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Sarah Mitchell got a head start on the competition when she was hired as an intern by Ogilvy Mather BEFORE she graduated. After the internship she was then hired by Bernard-Hodes Advertising in San Diego. THE REASON—she was an *Oregon Daily Emerald* Advertising Executive Spring '94–Spring '96.



Marco Ching was hired by the Tyee Group in Portland BEFORE he graduated. THE REASON—he was an *Oregon Daily Emerald* Advertising Executive from Spring '94 to Fall '96.

The *Oregon Daily Emerald* is now accepting applications for Advertising Executives for Fall 1997

- Pick up an application and job description at suite 300, EMU
- Application deadline is 4:00 p.m. Friday, May 16
- Interviews will be held in the following weeks
- Preference will be given to students who are graduating after Spring 1998
- Applicants must be currently enrolled UO students
- Applicants must be available to work beginning Sept. 15, 1997

Freshman and Sophomores encouraged to apply

The *Oregon Daily Emerald* is an Equal Opportunity Employer committed to a culturally diverse workplace

**Oregon Daily
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your guide to the UO Community

Levine criticizes media's ethics

■ **LECTURE:** Guest speaker Suzanne Braun Levine cited press sensationalism during the Waco, Texas, tragedy

By Shannon Sneed
Oregon Daily Emerald

Nationally acclaimed journalist and media critic Suzanne Braun Levine spoke to a packed audience Tuesday afternoon in the Gerlinger Lounge.

Levine, a former editor for the *Columbia Journalism Review* and editor emerita for *Ms. magazine*, was the guest speaker for the 1997 Ruhl Lecture, sponsored by the School of Journalism and Communication. The lecture series began in 1975 when Robert Ruhl, the late editor and publisher of the *Medford Mail Tribune*, offered an endowment to the University.

Levine's speech, entitled "What's Really Wrong with the Media," focused on the deteriorating integrity of the national media profession and what might be done to combat it.

"Public opinion polls put [journalists] about level with used car salesmen and lawyers," Levine said. "Such misguided revenge is part of a backlash against the press."

Levine outlined several principles to which journalists have traditionally adhered, such as a responsibility to be honest, fair, objective, informative and meaningful. Too often, however, these goals are obscured by a "haphazard approach" to current conflicts and potential conspiracies, she said.

Levine cited coverage of the Waco, Texas, tragedy as an example of the recent trend in sensationalistic journalism. Rather



CHAD PATTESON/Emerald

Editor emerita of *Ms. Magazine*, Suzanne Braun Levine, discusses issues of media criticism during the Ruhl Lecture in Gerlinger Lounge.

than offering the public objective coverage of the event, a multitude of journalists "saturated the siege area" and ultimately influenced the outcome of the siege, she said.

Levine also cited the need for fairness as a key ethic in journalism, which would serve the press and the public equally.

"The notion of fairness should extend not only toward the subject of the reporter, but to the

public for whom the reporter is doing research," she said. "Journalists as mediators have a responsibility to help the public connect to new ideas."

Levine is currently the vice president of the American Society of Magazine Editors and regularly serves as a panelist on the nationally syndicated radio program *On the Media*. She is the 21st speaker to visit campus for the Ruhl Lecture.

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