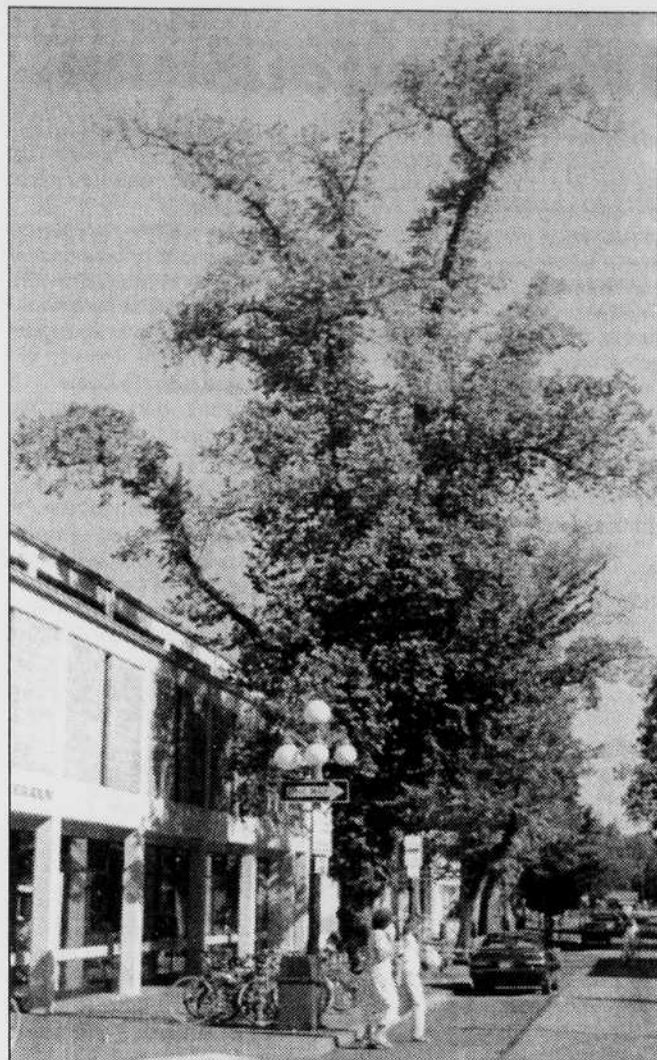


Testing the trees



LAURA GOSS/Emerald

This tree near 13th Avenue and Kincaid Street was recently tested for Dutch Elm disease. Earlier in the sum-

mer, the City of Eugene removed a tree near 15th Avenue and Agate Street because of the disease.

Shepherds offended by TV ads that satirize ineffective schools

The Associated Press

ALBANY, Ore. — TV ads using humor to send the message to Oregon students that they need to study hard to meet higher test standards have angered two rural state legislators.

The offending commercial depicts a high school counselor telling a boy his aptitude tests show he's best suited to becoming a shepherd. Another shows the same counselor telling a stunned mother and father their daughter should become a pirate.

Rep. Liz VanLeeuwen, R-Halsey, and Rep. Carolyn Oakley, R-Albany, have lodged complaints with the state Department of Education about the ads after hearing criticism from people who raise sheep. The lawmakers say the constituents were offended by the implication that tending sheep is easy and takes little brainpower.

In one of the ads, which were inspired by a "Candid Camera" skit from the 1950s, the counselor says, "Well, Ned, your records show you have the makings of a fine ... shepherd."

"A what?" the dumbfounded boy replies. He later lets his head fall on the desk.

The voice-over then says that Oregon schools are changing so this won't happen.

"If I were a counselor, I would be up in arms," Oakley said, adding that she was "disappointed that they are picking on any vocation, even in jest. The agriculture community is not happy about it."

Tanya Gross, an official in the Education Department in Salem, which paid \$60,000 to help pro-

duce the spots, said the ads' creators tried humor because education-standards messages have been serious for years — and most people still don't know about the new school standards.

Gross said the ads would continue running. "Our intention was not to demean shepherds or the agriculture industry," she said.

"One nice thing: It's clear people are seeing the ads and they're memorable."

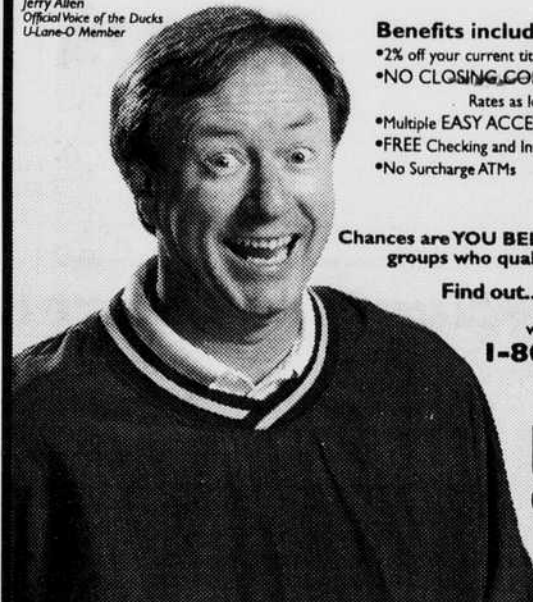
Portland ad agency Wieden and Kennedy donated its professional services to develop the ads.

The state is paying \$350,000 to have the commercials broadcast on TV stations in Portland, Eugene, Medford and Bend.

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