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Durang Durang
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Ad team showcases its skills

The advertising team presents the campaign it created for DaimlerChrysler

By Lisa Toth
 Oregon Daily Emerald

Unlike most University students, members of the advertising team spent their spring break "living" in the school of journalism's computer lab.

The team's advertising presentation and plan book placed it first in the regional American Advertising Federation National Student Advertising Competition, April 25-29, in Spokane, Wash. The win will send the team to the national competition in Cleveland, Ohio, June 8-13.

The 15-member team pitched an advertising presentation at Ad Night 2001, "Changing of the Guard," on Thursday in Willamette Hall.

The team is composed of students from the advanced advertising campaign class, which met twice a week during winter term to prepare its campaign for DaimlerChrysler, a global transportation company.

Each of the 16 competing teams going to nationals created an ad campaign that presents a marketing and communications program for DaimlerChrysler as a global national campaign. The program had to include provisions for the North American, German and United Kingdom markets with an emphasis on the United States and Germany.

Jamie Kasman-Fell, the promotions and business manager for the team and the co-president of the Ad Club, which sponsors the team, said the group has spent countless hours researching the company and creating its campaign. They also chose five members of the team to present their campaign at nationals.

Visiting Associate Professor David Koranda from the school of journalism has been advising the team as it prepares for competition.

"They did a great presentation with a very difficult assignment," Koranda said.

Kasman-Fell said Koranda never gave the team members the answers they wanted, but he would ask them

leading questions to help them find the right answers themselves.

"Dave has been so much more than a professor," ad team accounting manager Monica Neukomm said. "He has been a mentor. He has forced us to think outside the box."

The team had an added twist in presenting its campaign because since DaimlerChrysler's 1998 merger between Daimler-Benz and the Chrysler Corporation, the company has been laying off employees, and its stock has plummeted because of a lack of consumer confidence, Sheila Vineyard said. Vineyard, who was involved in the media aspect of the team and who also serves as the co-president of Ad Club, said the team had to create a positive umbrella concept for the DaimlerChrysler brand instead of focusing on the company's products.

Kasman-Fell said challenges such as these have helped her learn how advertising agencies work.

"It is the best real-world experience you can have while in school," she said.



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The ODE Classified section ... much more than a place for the crossword

Rally

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DJs kicked off the night with some music, which was followed by several speeches in the EMU Amphitheater before the march.

Jennifer Self, a former employee of the District Attorney's office for Victim's Services, discussed how oppression in society is "everyone's issue" and all people should unite in the fight against it.

Self, who has worked with sexual assault survivors, said society's structure teaches people that oppression is tolerable.

"Oppression is sneaky ... It wraps in our thoughts without our consent," she said. "We start to believe that the night has al-

ways been dangerous."

Teri Gutierrez, a longtime activist in Eugene, also spoke about

Oppression is sneaky ... it wraps in our thoughts without our consent. We start to believe that the night has always been dangerous.

Jennifer Self
 former employee,
 Victim's Services

the role men should play in stopping oppression.

"Men have more privilege," she

said. "They really need to step up to the plate on this ... We need their help."

With the EMU as the starting point, the 45-minute march ended at Eighth Avenue and Oak Street in a speak-out — an opportunity for sexual assault survivors to come forward and share their stories, often for the first time.

Although the night released angry feelings that left somber tones, it also motivated women to unite and fight for their right to walk the streets without fear.

"It's a feeling of women coming together and supporting each other," said Kristina Young, an SASS volunteer. "It's a powerful movement that can empower our community and spread the word that change needs to be made."

Diversity

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campus are a diverse group.

"The GTF population mirrors the diversity of the graduate student population, including students of color and international students," he said. "The average age of graduate students is approaching 30, and they encompass a very wide range of backgrounds and disciplines."

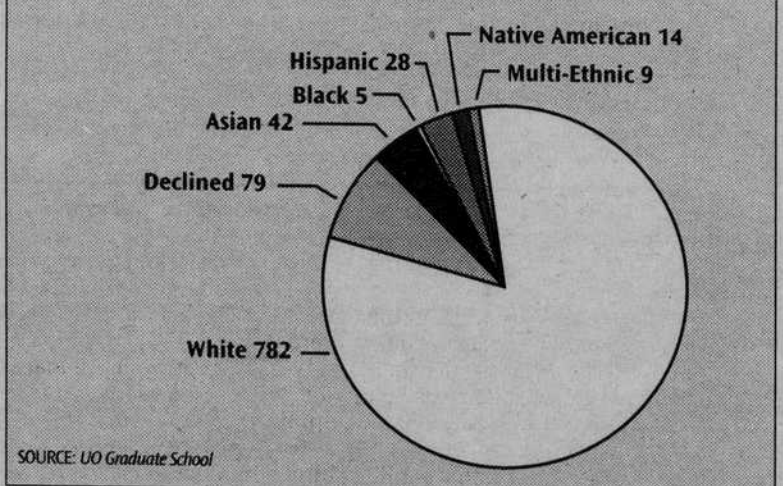
Linton, who is also vice provost of research for the University, said he defines diversity as a wide range of characteristics, not just race and sex. He said the concept of diversity "encompasses acceptance and respect, including the dimensions of race, ethnicity, national origin, gender, sexual orientation, socio-economic status, age, physical abilities and religious or political beliefs."

Gary said the University still needs to look at how much it values a more diverse population of GTFs.

"How much do we really value an educational experience that is

GTF Diversity at the UO

The number of students from various ethnic groups in the University's graduate programs. Figures exclude international students.



Russ Weller Emerald

informed by the presence and participation of multiple perspectives, differing backgrounds, new and challenging, even provocative scholarship [within] the engagement within the graduate ranks?" she said. "Are we willing to look at

how we judge preparedness for graduate programs, and how we measure the climate of the department for promoting successful experiences for all graduate students, especially those who are not traditional to the academy?"

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