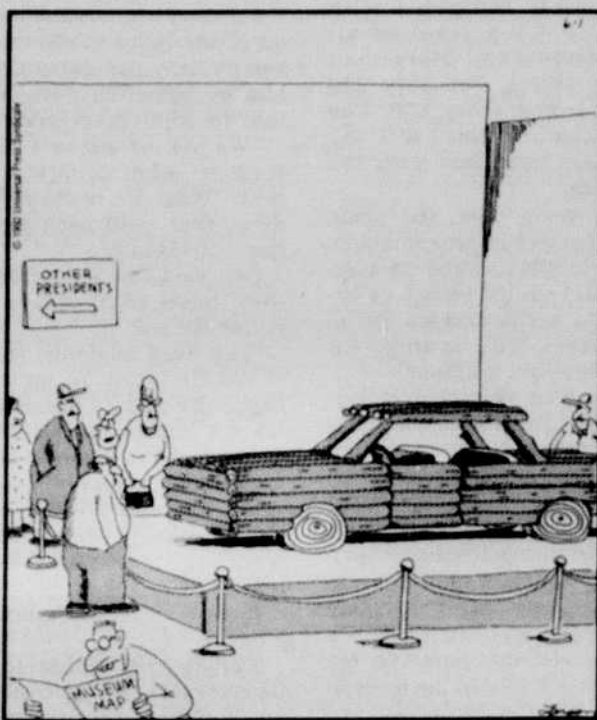
Ironically, for all the complaints we receive about our coverage of diversity issues, only two of the 19 people who filled out the questionnaire felt the *Emerald* had hindered diversity.

Again, thanks go out to those who took part in the survey. And to those constant *Emerald* detractors: Next time we offer the chance to bitch and moan (or, God forbid, commend us), take us up on it. You might find that we're actually paying attention.

Pat Malach will be editor of the 1992-93 *Emerald*.

THE FAR SIDE

By GARY LARSON



Abraham Lincoln's first car

Advertise in the **Emerald**

TO ALL OF OUR GAY AND LESBIAN FRIENDS

We believed the unthinkable was the impossible. We regret our complacency.

We pledge to redouble our efforts to build tolerance and mutual respect in our community.

The entire staff of Paul's Bicycle Shops wishes to reiterate that we value all gentle people regardless of race, religion, gender or sexual preference.

We reaffirm our opposition to the politics of fear, hate or bigotry.

PAUL'S

BICYCLE SHOP BICYCLE WAY OF LIFE



The Class of
'92
deserves a cake
with Class!

Order your cake today!

484-1662

Please place your cake order at least 24 hours in advance of your delivery or pickup time!



FALL CREEK BAKERY

881 East 13th Avenue, next to the UO Bookstore
Mon-Fri 7:30-9:00, Sat 8:00-3:00, Sun 9:00-3:00

25% OFF SALE

SAVE 25% - 50% OFF STOREWIDE

...we're moving soon to our new larger store and we're having a sale to celebrate!

coming June 15th:

A new larger store 2 doors west of our present location.

The largest selection of art and school supplies in Oregon.

Professional, friendly staff.

Oregon Art Supply

776 East 13th Ave., Eugene 683-2787
UPSTAIRS IN THE SMITH FAMILY BUILDING
8:30-7:00 M-F 10:00-5:30 Sat. 12:00-5:30 Sun.

YELLOW TAG ITEMS EXCLUDED. SALE LIMITED TO STOCK ON HAND. CANNOT BE COMBINED WITH ANY OTHER SALE OR DISCOUNT.