



You can spare it...
so why not share it?
GIVE BLOOD
SAVE A LIFE!

BRING
PICTURE
ID



EMU Fir Room
Tuesday & Wednesday
May 2 & 3
10:00 a.m. - 3:00 p.m.

LANE MEMORIAL BLOOD BANK

5TH ANNUAL WARSAW SPORTS BUSINESS SYMPOSIUM

THE CHANGING FACE OF SPORTS BUSINESS

MAY 3-4, 2000

KEYNOTE SPEAKER

VAL ACKERMAN, PRESIDENT, WNBA
WEDNESDAY, MAY 3, 7:00 PM
KNIGHT LAW CENTER AUDITORIUM, UNIVERSITY OF OREGON

SYMPOSIUM PROGRAM

FEATURING THE INDUSTRY'S TOP WOMEN EXECUTIVES
THURSDAY, MAY 4, 6:00 PM
EMU BALLROOM, UNIVERSITY OF OREGON



FOR MORE INFORMATION, CALL: 541-346-3495

TO REGISTER ON-LINE: www.WarsawCenter.com - FREE AND OPEN TO THE PUBLIC

Pitch in! **Recycle your copy of the ODE.**

**Oregon Daily
Emerald**

P.O. Box 3159, Eugene OR 97403

The Oregon Daily Emerald is published daily Monday through Friday during the school year and Tuesday and Thursday during the summer by the Oregon Daily Emerald Publishing Co. Inc., at the University of Oregon, Eugene, Oregon. A member of the Associated Press, the Emerald operates independently of the University with offices in Suite 300 of the Erb Memorial Union. The Emerald is private property. The unlawful removal or use of papers is prosecutable by law.

NEWSROOM — (541) 346-5511

Editor in chief: Laura Cadiz
Managing Editor: Jack Clifford
Community: Darren Freeman, *editor*. Andrew Adams, Josh Ryneal, *reporters*.
Freelance: Eric Pfeiffer, *editor*.
Higher Education: Ben Romano, *editor*. Adam Jude, Serena Markstrom, *reporters*.
Perspectives: Bret Jacobson, Laura Lucas, *editors*. Jonathan Gruber, Beata Mostafavi, Whit Sheppard, Mason West, *columnists*.
Pulse: Jessica Blanchard, *editor*. Rory Carroll, Joe Walsh, *reporters*.
Student Activities: Jeremy Lang, *editor*. Emily Gust, Simone Ripke, Lisa Toth, *reporters*.
Sports: Mirjam Swanson, *editor*. Matt O'Neill, Scott Pesznecker, Jeff

Smith, *reporters*.
News Aide: Lorraine-Michelle Faust.
Copy: Monica Hande, Molly Egan, *copy chiefs*. Jonathan Allen, Michael Kleckner, Tom Patterson, Eric Qualheim, Heather Rayhorn, Jamie Thomas, *copy editors*.
Photo: Catharine Kendall, *editor*. Kevin Calame, Azle Malinao-Alvarez, Ryan Starkweather, *photographers*. Hiroshi Nakamura, Katie Nesse, Tom Patterson, Lindsey Walker, *photo technicians*.
Design: Katie Nesse, *editor*. Katie Miller, Melissa O'Connell, Russ Weller, *designers*. Bryan Dixon, Giovanni Salimena, *illustrators*.
On-line: Jake Ortman, *editor*. Timur Insepov, *webmaster*.

ADVERTISING — (541) 346-3712

Becky Merchant, *director*. Melissa O'Connell, Van Nguyen, *advertising assistants*. Rachele Bowden, Doug Hentges, Nicole Hubbard,

Jesse Long, Adam Rice, Amy Ruppert, Hillary Shultz, Chad Verly, Emily Wallace, Lisa Wood, *advertising sales representatives*.

CLASSIFIEDS — (541) 346-4343

Trina Shanaman, *manager*. Erin Gauthier, Lauren Howry, Tara Rothermel, *staff*.

BUSINESS — (541) 346-5512

Judy Riedl, *general manager*. Kathy Carbone, *business supervisor*. Sarah Goracke, *receptionist*. Il-ju Chang, John Long, Sue Ryan, Gretchen Simmons, *distribution*.

PRODUCTION — (541) 346-4381

Michele Ross, *manager*. Tara Sloan, *coordinator*. Laura Lucas, Katie Nesse, Melissa O'Connell, Laura Paz, Ross Ward, *ad designers*.

Media critic's speech exposes tobacco ads

■ Kilbourne takes a close look at the industry's use of advertisements to attract youth and other businesses

By Jonathan Gruber
Oregon Daily Emerald

At her keynote address Friday night, media critic Jean Kilbourne stressed how advertising has created a toxic cultural environment of poisonous, destructive images that cause the public health, especially that of young women, to suffer.

About 300 people came to hear Kilbourne's speech, which was the kickoff event to "Girls on the Move," sponsored by the ASUO Women's Center. Kilbourne's speech and slide show entitled "Deadly Persuasion" focused on advertising and was followed by a question and answer session and a book signing.

Although she criticized many forms of advertising, her main focus was how tobacco companies recruit young, new smokers.

"When you're selling a product that kills people, you've got a problem," she said. "Your best customers die every day."

She addressed how alcohol advertising targets young people as well.

Kilbourne, currently a visiting scholar at Wellesley College in Wellesley, Mass., also discussed ways in which advertising, especially in the fashion and beauty industries, can affect young women.

"Self-esteem of girls in America plummets at adolescence," she said.

At the end of her speech, the audience gave Kilbourne a standing ovation. Members of the audience included Girls on the Move participants, University students and the public.

"I thought she was very good as a motivation speaker," Jennifer Hester, a Girls on the Move participant from Mountain View High School in Bend, said. "We'll definitely look at advertisements

differently."

Kilbourne showed several ads that appeared in Advertising Age, an advertising publication that contains business to business advertisements. Such ads attempt to sell their readership as potential advertising targets.

Ethan Kunz, a graduate student in planning, public policy and management, said, "My interest in this is an old one, but the surprising thing was the ads that were directed at the ad industry. I didn't know they existed."

Some, but not all, of today's advertising students are

going to continue the status quo, according to Kilbourne. "I've had students who've said that they're in advertising, but they're worried about some of the ethical situations," she said. "But certainly there are people being educated to perpetuate this stuff."

Though she has spoken at both public and private colleges across the country, Kilbourne said her audiences all respond equally well to her message. "I'm often surprised," she said. "In places that I would least expect, something positive happens."

Girls on the Move is part of a national event coordinated by the Outward Bound organization. The weekend's activities, which included rock climbing and meeting the University women's basketball team, were open to girls in Oregon's middle and high schools. There were also sessions for parents, teachers and administrators.

Kyla Schuller, a 1999 graduate and coordinator of Girls on the Move, was pleased with the keynote speech.

"Our focus really was supporting teen girls. I think we were highly successful in that," she said.

Don't Get Trapped In A Small Apartment

- Free Month Rent
- 1 & 2 Bedrooms
- Quiet & Large
- Gas Fireplace
- Air Conditioning
- Laundry Hookups
- Free Cable
- Balcony/Deck

Now taking
Summer & Fall
Reservations



**McKenna
Estates**

342-5735
near Autzen Stadium