

Editor in chief: Laura Cadiz  
 Editorial Editors: Bret Jacobson, Laura Lucas  
 Newsroom: (541) 346-5511  
 Room 300, Erb Memorial Union  
 P.O. Box 3159, Eugene, OR 97403  
 E-mail: ode@oregon.uoregon.edu

# Perspectives

Oregon Daily  
**Emerald**

## Happy Bearth day



Giovanni Salimena Emerald

■ Earthday is 30 years old in 2000, and will celebrate the steps taken toward a healthy environment over the last three decades

**M**artin Luther King Jr. has one and deserves it. National Boss Day, maybe doesn't. But Earth Day is around the corner and it's an important time to consider how the sum of our actions affect the planet we all share. And there are plenty of opportunities around campus to consider the topic.

It has only been relatively recently that technology has allowed us to see what the Industrial Revolution did to our planet's ecological system. During a short period of human history we have pumped untold amounts of toxic poisons into our atmosphere and started the process of global warming.

Earth Day will celebrate its 30 year

anniversary Saturday, and it has reason for joy. During the last three decades, the celebration has grown into a week-long event full of celebrities, information and events. This year, pop icon Leonardo DiCaprio is the event's spokesman, with a side of the adult music stylings of James Taylor.

The state of Oregon has long been focused on the Earth's problems, having been in the forefront of the national recycling effort. Anyone looking around campus today can see that spirit still alive with readily available receptacles for recyclable materials all over the University grounds.

That concern for the environment has also been demonstrated by student leaders of late who have taken an oath not to work for ecologically irresponsible companies after graduation. The sponsoring organization, Ecoplege.com, has only been around since October of 1999 but has support on 150 college campuses. ASUO Student Body President-elect Jay Breslow signed on in a show of

support.

The type of pledge taken by Breslow and others, targeting companies that place environmentally unsafe products in stores for consumers to purchase, shows the continuing dedication to an important topic by informed and conscientious students at the University. The pledge is currently available to all students around campus, an idea that deserves real consideration as just a beginning to individuals making a difference.

The leadership and dedication to Earth Week is beneficial, even if sometimes the ordeal loses credibility in the media. Let's not kid anyone, having DiCaprio as a spokesman never lends a cerebral cause much credence, but it takes all kinds to keep a movement rolling. Besides pop culture advocates bringing down the cause a bit, the media often portrays

those concerned with the environment as "tree huggers" or "green freaks." But having responsible members of our student body sign onto helping out the Earth ensures that the significance of the topic is not lost on students.

Those on campus need to know, also, that they can translate this responsible behavior into other areas of their lives, such as being a better consumer. Choosing products with less packaging and buying foods made without pesticides are just a few methods to help the planet's ecosystem while not damaging one's quality of life in any way.

Just as we should remember the message of Martin Luther King Jr. everyday — not just on his holiday — students should keep in mind the principles of responsible stewardship of our planet.

This editorial represents the view of the Emerald editorial board. Responses may be sent to ode@oregon.uoregon.edu

### Letters to the editor

#### Frohnmayr irresponsible

Congratulations University President Dave Frohnmayr, you got rid of the annoying protesters in front of Johnson Hall, and in the process you might have cost the University the new football stadium. Oh wait, who am I kidding, we'll probably still get the football stadium, student incidental fees will just have to be jacked up.

The Worker Rights Consortium is a case of students who have nothing better to do than ruin things for everyone else. They didn't care about the political fallout, and they didn't care that the University was going to lose millions.

Some of the people who were protesting were not even University students, but members from the

community who believed in the cause. They won't have to deal with higher incidental fees. One of the ringleaders of the circus in front of Johnson Hall was overheard saying that a majority of University students didn't want to join the WRC, but the ones who wanted it felt it was a good cause.

I don't blame Knight for reportedly pulling his funding of the new football stadium. I wouldn't donate money to a group that slaps me in the face without warning. Frohnmayr should have given more thought to the political fallout instead of being so eager to solve the problem. Congratulations Frohnmayr, you got rid of the 50 protesters and left 17,000 other students with a \$30 million bill.

Nick Larsen  
 pre-journalism

#### Protesters naive

To begin with, I feel that the protesters fighting for the Worker Right Consortium contract were very naive and uneducated when it came to Nike. Why didn't the protesters, as well as University President Dave Frohnmayr, look at the issue of who supports this University? Nike, and Nike CEO Phil Knight, has invested so much money into this school, we should be nothing but thankful.

In an effort not to be hypocritical, I researched the working conditions in the Nike factories that protesters were fighting for change in. Nike has made the working environment in their overseas factories exceptional in comparison to other factories in the same countries. If protesters had taken time to research Nike and their working conditions, they would have

found the same information I did.

My final thought is the ignorance Frohnmayr, as well as the rest of the University Senate, took by reportedly not informing Knight of the school's recent involvement on the issue of the WRC. That was the biggest mistake. I feel that after the fact, there is nothing we can really do except take it where it hurts, and lose \$30 million. It's what we get for not looking at the big issue and focusing on pleasing a few.

I feel that most students support Nike, and speaking on behalf of the students, feel that we knew signing on the WRC would affect us greatly. Now, who is this going to end up affecting the most? The students. How else are they going to cover a \$30 million loss?

Kimberly Thale  
 business

### THE WEEK IN THUMBS



#### To more Ducks going pro

Three football players who went undrafted have signed rookie free-agent contracts with NFL teams. Wide receiver Tony Hartley is off to Cincinnati, cornerback Justin Wilcox to Washington and Brandon McLemore joins drafted linebacker Peter Sirmon in Tennessee.

#### To movin' on up

The University ad team will soon be heading to Las Vegas to present their project in a national campaign after winning in the regional competition. The contest is judged by the New York Times, which gave the team high praise for its efforts.



#### To misguided effort

Members from the anarchist political group Eugene Anarchists for Torrey (EAT) disrupted a forum Tuesday when mayoral candidates attempted to have a panel discussion intended to get students informed about the political process.

#### To one freaky beast

The fight to take back the planet by our furry friends continued last week as a heinous hyena killed one person and left 24 clenching at the bare threads of life in southeast Africa. The animal had gone door to door in one neighborhood sniffing for victims before game wardens from Liwonde National Park in Machinga were dispatched to hunt it down as the dog it is.