

# PERSPECTIVES

Thursday

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## We didn't need to go to 'Jenny Jones' for this make-over

Emerald's re-design takes a little bit of explaining, but don't worry, we're still the source to kill a few minutes here and there

No, you haven't picked up the wrong newspaper. OK, maybe you did, that is if the Oregon Daily Emerald wasn't your true choice for reading pleasure during bites of that tasty lunch, while enduring slow spots of your inter-



Jack Clifford

minable staff meeting or as you, um, let's just say, take a potty break. If we were your preference to pass the time, the Emerald has undergone a change in its look, in case you didn't notice.

Katie Miller, the ODE's graphic design editor for the 2000-01, first suggested a re-design for the newspaper in May. Her objectives were to "better reflect the readership of the Emerald" and to "better reflect a concrete personality of the paper."

In true Katie form, she was also blunt about the paper's readership. "Why do people really read the Emerald?" she asked, the question typed out on an 11x17 sheet of paper. "Because they're bored." "For the classifieds/horoscope/crossword" and "To scrutinize our every mistake and inaccuracy and therefore give people something to complain about and debate in class."

Maybe that last point makes us

sound more important than we actually are — certainly students have more meaningful tasks to carry out in class, such as furiously doodle while pretending to take notes. But, Katie's thoughts are funny, if not 100 percent accurate.

Back to the re-design then. The Emerald has seen a few changes, even in the past 10 years, as you can see by the reproductions placed on this page.

The decision to change your look doesn't come easy to newspapers, however. Did you know that the bigwigs at The New York Times discussed the pros and cons of using color photographs for almost four years before finally deciding "yes" several years back?

I'm in no way, shape or form comparing the ODE to the NYT, but all publications take changes under serious consideration. We at the Emerald took a fair amount of time and engaged in several discussions before deciding to take our plunge.

So, what's different? The front page obviously. No more "Flash," that left-hand strip of news or blurbs referring readers to inside stories. More type and art just below "Oregon Daily Emerald."

On section fronts, the type style for the section names has changed, in addition to a few other minor tweaks.

Other than those few things, not much has changed. We're still the newspaper to read when you're bored in class. We're still the newspaper to

pick up to read what your horoscope wants you to do on that particular day.

And yes, we're still the newspaper that will make mistakes and inaccuracies for you to scrutinize and complain about. We would never claim to be perfect, nor would any other newspaper or publication, for that matter. It's why we all have a correction policy.

Take our re-design for what it is, however, an attempt to mildly shake up our operations.

While we won't reach perfection, we want to limit our screw-ups to ones that barely cause a blip on your reading radar. We want to start fresh this fall term in the year of 2000, which some people say is the true end of the millennium.

We also want to work out the kinks now, see what does and doesn't look good in print before we begin Monday through Friday publication on Sept. 25.

Which brings me to the final point of this piece. Today's issue is the final one for the summer term. We print our special Law School Edition on Aug. 23 and then won't be on the stands again until our Back to the Books behemoth on Sept. 18.

We hope you enjoy the Emerald's new look. If not, we hope you still read us to call us every time we make a mistake.

Jack Clifford is the Oregon Daily Emerald's editor in chief.

### Where we've been



Tuesday: You haven't forgotten already?



1998-99: Our 100 year anniversary flag



1997: Hey, that looks familiar



1990: Yes, that is Jerome Kersey

### THE WEEK IN THUMBS



#### To low teen births

Teen girls are having babies at the lowest rate in at least 60 years. Analysts agree that the low rate is because teens are more terrified than ever of sexually transmitted diseases, and they are putting off starting a family to go to school or get a job.

#### To halting interest rate rise

Due to a surge in American productivity — the fastest pace in 17 years — while labor costs have declined should prevent the Fed from raising interest rates in this month. Unemployment fell to the lowest it has been in over three decades.



#### To indecision

Blazer forward Brian Grant better make up his mind about where he wants to play next year and get on with it. New York. Portland. Cleveland. Miami. We don't care anymore Brian, just as long as your trade helps the Blazers get something better in return than Shawn Kemp.

#### To CD prices

Twenty-eight states are filing suit, insisting that record companies should pay back millions of dollars in illegal profits collected by forcing discount stores to raise CD prices.

## Tell two people to tell two people, and then they'll ...

When will Lon Mabon and the Oregon Citizens Alliance take the hint and in the wise words of Bart Simpson, get bent?

The OCA has put yet another ballot measure in front of the state's voters, and this one is perhaps even more insidious than its previous efforts. Then again, when one is talking about Mabon's track record, the continuum doesn't range from bad to good, it just stops at horrible.

The measure — disgustingly titled

the Student Protection Act by the OCA — would prohibit Oregon's public schools from promoting or sanctioning anything in the curriculum or program regarding homosexuality or bisexuality.

The OCA has put forth such narrow-minded, mean-spirited initiatives before of course. In 1990, the effort was to ban abortions. Another anti-gay measure — this one nearly ripped apart the state — made the ballot in 1992. Then in 1994, another shot at banning the

use of public dollars to promote homosexuality hit the ballots.

All three failed, thankfully, but Mabon and his minions refused to return to the Stone Ages, from where apparently they emerged.

Now Measure 9 promises to generate another rancorous battle between the OCA and the fair-minded people who will step up and battle the group.

At least that's what we hope happens. It's scary to think that the meas-

ure even attracted the 66,786 required signatures to make the ballot. That's the reality, however, and now it's up to the rest of us to make it sure the measure goes no further.

If you do nothing else the rest of the summer, leading into the fall, tell two people to tell two people about this measure and that it needs to be defeated. Let's just call it the Protection From the OCA Act.

This editorial represents the view of the Emerald editorial board. Responses may be sent to

## Letters to the editor

### Consideration for out-of-town fans

Parking for the out-of-area fans needs to be addressed in the [Autzen Stadium parking code amendment]. ("Autzen plans move one step closer," ODE, Aug. 1.) More park and ride availability or also include better service through Amtrak. In the past the train has gotten in just before the game.

I think the schedule could be changed to allow it to arrive earlier, as many fans from around the state like to come together and visit before the game.

Craig Evans  
Portland resident

### Gore doesn't need Slick Willie's endorsement

Whatever one thinks of the man known as Slick Willie (even as far back as 1992), the reasoning behind

Bret Jacobson's "Similar to Monica, President Clinton sucks at politics" [ODE, Aug. 3] is preposterous.

Clinton's genius has always been about survival, about getting caught for destructive behavior — "if it feels good, do it" is the appropriate phrase — and then deftly extricating himself, succeeding where others (Richard Nixon, Bob Packwood) have failed.

After Gennifer Flowers, he got elected President. After Whitewater, he won in a landslide. After he was impeached, his approval ratings soared. This is the man who sucks at politics?

True political failures usually end up as low-level, small-town city officials, or in public university student governments — not as President of the United States of America. Jacobson is correct in asserting that Clinton is "his own worst enemy," but it's fairly obvious that Clinton's Dr. Jekyll usually prevails in the end. Clinton's ability to answer questions without "answering questions," and apologize without "apologizing," is mesmerizing.

Moreover, Jacobson's assessment that "it is clear that Americans do not want to change direction" is indefensible — nor does he bother to explain just how he extracted this stunning revelation from the collective mental process of the American electorate.

Jacobson apparently believes Gore would be a shoo-in was it not for Clinton's meddling, which is absurd. Gore would be a shoo-in were he not losing his ideological base, hemorrhaging campaign staffers and facing criminal indictment. Maybe.

First, Gore's unpopularity has nothing to do with Bill Clinton's recent comments. Second, Ralph Nader's surging popularity proves that even Gore's own party is shifting — away from him, to be sure. Third, Bush's triangulation — nominating Cheney to secure the conservative Republican base, then running to the center for the moderate and independent vote — is so "Clintonian." The putative vast-right-wing conspiracy can't complain about the putative liberal media bias

this time: the mainstream media has all but declared that November is Bush's to lose.

Sure, Mr. Hyde reappears in Clinton's remarks, and he can only hurt Gore's chances, but this relatively insignificant mistake is by no means "ensuring Gore won't be elected."

President Clinton is one of history's great political survivors, and Gore is going to lose this election all by himself.

William Beutler

Editor in chief, Oregon Commentator

### 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.