

School of Journalism changing

By Jen Ellison
Oregon Daily Emerald

The University School of Journalism will be implementing a number of changes in the next two years, including hiring a new dean.

This fall the school will add three minority women, two Native Americans and an African-American, to its faculty. It will also add a new sequence called communications studies.

By fall 1994, the school will have a new dean, revise its master's program, add a Ph.D. program and will change its upper-division core requirements.

Additionally, the school will have a new graphics lab by the end of spring 1994.

The University will put together a board in May to begin a national search for the school's new dean. The current dean, Arnold Ismach, will step down, and the new dean will take over fall 1994. It is not known when the new dean will be selected.

There are a number of requirements the faculty desire in a new dean that makes the search hard, said Associate Professor Tim Gleason.

"We are very dependent on private funds for enhancements," Gleason said. "He or she will have to be able to fund raise."

In addition to this criteria, the new dean must also be able to understand and talk to all medium industries the University works with, expand the school's reputation,

successfully guide the young faculty and create a structure the faculty will follow, Gleason said.

The school hired two of the new faculty members to teach advertising and the third to teach public relations next fall. All three will teach international and women's issues in the media, said Associate Dean Tom Bivins.

When the University's telecommunications and film department was cut last year due to 1990's Ballot Measure 5, the school integrated the telecommunications program. It also acquired five telecommunications professors.

As a result of the new professors and courses, the journalism school is expanding its broadcast sequence to include television production. It also added a new sequence called communications studies that looks at mediated communication and communication systems, focusing on how these influence society today.

Upper-division core requirements will also change. Students are currently required to take two out of three core classes. That requirement will change to three out of seven by fall 1994.

The journalism school will also be improving its master's program and adding a new Ph.D. program. Plans are not final on what the master's program will include.

The new Ph.D. program's degree will be called "Communication and Society." Both degrees will be offered fall 1994, Bivins said.

Girls see future, explore campus

By Mandy Baucum
For the Oregon Daily Emerald

As part of national "Take Our Daughters to Work Day," about 20 school-age girls spent all day Wednesday exploring the campus with a parent or adopted parent.

The "Take Our Daughters to Work Day," which was celebrated nationally for the first time, began in response to studies that show girls in the adolescent age group often have problems maintaining positive self-esteem.

The day was designed in part to give the girls an idea of the opportunities that lie ahead and receive leadership from female mentors, said Angela Muniz, co-chairwoman of the University's Women in Administration.

"The purpose of the program is to boost their self-confidence during a time in their lives where they are vulnerable to low self-esteem and to provide them with some positive role models," Muniz said.

Some people who didn't have daughters were allowed to "adopt" daughters for the day.

Nancy Brucker, director of leadership gifts and gift planning, spent her day with Mindy McArthur, an 11-year-old whose mother "shared" her with Brucker.

McArthur, who is interested in art, acting and singing, said her mother didn't go to college, but she is sure she is going to.

"I've always wanted to go to college," she said.

McArthur said she did have some fears about finding a suitable career.

"I'm afraid I'm going to get into a job and not like it after a while," she said.

McArthur said she did like her adopted mother's job and now knows she is looking for a "good job" and has a broader knowledge of careers to choose from.

Brucker, a former journalist and lawyer, said that's what the day was about, just showing the girls the options they have and to get them thinking about their futures.

"The more education you get the more choices you have," she said. "It doesn't matter what you choose, it just matters that you have a lot of choices. It's so important to expose kids to different options and make (the University) seem less mysterious."

Not just mothers, but fathers participated in the day as well.

Paul Eberle, acting executive director of the University Foundation, brought his 16-year old daughter, Marci, to work with him.

Marci, a sophomore at South Eugene High School, said she enjoyed the day with her dad.

"I think it shows the kids that work isn't, like, this horrible place you are cursed to," she said. "It can be a fun place."

Eberle said he believed it would be good for his daughter to see what he does.

"From my perspective, it was a very positive experience," he said. "(The day is) more of a female role-model thing, but I still think it will be beneficial for Marci to be here today."

Brand criticizes Clinton on higher ed

By Collette Pohlig
Oregon Daily Emerald

Funding for higher education is not at the top of the Clinton Administration's priority list — or even in the middle.

This is what University President Myles Brand was affirmed last week when he attended the annual spring Association of American Universities meeting in Washington, D.C.

"(President Bill) Clinton and (Vice President Al) Gore have a good understanding of what higher education is and the value of it," Brand said. "But while they have strong empathy for higher education, there are so many other things on the agenda — like health care and social program concerns — that we're not even close to the top of it."

The University is one of 28 public universities in the country to belong to the AAU. Membership is selected on pre-eminence in graduate and

research education and in basic research.

At this meeting, AAU members mainly discussed student financial aid and the importance of university research in the United States' economic development, Brand said.

Last week's failure of Clinton's stimulus package by Senate Republicans resulted in a substantial loss of student financial aid. With financial aid being the top priority of the AAU this year, Brand said the group reaffirmed its dedication to push the administration for aid.

Citing a lack of organization on Clinton's part, Brand said the majority of discussion about financial aid centered around who the administration's higher education contact person actually is, and also how best to lobby.

Clinton's plans for national service were also discussed at the meeting. Brand said although the program is still in the planning stages,

he is optimistic about the alternative ways of funding higher education.

The national service program, expected to begin this summer with 1,000 community service jobs, would allow young people to help pay for college through voluntary service-related jobs.

The program is expected to expand to 100,000 year-round positions by 1997, and cost about \$7.4 billion over four years and peak at \$3.4 billion in Fiscal Year 1997.

"Everyone (at the meeting) seemed to be strongly in favor of it," Brand said. "I like the idea of pre-college service because it builds civic responsibility very early."

Brand said he was pleased to see that Clinton realizes the importance of university research to the economic health of the country.

Brand said the University is doing a good job of attracting many federal grants for research through the hard work and dedication of the faculty.

ET ALS

MEETINGS

Alpha Phi Omega Executive Committee will meet tonight from 6 to 6:45 in EMU Century Room E. For more information, call 346-9794.

Alpha Phi Omega will meet tonight at 7 in Room 155 Straub. For more information, call 346-9794.

GTFP will meet and have a bargaining update today at 5:30 p.m. in EMU Cedar Rooms C and D. For more information, call 344-0832.

EMU Board House Committee will meet today at 4:30 p.m. in EMU Century Room A. For more information, call 346-3720.

Students for Health Care will meet today at 3 p.m. in EMU Century Room F. For more information, call 344-0650.

Incidental Fee Committee will have a budget meeting tonight at 6:30 in EMU Cedar Room E. For more information, call 346-3749.

Ballroom Dancer's Club will meet today at 2:30 p.m. in the EMU Fishbowl. For more information, call 346-8580.

Student Projects Board will meet today from 5 p.m. to 6 p.m. in the EMU Board Room. For more information, call 346-3729.

Sexual Identity Group will meet today at noon

in EMU Century Room C. For more information, call 346-4099.

MISCELLANEOUS

Russian Department will present Professor Victor Bortnevskii, from St. Petersburg University, to speak on "How do we do Russian History now that the USSR has dissolved?" today from 11:30 a.m. to 1:30 p.m. in the EMU Board Room. For more information, call 346-4078.

Muslim Student Association will show the film *The Lion of the Desert: The Libyan Resistance against Italian Occupation during World War Two* tonight from 5 to 7 in the EMU Maple Room.

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May 13, Thurs. 5pm-9pm	May 17, Mon. 5pm-9pm
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