

Marketing director happy with number two slot

By Edward Klopfenstein
Oregon Daily Emerald

Christopher Simpson speaks in paradoxes.

He loves staying at home with his two dogs, two kids and wife of 14 years, but works 14- to 16-hour days.

He said he strives to be at the top but prefers the No. 2 slot.

As director of the new Office of Communications and Marketing, he said the University was his ultimate career goal, but he left for Indiana University and an \$87,500 a year job.

Christopher Simpson left after only 11 months at the University.

"The job that I have is the quintessential, behind-the-scenes, number two person," Simpson said of his new slot in Indiana as the executive assistant to President Myles Brand, former University president.

"I want nothing out of it.... The only thing that I ask is that I be allowed the opportunity to continue to work with him (Brand), and I'm very fortunate that I can have that opportunity," he said.

The administration's decision

to bring Simpson to the University was the result of a school in Measure 5 chaos, trying to overcome the stigma of a \$42 million budget shortfall without discouraging prospective students.

He represented the University's bullhorn, blasting the "glass-half-full" message.

"You've got hundreds of different messages going out, and they're very diffuse. There's no rhyme or reason," Simpson said in a recent interview. "So what you do is get everyone singing off the same sheet."

Singing off the same sheet means developing a marketing plan, changing the University's old News Bureau into a more efficient selling machine — the current Office of Communications and Marketing — and reaching possible University supporters directly, instead of through the media.

The work represents most of his career — being on the cutting edge without being in the lime-light.

"What I get the most satisfaction from professionally is working with the CEO or somebody



MICHAEL SHINDLER/Emerald
Former marketing director Christopher Simpson left the University in August to continue his work with former president Myles Brand.

like Myles Brand where I can help them be successful. I have no desire to be out in front, no desire to be CEO, and I have no desire to be president of the University," Simpson said. "But, I enjoy being on that level once removed to where you can be in the exciting part of it and you can just do your job quietly in the background."

At 38, he's worked on Capitol Hill as a national reporter, cov-

ering the Challenger Shuttle disaster and Michael Dukakis' presidential campaign, and was Sen. Strom Thurmond's press secretary before turning to higher education.

During Simpson's days as a Washington Times national beat reporter, Kenneth Henner, now the editor for the paper's national desk, said Simpson was unique among reporters and editors because he could walk through the fires of the Washington, D.C. political scene without getting burned.

Simpson said, "It can get to you in Washington. It can eat you alive. I mean, Washington is just overrun with people who have inside-the-beltway mentality. They've gotten eaten up completely. I still have a lot of friends there, many of which turned into jerks."

"He often came across light-hearted," Henner said. "That's not a bad thing. That's just who he was."

Professionally, Simpson finds his strength through his relationship with Thurmond, the Republican senator from South

Carolina.

Thurmond was one of the most powerful voices in support of segregation during the 1940s and 1950s. In that period, Thurmond did everything possible to delay civil rights legislation. He once tackled a fellow senator in the hallway to stop a Senate quorum.

But with a larger African-American constituency emerging in the 1960s, Thurmond switched to the Republican Party and officially came out against segregation in 1964.

Simpson finds everything about the 90-year-old Thurmond captivating and said the senator has been a role model in his professional development.

"For me, personally, watching him work 16-hour days, six days a week, working on the major issues of the country and balancing a family life and having extremely high moral and ethical principles — he taught me an enormous amount," Simpson said.

"When you go through something like that with anybody,

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Pair of unlisted classes to focus on minority groups under the law

By Meg Dedolph
Oregon Daily Emerald

Two faculty members form the law school, in conjunction with the ethnic studies department, are offering a pair of classes on minorities and the law this year.

These classes — one focusing on Asians and the other on Chicanos — will be taught outside of the law school.

Elizabeth Ramirez, the director of the ethnic studies department, said the president of the University and the deans of the College of Arts and Sciences have been supportive of the new courses and the department in general.

"The College of Arts and Sciences' deans have gone out of their way to be supportive," Ramirez said. "They found us new offices on the third floor of Gerlinger."

"We're really trying to build a program and we're excited to have the facilities to do it. There's just a really positive view of this new program," she said.

Steven Bender, an associate professor who is teaching Chicanos and the Law, said the winter class will be about language issues, and how Spanish-speaking people are treated.

"I decided to focus on language because I think that's going to be the issue in coming years," Bender said. "It's either a way for people to be taken advantage of who don't understand the language

or an opportunity for discrimination against people who don't speak English."

Bender said he wanted to emphasize the abuses Spanish-speaking people suffer as, for example, consumers or recipients of government services.

Bender described a California Supreme Court case in which it was ruled that an aspirin manufacturer did not have to print warnings about Reye's Syndrome, a potentially fatal disorder, in Spanish, even though the aspirin was marketed to Spanish-speaking people.

The course will also include a discussion of English-only rules in the workplace and elsewhere, which Bender said he expects to see increase, whether or not there is a constitutional right to bilingual education.

He cited two cases: one, in which a California food processing plant prohibited workers from speaking Spanish while on the job to allay other employees' fears that they were being talked about, and the second, in which an Oregon tavern owner asked Spanish-speaking patrons to sit at corner tables rather than at the bar to keep them from disturbing other people.

Bender's decision to teach this class, which is based on his research, came during last year's debates on multiculturalism.

"There was an exodus from the campus of some

Turn to **SCHEDULE**, Page 7A

Other classes not in full schedule

SUBJ	NUM	CRN	TITLE	CR	DAYS	TIME	BLD/RM	PREREQ
ARCH	407/507	16340/16341	Sem Contemp House & Urb	3	UH	12:30-13:50	LA 206	445
ARCH	407/507	16453/16454	Sem Urban Arch Process	3	U	9:30-10:50	LA 279	Design Arts
ARCH	407/507	16453/16454	Sem Urban Arch Process	3	U	19:00-20:20	LA 279	
ARCH	410/510	16401/16402	Design Development	3	UH	14:00-15:20	TBA	461, 471 or 472
ARCH	494/594	16455/16456	Passive Cooling	3	UH	8:00-9:20	TBA	491
ARCH	681	16400	Arch. Design I: Opt III	6	MWF	13:00-16:50	LA 206	
ARTV	260	16344	Computer Visual Design	3	MW	13:00-16:50	KLA 013	
ARTV	493/593	16297/16298	Visual Continuity	3-4	UH	8:00-10:50	MR 112	
BA	607	16316	Sem. Advanced Computer	1	F	9:30-10:50	CHI 329	Majors only
BA	607	16311	Sem Beginning Computer	1	M	9:30-10:50	CHI 329	Majors only
BA	607	16312	Sem Beginning Computer	1	W	9:30-10:50	CHI 329	Majors only
BA	607	16313	Sem Beginning Computer	1	H	9:30-10:50	CHI 329	Majors only
BA	607	16314	Sem Beginning Computer	1	F	9:30-10:50	CHI 329	Majors only
BA	607	16315	Sem Beginning Computer	1	F	11:00-12:20	CHI 329	Majors only
BE	425	16269	Bus. Enterpr. & Social Resp	3	UH	15:30-16:50	GIL 333	Sr. standing
BI	313	16459	+ Lab	0	H	9:30-12:20	HUE 130	
CHN	201	16421	2nd Year Chinese	5	M-F	8:00-8:50	LA 254	103(c) or better
CHN	301	16422	3rd Year Chinese	5	MWF	15:00-15:50	STB 155	203(c) or better
CRWR	410	16566	Kidd Tutorial	4	M	14:00-17:50	GIL 241	
ENVS	410/510	16292/16293	Lang. Env. Prac. Views	4	UH	15:30-16:50	FEN 105	
ES	410/510	16417/16418	Asian Amer Law/Culture	4	U	16:00-18:50	CON 301	
FR	301	16419	Reading French	4	U	11:00-11:50	ESL 107	203 or equiv.
GEOL	681	16343	Archaeological Geology	3	UH	9:30-10:50	ONY 171	
HIST	426/526	16373/16374	Top Euro. in 20th Century	4	MWF	14:00-14:50	ED 138	302/303 or equiv.
INT	399	16572	Sp. St. SE Asia Civilization	4	UH	9:30-10:50	GER 203	
JPN	453/553	16278/16279	Japanese Sociolinguist	4	MW	12:30-13:50	PLC 248	Lang. 290 or 421
LING	199	16346	Sp. St. Begin. Vietnamese	3	MWF	15:00-15:50	GIL 111	No auditors
LING	199	16349	Sp. St. Intern. Filipino	3	MWF	16:00-16:50	COL 44	No auditors
LING	199	16347	Sp. St. Intern. Vietnamese	3	MWF	9:00-9:50	AGT 1	No auditors
LING	199	16348	Sp. St. Intern. Filipino	3	MWF	15:00-15:50	COL 44	No auditors
LSS	410	16309	International Tourism	3	UH	14:00-15:20	ESL 105	No auditors
MGMT	410	16268	Tech & Organized Behavior	3	UH	11:00-12:20	GIL 337	Sr. Standing
MGMT	410	16269	Tech & Organized Behavior	3	UH	14:00-15:20	GIL 337	Sr. Standing
MUS	237	16398	Keyboard Skills II	1	UH	10:00-10:50	MUS 102	
MUS	411/511	16427/16428	Percussion Master Class	1	F	18:00-19:50	MUS 186	
PS	607	16345	Sem. Political Theory	4	M	14:00-16:50	PLC 905	
PSY	410	16300	Psych Mentor Program	1	U	15:00-16:50	PAC 9	Standing above
RUSS	410/510	16424/16425	Hardy/Frost/Auden	2	WF	15:00-16:50	LA 177	Lang. 112-117B
SOC	303	16308	World Pop. & Soc. Structure	4	UH	11:00-12:20	GIL 133	204
SPAN	407	16331	Sem. Parody in L.A. Literature	4	MW	15:00-17:50	GIL 237	
WST	607	16409	Sem. Fem. Epist. Pedagogy	4	W	18:00-20:50	ED 138	

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