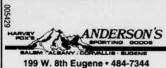
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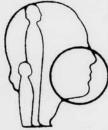


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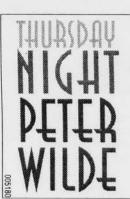
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CBS



Scott Barnett/Emerald

Tim Gleason (left), dean of the school of Journalism and Communication, rehearses his lines for the promo video being shot by CBS News Producer Hal Glicksman (far right). This 15 second clip will air within a couple of weeks on CBS's morning line-up.

Continued from Page 1

could think of what they wanted to say and then he would write up some text relating it to CBS, and added "turn to CBS when you wake up and you'll find there's more to This Morning," to the end of each statement.

"I want you to be able to say something that's positive for you as well as for me," Glicksman told Gleason. For the dean it was important to focus on the themes of tradition and quality of the Uni-

Although he travels around the country alone, Glicksman said the promotions are a team effort between CBS News, the Convention and Visitors Association of Lane County, Oregon, and the local CBS affiliate.

The Visitor's Association is dedicated to assisting journalists who visit the area so they can promote Lane County, said Natalie Inouye, CVALCO tourism director.

"We identify spots and give

them ideas," she said. "We help facilitate the trip so they have the tools they need to do their job." CVALCO considers promotions

CVALCO considers promotions like the one from CBS as free advertising, Inouye said.

"We had over \$300,000 worth of advertising equivalent last year," she said.

Inouye called the CBS visit an "out-of-the-blue miracle" that just fell into her lap.

"Some journalists we go after aggressively, but in this case, CBS was interested in visiting and had never been to Eugene before," she said.

As the only CBS employee who travels around the country to film engaging people and places, Glicksman is on the road eight to 10 days a month.

"Eugene is the 239th city or town I have visited," he said. "It's hard to say there isn't something special about everywhere I go. There is such a quality of life outside New York. I don't care how much money you make — you just don't get the quality on the level you get in Eugene, Oregon., or Seattle, Washington."

After filming Gleason, Glicksman gave a few words of wisdom to a nearby video field production class.

"If you are interested in going into television, the greatest asset you can have is being flexible. You have to be willing to change," he said. "You can't go back and tell the boss you can't do the job."

Glicksman suggests that students looking into his line of work read as much as they can and expand their vocabulary.

"Write as much as you can. Write, write, write until your fingers hurt," he said.

CBS This Morning will air the spots in two or three weeks.

Felicity Ayles covers city development and the West University neighborhood for the Emerald. She can be reached via e-mail at fizzer@gladstone.uoregon.edu.

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