

UNIVERSITY

Candidates for ASUO Executive face off at debate

By Friederich von Carp
For the Oregon Daily Emerald

The "Students Committed to Apathy and Beer" squared off Monday night against favored candidates Leslie Warren and Mark Rhinard in the third and final ASUO Presidential Debate, which pitted the two tickets competing in today's general election.

Presidential candidate and Oregon Commentator Publisher Owen Brennan Rounds and running mate Oregon Daily Emerald Editor Jake Berg, who together won an upset victory placing second in last week's primary elections, assured the small debate crowd that they will get serious for the last round of campaigning.

"We asked ourselves, 'What do we do now? What do the students want us to do?'" said Brennan Rounds. "Our whole purpose was to get people out to vote, and we didn't ask one person to vote for us," he explained. Berg has pledged to shave his hair into a mohawk in the EMU courtyard if more than 20 percent of the student body votes. He told the crowd, "If I

have less hair next week, we will have been successful."

Current ASUO Vice President and presidential candidate Warren, together with Rhinard, received nearly three times as many votes as Brennan Rounds and Berg in the primary election. Warren and Rhinard focused the debate on more traditional issues including tuition costs and lobbying efforts. They also promised to prevent the fiscal mismanagement and political in-fighting that have plagued President Eric Bowen's administration this year.

Several ASUO officials resigned under Bowen, including Vice President Diana Collins Puente. President Bowen appointed Warren to fill Collins Puente's seat over three months ago.

Warren said that she will hold groups funded through student fees accountable by hiring a "recruitment and retention coordinator" to "work with (student groups) to make sure that there is no mismanagement of fees."

Warren and Rhinard hope to decrease incidental fees by eliminating the green voting booths

and shifting to "Duck Vote." Like the Duck Call registration system, Duck Vote would allow students to vote by phone. Duck Vote could save each student as much as \$1.11 annually, Warren said.

Although he was less clear on plans to reduce student fees, Brennan Rounds pointed out the shortcomings of past and present ASUO administrations. "The ASUO has got to get out of that office and reach students," he said.

Warren criticized Berg, who expects to graduate after this term, because he will resign from office if elected. "With all the resignations this year, and if you're elected, your running mate will be the first," she told Brennan Rounds.

Both tickets answered questions on multiculturalism. Warren explained that, as ASUO president, she would be willing to employ tactics similar to those used by Students of Color Building Bridges, a group that under Warren's guidance advocated all students of color dropping out of the University if the administration didn't meet cer-



ASUO presidential candidate Owen Brennan Rounds (left) responds to a question as opponents Mark Rhinard and Leslie Warren look on.

tain demands. "If students think that what they need to do is make waves and threaten the University, then, as their representative, I will do that," she said.

Audience members questioned Brennan Rounds' commitment to students of color.

They cited his involvement with the Oregon Commentator, which has been criticized by several ethnic student unions. "You deal with people of color like you deal with other people. You don't single them out. ... People are people," he explained.

Ad team wins first place in competition

By Marcelene Edwards
For the Oregon Daily Emerald

Eight advertising students shared a first-place victory at the American Advertising Federation's District competition April 15-17.

Student groups who participated in the AAF competition were required to design an advertising campaign for Kodak on a \$5 million budget that was geared toward college students. To understand what made college students take pictures, the team conducted a survey of 1,000 students.

"We did a lot of research to make sure the project would work, not only hypothetically, but in the real world," said Alison Coryell, presentation manager for the ad team.

The team also had to produce a 40-page book that contained all of its ideas, said Roger Lavery, the team's adviser.

After all of the research, the group came up with two contests designed to increase visibility of the Kodak name on campus. In one of these contests, students were asked to provide funny captions for photos that they had taken, with the best photo/caption combination winning. The group also designed campaigns for magazines and newspapers that would increase sales of film.

The team took the finished campaign and its slogan of "Don't miss the moment" to the competition with hopes of doing well.

"We had some really good competition this year," Lavery said.

Usually the competition hosts 15 teams, but this year only seven teams participated. It may seem like the odds would be better, but the teams were all really strong, Coryell said.

Despite the tough opposition, members of the University team were feeling really good going into the competition.

"There was a lot of confidence, but not cockiness," Coryell said about her team and other students participating.

The ad team goes to the national competition in Houston June 11-13 to compete with other schools across the nation.

"We're feeling pretty confident. Our ideas are really solid," Lavery said.

ELECTION

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ing department during the middle of winter term.

Though the accounting department found no cases of mismanagement in the group's budget, the final audit report did question the group's organizational structure because USSA did not require one of its members to be responsible for the group's money.

FAIR

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In the past, the fair was held on campus. But due to the budget cuts, schools cannot afford to send the kids on buses. "So now, parents can take their kids to the fair," Hewill said.

The fair took place on Saturday, rather than Friday, Earth Day, to attract people from the Saturday Market and a public speech Congressman Peter DeFazio gave at the mall.

To compensate for publicity through the schools, OSPIRG sent flyers to health food markets and schools, placed an ad in the Register-Guard and posted information at the Saturday Market. But despite publicity efforts, the turn-out was less than in past years.

Brennan Rounds, Berg serious about winning

By Edward Klopfenstein
Oregon Daily Emerald

If elected as ASUO president and vice president, Owen Brennan Rounds and Jake Berg said they'd "deal with it," in the words of their now outdated primary campaign posters.

Well, they just might have to do that.

Brennan Rounds, the current publisher of the Oregon Commentator, and Berg, the current editor-in-chief of the Oregon Daily Emerald, originally started the campaign as a joke, hoping to increase student interest in the elections.

But now that's passe and Brennan Rounds and Berg are serious about running — and winning.

"I want to lose by 1 percent, not 80 percent," Brennan Rounds said, adding as he shakes his head. "I want to win."

Brennan Rounds is pushing a platform of open student government, as nearly every other candidate has, but is especially supportive of Greek organizations.

Brennan Rounds wants to make student government more an advocate for Greek concerns so Greek organizations can begin to improve their poor image.

Image is another thing students can expect from Brennan Rounds and Berg, Brennan Rounds said.

"We are media people, so we work with headlines," Brennan Rounds said. "And believe me, we would make some."

Berg, who expects to graduate this year, said he doesn't know whether he would remain as ASUO vice president if the pair won.

He said his choice would depend upon whether the jobs and internships he has applied for come through.

"Hey, the vice president is just the icing on the cake anyway," Berg said.

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