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The Times, they are a-changin'

Well, the "Old Gray Lady" gave way to color photographs on its front page and has finally caved to the demands of money. Of course, The New York Times doesn't quite put it that way, but the stately "paper of record" has, as of April 22, begun printing personal ads for its Sunday editions.

This is no joke. And it seems both inevitable and probably innocuous. The Times' advertising revenues in February were down nearly 7 percent from February 2000, and personal ads are a healthy source of revenue. (The Emerald has felt a bit of an advertising squeeze this year as well, and it's good to know that it's a nationwide malady.)

Besides, will reading about a "upwardly mobile cappuccino-lover seeking society maven with Tribeca loft" really detract from the professionalism and austere tone of the Times? It seems that if the paper truly is recording everything important for history, then including the modern single person's quest for love in 50 words or less is a part of that history.

Personal ads might also add a little levity to the paper as they intrigue the mind. What type of people would advertise themselves in the Times, and what words and phrases would they use? A look at a sampling of recent ads showed that it's not all 50-cent words and snooty requirements. There was some mention of espresso drinks and SUVs, but hey, it's the 21st century.

This news from the East Coast prompted the Emerald editorial board to think about personal ads on our campus. What would personal ads from notable University and city personalities say? We're not sure, but we thought it would be fun to write a few personals anyway, poking a bit of fun at local figures. So read on, and identify your favorite "celebrity."

PERSONALS

JUST BOUGHT A NEW COURTHOUSE

Pie-loving prominent MWM, loves to read to kids, seeks friend to watch chaos with me in my car. I'm only a tie-breaker, but I still have power. Join me in the back room and make some deals. Hurry, Eugene's protest season is almost here. Train wrecks need not apply.

COURT-ING LOVE

Strong-willed F seeks SM, preferably taller than 6-foot-6, who knows how to keep his mouth shut. Must enjoy occasional name-calling, long walks on the beach and "layups." Children OK, but the first time they confide in you with a problem, I'm resigning myself to singlehood.

ASU 'N' ME?

Do opposites attract? I desperately hope so. I've won elections before, but now I want to win your heart. Fun-loving

PERSONALS

WM seeks outgoing, ambitious woman activist with goals and dreams you can share with me, since I have a hard time finding my own. Ambition a plus. Must like politics, travel and deep discussions on diversity.

IT'S NOT EASY BEING GREEN

Middle-aged SWM, self-sufficient with flexible schedule, looking for SF with great sense of humor, much patience, ability to hop. Together we can write the funniest joke book the world has ever seen. Meet me on 13th after lunch, because having a beer with you would be a real treat... yours!

CLEAR THE TENTS

Searching for a Johnson Hall administrative assistant who has experience evicting protesters out of offices. Be willing to abstain from wearing university merchandise to work, eager to leave wealthy alumni out

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of the loop and have experience using a paper shredder. Must never tone down my positive words about the University.

GIVE ME MY MONEY BACK

Fiscally conservative, overly ambitious MWM searching for writer who specializes in repackaging tired ballot measures so they appeal to voters. Me: So-so management skills, hundreds of ideas to destroy Oregon. You: Must be opposed to taxes and schools, unwilling to think about consequences. Apply before next election cycle.

ALPHA MALE SEEKING SUBMISSIVE FEMALE

Head of athletic department needs female coach who avoids gender-equity lawyers like the plague. You will be in charge of 15 young women — well, "in charge" in a relative sense; the less domineering you are, the better. Call the lo-

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cal newspaper to inquire about my own innermost thoughts and management style.

POWER-TRIPPERS NEEDED

Newly-elected Dynamic Duo seeks highly motivated third to help us figure out if our office serves any purpose at all. If you like socializing, taking long walks on the beach, being the subject of criticism or pretending that you are busy when someone walks in, then you are the person we want.

THE TRUTH IS OUT THERE

Editorial board of daily campus newspaper desperately wants totally trained, mostly informed, completely ego-free individuals to help form safe, inoffensive ideas. Must be politically correct, enjoy talking to angry readers and be willing to tell paying advertisers that they can't speak. Help needed now to deflect ongoing criticism. Save us!

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

Letters to the editor

Gun control column doesn't earn respect

The May 8 issue of the Emerald had a column ("Gun control is a matter of respect") that should be an embarrassment to the paper, and it ironically uses the word "respect" — in big letters — in the title. It's the kind of writing that keeps the Emerald from garnering much respect.

Written by Rebecca Newell, the piece, which was in some twisted way about "gun control," is simply an ineffective piece of writing — the kind we writing teachers are always asking students to keep working on as we offer them the help they need. Why didn't someone at the Emerald do the same for this one?

At the core, there are three major problems. First, the writer contradicts herself, saying on the one hand she is against gun control and on the other that she wants to limit gun sales to minors and to have background checks on weapon sales, including, supposedly, sales at gun shows. Both of these limits involve legislated control and restriction, a.k.a. "gun control."

Second, her entire argument is based on one extended anecdote and three clichés.

Finally, she doesn't seem to

understand the Second Amendment to the Constitution.

In a world ever more dominated by the superficial and profoundly affected by uncritical thinking, we like to think that a university might offer an antidote. Remember that the Emerald is the face of the University to many people; with full-page essays like this, it's not looking good.

Jeff Harrison
Ph.D. Class of '95
instructor
Lane Community College

Newspaper union thanks its supporters

I would like to thank the community for its solid support of the Eugene Newspaper Guild and other newspaper workers as we work to reach fair contracts with The Register-Guard. I would especially like to thank the local Jobs for Justice Chapter (the Eugene Springfield Solidarity Network) and also the Teamsters for their help in creating a successful rally attended by nearly 300 people.

The May 1 rally included people representing unions from all over the region, from the OPEU to AFSCME, from carpenters to postal carriers to teachers, as well as ministers and members of social justice groups. Newspa-

per workers received a powerful message that the community cares about what happens at their daily newspaper and that our community cares about workers being treated with fairness and respect.

We are glad The Register-Guard has started writing stories about its labor issues. This indicates that the company heard community concerns expressed at the rally. We hope the company also will consider another message the community sent at the rally: Get rid of that union-busting attorney from Nashville, L. Michael Zinser, and sit down to bargain so we can reach a fair contract.

The Guild remains hopeful that bargaining can move forward in a more positive manner. Our next bargaining date is May 22-23.

The community support has been crucial, and we thank everyone who came to the rally or sent e-mails and letters of support to the publisher.

Kim Gilbert
vice president
Eugene Newspaper Guild

CORRECTION

The front page photograph in Thursday's flag was not Oregon track athlete Billy Pappas.

The Emerald regrets the error.

Leftfield

Frank Silva

