

# Holy pit! Stand by your mallard smells like green spirit to me

Way back when, around the beginning of basketball season, I nearly pit my pants when I heard the Ducks' slogan for the upcoming season.

At first, I thought it was a hoax. Or at least a joke being passed around by those masters of high-jinx in the athletic department.

But then I saw the posters and the bumper stickers. It was then that I realized the slogan "Pit Happens" was made up by someone actually being paid to come up with a slogan to represent the team and the University.

Now, I could really give a pit less if someone was actually offended by that slogan, and obviously the athletic department didn't care either.

I could have written a big column about how lame it was that our school actually had a team slogan that was a take-off on a vulgarity-laced saying usually reserved for the crown of some overweight trucker's cap.

But I didn't. Six months later, ... It's nearly summer, and football season is a mere three months away. Ticket sales were down last year, so the athletic department all got together and tried to come up with an ad campaign to bring the masses back to Autzen Stadium.

The slogan? "Stand By Your Mallard." Yikes! The commercial, if you haven't seen it, is a take-off on the 1970s country hit "Stand By Your Man"

## But face it. The new slogan sucks pit.

by Tammy Wynette. It's presented like one of those K-Tel "best of" gems, with country song titles rolling down the screen with words replaced by Oregon opponents' nicknames. "Take This Wazzu and Shove It" and "Achy Breaky Beavers" are the only two I was able to catch after coming out of shock.

The ad is obviously trying to capitalize on the recent boom in country music's popularity, and I see where they're trying to go with the new slogan.

But face it. It sucks pit. Are "hipsters" who listen to country music actually going to be drawn out to Autzen Stadium because of this ad campaign? And, more importantly, do we even want them there?

What's next? Grunge songs? Rap lyrics? I mean, with the new \$2 per-game fee students will have to pay next season, why doesn't the athletic department crank out some slogans that cater to us crazy kids to keep us coming to the games? I even have some ideas of my own (like you didn't see this coming).

### Ten Songs the Athletic Department Could Change the Words to and Make Them Crazy Puns On That Wild and Cooky Duck Theme:

10. "Duck You Dry" (Mudhoney)
9. "Baby Got Quack" (Sir Mix-A-Lot)
8. "Bills to the Wall" (Accept)
7. "Back In Quack" (AC/DC)

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from the **Sidelines**  
Dave Charbonneau

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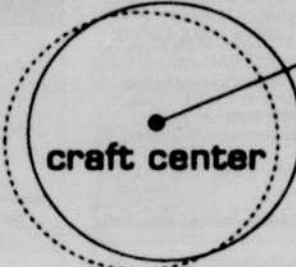


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You may be a victim of sexual harassment. If so, you can find help and support.

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Office of Student Advocacy	346-3722	Sexual Assault Support Services (24 hour crisis line)	684-9795
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Dean of Students Office	346-3105	U.S. Department of Education, Region X	1-206-442-1930
Student Conduct Program	346-3105	Office of Civil Rights, Seattle, WA	

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