

Gifts go to journalism school

■ ENDOWMENT: Money will go to create a chair in public relations and will lead to a \$1 million gift

By Amy Palanuk
Higher Education Reporter

The School of Journalism and Communication just received the largest endowment in its history — \$1.5 million to create a chair in the public relations sequence. The gift makes up more than a quarter of total donations to the school from alumni and friends in the past two years, which add up to more than \$4 million.

The endowment has been established by a couple who wishes to remain anonymous, one of whom is a University graduate who has had a successful career

in public relations and marketing, said journalism dean Duncan McDonald.

McDonald hopes to attract a senior-level public relations specialist to enhance the popular public relations sequence.

"It is one of the fastest growing sequences here," McDonald said.

Nearly one-quarter of the 1996 graduates of the school specialized in public relations.

"We want to make sure that we can provide the proper professional contacts for the students' education," McDonald said.

The donation of the \$1.5 million to fund the new position qualifies the journalism school to receive another \$1 million for the creation of the first University Knight Chair.

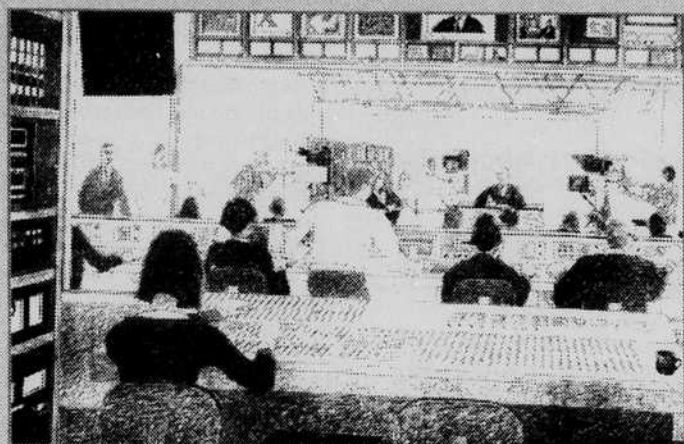
The chair is funded by an endowment from Nike founder and chairman Phil Knight.

Knight donated \$25 million to the University in 1996 as part of the University's Oregon Campaign. Part of the donation challenged schools and colleges at the University to raise at least \$1.2 million for an endowed chair. If done, Knight's gift would match it with \$1 million for another chair.

"Phil Knight's father, Bill, was actually the publisher of *The*

SCHOOL OF JOURNALISM PLANS

A \$750,000 gift from Carolyn S. Chambers will fund The Carolyn S. Chambers Electronic Media Center, a 6,000-square-foot video and audio production center on the ground floor of Allen Hall.



EMERALD

Oregon Journal in Portland for many years, and Phil's donation was given in memory of his father," McDonald said.

"I thought it was very appropriate that the first Knight Chair would go to the school of journalism, with his father having such a history in newspaper publication."

Besides the two endowed chairs, the journalism school also received several additional gifts to help fund the renovation and expansion of the facilities in Allen Hall.

A \$750,000 gift from Carolyn S. Chambers, a leader in Northwest media production and distribution and a University graduate, will fund the new 6,000 foot electronic media center on the ground floor of Allen Hall.

The center will be named the Carolyn S. Chambers Electronic Media Center and will open formally late in spring term.

Students are currently using the two production studios, five editing bays, a "teaching" control room and several audio production studios for their video production classes.

A Hall of Fame for successful graduates of the school will be funded by a \$150,000 pledge made by *The Register-Guard*. The Hall of Fame will include space for a conference area and archive area for historical collections of Northwest media materi-

als.

Other pledges and gifts to the school include a recently announced gift of \$90,000 from *The Oregonian* and the S.I. Newhouse Foundation to provide long-term support for the journalism school's summer workshop for minority high school students.

A \$75,000 combined pledge by several alumni will establish the Bill Winter Presentation Room on the second floor of Allen Hall.

A \$42,500 pledge from 1986 advertising alumna Marcia Leonard Aaron will aid in the construction of a new student lounge adjacent to the new electronic media center.

"We're really not done, but this is an amazing step forward," McDonald said.

Future plans include the construction of a new entry-way linking the two wings of journalism school.

"We have the funds for everything else on the two wings and the ground floor renovation, except for the entry-way," McDonald said. "But we're very close to a major gift on that."

McDonald credits the reputation of the journalism school for its support.

"We have more than 8,000 working alumni," McDonald said. "Thank goodness they remember us fondly."



CHAD PATTESON/EMERALD

Three University M.B.A. students present their business plan to a panel of successful entrepreneurs at Saturday's New Venture Competition.

UO entrepreneur team plans to start business

■ AWARD: The Oregon team won second place in this past weekend's competition

By Ben Kwasney
Higher Education Reporter

Invasive plants are a serious problem in the United States, according to three University M.B.A. students who are preparing to start their own plant removal business in June.

"We have conclusive evidence that invasive plants are an epidemic in the United States," said Steve Manning, who started a similar business in his native Nashville, Tenn.

A panel of successful entrepreneurs agreed with the students at this past weekend's New Venture Competition.

The University team placed second in the competition, which was sponsored by the University's Lundquist Center for Entrepreneurship. The competition featured business plans of 10 student teams from universities across the country.

The University of Arizona team won the \$7,500 first prize, and the Oregon team won \$3,000 for their second place finish.

"It was a great experience," Manning said. "The biggest thing we got out of it were the panel of judges."

After a 20-minute presentation of their plan, the team had to answer questions from the panel of judges.

"It was challenging because you don't know what they are going to ask," Manning said.

Teammate Brian Schwarz said

the expert panel of judges will help the team with their business.

"[The judging is] just invaluable," Schwarz said. "It's basically free consulting."

The team already has a \$60,000 contract lined up, and they estimate that the company will have a market value of \$11 million in the next five years.

The company, Invasive Plant Control, will contract work to remove invasive plants such as the Scotch broom and several other noxious weeds. The team expects to start the business in Nashville and locate an office in Utah, which is centrally located to several national parks.

"We're going to be a first mover in a lot of ways," Manning said.

The team said they faced many difficulties in preparing the business plan.

"You got to try and juggle your responsibilities as a student and responsibilities to the team," Schwarz said.

Manning said research and development is the largest undertaking in starting a business. He said finding customers also proved to be challenging.

"Anything that has to do with [developing a business plan] is a challenge," he said.

Billy Nerenberg, the third team member, said doing research, writing a database and knowing what to prepare for were the biggest challenges.

Nerenberg said the Oregon team was prepared to finish first.

"I was very surprised," Nerenberg said. "I was surprised we would finish first."

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