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PERSPECTIVES

Getting cozy with NIKE?

Accusations and conspiracy theories are flying, but maybe it all goes back to the swoosh

Here's an admission: I'm a skeptic. Now here's an accusation: The ASUO staff has gone cuckoo.

While some people have been arguing the ASUO is daft all year, it took me until the special election to figure it out.

In contrast to the chronic doubters who have been arguing the ASUO Executive is one lemon short of a good Hefeweizen, I have hard evidence. Take a look at the 1999 ASUO Elections advertisement on page 14 of the Feb. 12 issue of the Emerald.

I know, at first the ad looks innocent enough.

"It's a few bucks the ASUO is pumping into student involvement," you may be telling yourself. Don't get fooled.

Look a little closer — at the double check marks, the elections tag.

I am taking a stand right now and pointing the finger at our assimilated ASUO and crying, "Brainwashed! You have all been brainwashed."

The ASUO elections tag is really a crude Nike swoosh!

Now, before anyone goes flying off the handle, let's examine the situation. How did the ASUO get to this total assimilation into the Nike clan?

Obviously, it starts with University alumnus and current Nike CEO Phil Knight. He has quickly been amassing power and money in Beaverton since

graduating from college.

His first step for taking over the University was making a pact with the Athletic Department. So now every individual University athlete has several sets of Nike warm-ups and about as many pairs of Nike shoes as Foot Locker has in its warehouse.

But the athletes can't be blamed. How many students would turn down free clothes?

Then Nike provided the Oregon football team with excruciatingly loud uniforms, which may or may not catapult the University into the national spotlight.

All the while, Knight has been "purchasing" chunks of the University, such as the new law building and the Knight Library.

This is where things get a little blurry.

Next, and this is only my theory, the ASUO Executive — namely President Geneva Wortman and Vice President

Morgan Cowling — became wrapped up in the Nike mystique while spiritually trying to escape the pain of working in jobs only 6 percent of students even know exist. They approached Knight with their master plan: To assimilate the students. To

make them drones for Knight.

This ultimately would help both Nike and the ASUO. One would have

instant credit for its affiliation with Nike, and the other would have total control of nearly 20,000 students.

It all starts with the ASUO Elections advertisement. Soon, professors will find themselves getting "Knighted" in-

stead of tenured. The University of Oregon will become the only public institution of higher education with a dress code: anything Nike. Everyone will be forced into physical education classes. The horror!

The good news is there will be a militia-like resistance to Nike's suffocating presence. The armed resistance will come mostly from a small group of people collected from two independent entities.

The zebrafish research team, in a strange joint effort, will team up with former members of the campus magazine The Commentator. At that point, they will be the only ones with enough guts and anger to resist the ASUO, which really isn't much different from the current crew. You see, Knight will deem The Commentator's normally insightful critiques of University officials detrimental and will change it into the Swoosh monthly.

Strangely, many Student Insurgent writers will find themselves working for the new publication.

Now that I have brought this infestation by Nike of this beautiful campus to light, I call the community to action! Talk to the ASUO, tell them what you think. Pull them out of this tennis shoe fog!

If you find what is happening with the ASUO, do something to change it! Rise up against the tyranny of so few to make this campus a true democracy.

Resistance, my friends, is not futile.

Mike Hines is the community editor for the Emerald. He can be reached via e-mail at mbines@gladstone.uoregon.edu. His views do not necessarily represent those of the Emerald.



Letters to the Editor

Students vote

In reading the Emerald's Feb. 11 issue, one cannot help but observe the contempt the ASUO Constitution Court, "student activist" Scott Austin and the Emerald editorial board hold for the student body. In whose interests was Scott Austin acting when he brought this issue to the court and in whose interest was the Constitution Court acting in being all too willing to grant Austin's request and temporarily, if not permanently, postpone the elections? Certainly not in the interest of the student body that deserves the opportunity to decide these issues themselves. Those working for the reinstatement of OSPIRG as well as the boycott of Gardenburger/FLAV-R-PAC products collected over 3,000 and 1,100 student pledges, respectively, to vote in the special election. How many signatures do Scott Austin and the Constitution Court need until they determine that our student body is worthy of an election? To make matters worse, the Emerald editorial board has taken it upon themselves to act as proponents of the special election "conspiracy theory" by encouraging students to vote "Against OSPIRG. Against everything, actually." The endorsement of apathy by the editorial board is inexcusable. It shows complete disrespect for the importance of these issues, such as the rights of Oregon farmworkers, for the diverse group of students who are working to raise awareness on these issues and for the student body as a whole.

Jessie Wofsy
Political science

Lobby Day

I am a new student at the University, and I am proud to be here. Lately, I have been seeing a lot of

advertisement concerning Lobby Day by the ASUO. I was curious about what it was, so I decided to call the number on one of the posters and see if I could get involved. I am glad I did. On Feb. 23, the ASUO is taking students to Salem and speaking with legislators about things like student-parent funding and a tuition freeze as well as other issues. This is great news because I think it is important to slow the increase of tuition. I know that if it goes up anymore, my education at the University might be out of reach, and I would hate to leave. Also, I have a friend who's trying to get through college while raising her child and she needs all the help she can get. I also know that she is not the only one. I'm glad I called the ASUO about Lobby Day. If I didn't, I might have missed out on the opportunity to represent myself and other students.

Adrian Ortiz
Pre-journalism

Democracy denied

I am outraged by the Constitution Court's decision to delay the special election. I am a student who is fully informed about the measures on the special election ballot (no thanks to the Emerald), and I was prepared to vote. Thanks to the bias of a few people, my democratic right to be heard, as well as the rights of every student on campus, has been completely denied. The editorial in the Feb. 11 issue of the Emerald certainly explains why there has been no coverage whatsoever of the other important issues on the ballot besides OSPIRG. The Emerald has completely failed to show the perspective of the students on campus as well as all of those who have been working so hard to gather support for the issues that are important to

them. Whose paper is this anyway?

Tamara Cummings
Education

Coverage accurate

Bravo! The special election coverage, specifically your editorial (ODE, Feb. 11), was right on the money. I am glad that someone is standing up to the anti-democracy forces on campus. Please keep spreading the message that this election is a fraud. When the students voted to cancel OSPIRG's funding last spring, it was not a mistake or lapse of judgment, it was democracy in action. Please stick by your guns and keep fighting against this illegal, illegitimate and anti-democratic election.

Doug Flaherty
Political science

Story missed

I am a new student to the University. I have come to think of the Emerald as a source of information regarding campus issues. However, recently the ASUO held a press conference about University child care for students, or rather the lack thereof. The ASUO, through the Oregon Students Association, is working hard to expand the child care block grant. This is an issue that the students believe in.

I was disappointed to realize that the Emerald didn't cover the press conference. As a daily paper your staff should cover such a relevant and newsworthy event. The real insult is that local television and radio did cover it. One would think that if these news sources covered it then the Emerald certainly should have.

Brian Marlowe
Education

QUOTED

"He was blessed with tremendous analytical skills, but he had a great sense of social conscience and social justice, and in his own way he dealt with those in Hollywood who had been locked out and denied equal opportunity."

— Rev. Jesse Jackson on film critic Gene Siskel. Siskel passed away on Saturday.

"She doesn't paint a glorious picture of herself."

— Barbara Walters on Monica Lewinsky's first television interview. The interview will be aired as a two-hour episode of 20/20 next week.

"It's ended. Now we have a responsibility to go on with agenda of the people."

— Senate Majority Leader Trent Lott on the Senate's post-trial plans.

"I am the most investigated man in America. They're trying to bring me down."

— House Republican Tom DeLay. DeLay, one of Clinton's most vocal opponents during the impeachment trial, now faces charges that he lied under oath about his business dealings.

LETTERS POLICY

The Oregon Daily Emerald will attempt to print all letters containing comments on topics of interest to the University community. Letters must be limited to 250 words. The Emerald reserves the right to edit any letter for length, clarity, grammar, style and libel. Letters may be dropped off at EMU Suite 300.