



Night of the living dead
Four student journalists have designs to revive the Oregon Voice magazine. **PAGE 5**

Bigger and better
The UO's music school has received \$7.6 million for a remodeling project. **PAGE 4**



An independent newspaper

Oregon Daily Emerald

http://www.dailyemerald.com

Thursday, August 9, 2001

SINCE 1900

UNIVERSITY OF OREGON EUGENE, OREGON

Volume 103, Issue 14

Covering the Country

■ The hype over the Ducks' 2001 football campaign reaches new heights with national magazine covers and billboards in Los Angeles and San Francisco

By Peter Hockaday
Oregon Daily Emerald

Oregon fans have always known the Ducks have a good football team. Now, 15 million more people know how good Oregon is.

Two days after it was announced that Duck quarterback Joey Harrington would be featured on the covers of Sports Illustrated and ESPN Magazine, the Oregon Athletic Department confirmed that billboards of cornerback Rashad Bauman and running back Maurice Morris will be erected this weekend in San Francisco and Los Angeles, respectively.

The billboards, unprecedented simply because they aren't in the team's hometown, are being funded by the same group of donors that paid for a 100-foot billboard of Harrington in downtown New York, according to Oregon Director of Media Services Dave Williford.

"They're basically the same style as the ones around [Eugene]," Williford said, referring to advertisements featuring Justin Peele and other Duck football players.

Bauman's billboard sits next to an entrance to the Bay Bridge in San Francisco, while Morris' image will grace the side of Highway 405 in Los Angeles.

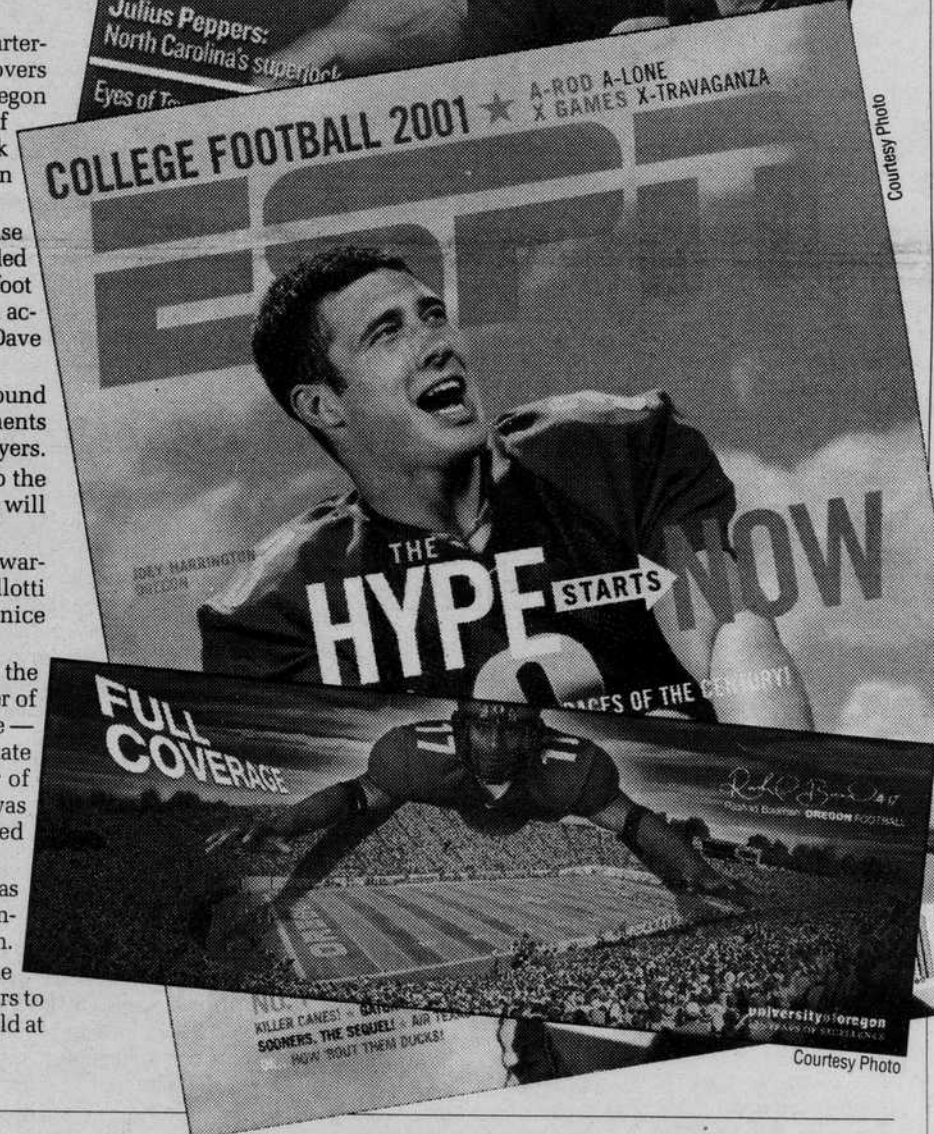
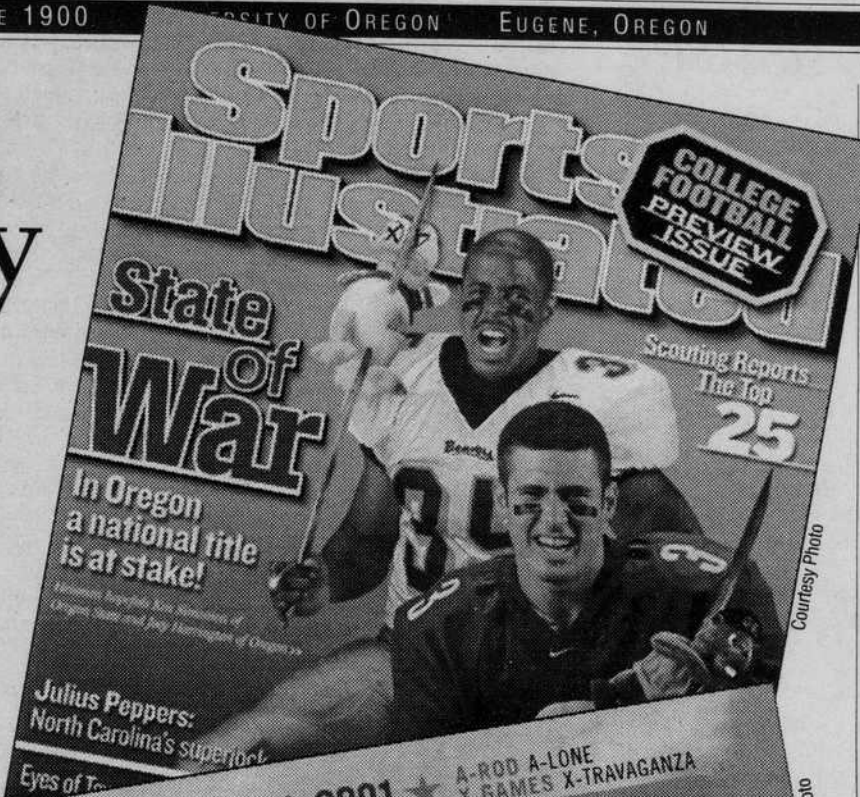
"It's great that [the boosters] think those kids warrant the attention," Oregon head coach Mike Bellotti said. "Not that Joey doesn't deserve it; it's just nice when other kids get a shot."

But Harrington has been the one receiving all the national attention recently. He poses on the cover of Sports Illustrated's college football preview issue — which should hit stands today — with Oregon State running back Ken Simonton, and on the cover of ESPN Magazine all by himself. The ESPN cover was one of four regional covers and was distributed across the West Coast.

Both magazines name Harrington and Simonton as early candidates for the Heisman Trophy, given annually to the top college football player in the nation.

Sports Illustrated ranked Oregon State first in the country in its preseason poll and chose the Beavers to win the National Championship, which will be held at

Turn to **Football**, page 4



University abandons broadcast limitations

■ After receiving a mountain of criticism over the last month, the school decides not to restrict the use of sports footage

By Jeremy Lang
Oregon Daily Emerald

The University has dropped all plans to institute a new policy that would have restricted how long television news broadcasters could air footage of Duck football games.

Athletic Director Bill Moos announced Wednesday that after almost a month of public feedback and angry, critical letters from media groups nationwide, the school will keep its "open access" game day policy for television journalists.

Instead of the University implementing a policy, Moos said the industry will take responsibility and police itself. But Bill Johnstone, the CEO of the Oregon Association of Broadcasters, said his group has no plans to enact specific rules or guidelines on when highlights can be aired and for how long.

Moos said he and other members of the Athletic Department have been leaning toward dropping the policy for the past week, a decision sparked in part by the cries of First Amendment infringement from media organizations ranging from The Oregonian's editorial board to the Society of Professional Journalists.

"It is in our best interest to go back to the original policy," he said during a press conference call. "I don't feel we had the arrogance to take on First Amendment rights."

But he added that the attention created by the University's high ranking in a number of national preseason football polls and Duck quarterback Joey Harrington's presence on the covers of Sports Illustrated and ESPN Magazine played a major role in the final decision.

"This is a year of all years that we want the most exposure of Duck sports," Moos said.

The issue of limiting coverage grew from a year-long dispute between ESPN Regional Sports, which allows footage to be aired on KEZI, Eugene's ABC affiliate, and the CBS affiliate KVAL, which airs Duck football game footage on its "Inside the PAC" show.

Both ESPN and ABC are owned by the Disney Corporation.

ESPN Regional claimed "Inside the

Turn to **Broadcasters**, page 3

City will continue negotiating with PeaceHealth

■ The City Council has removed one obstacle to Sacred Heart's move by not altering a land use ordinance

By Darren Freeman
Oregon Daily Emerald

The City Council on Wednesday scrapped a proposed land use change that would have blocked Sacred Heart Medical Center from expanding into North Eugene and directed city staff to continue discussions with the hospital's parent com-

pany, PeaceHealth.

While the vote dropped one hurdle to PeaceHealth's planned expansion to North Eugene, hospital spokesman Brian Terrett said the meeting presented a new setback for PeaceHealth.

The council didn't vote on a motion to seek state dollars for an interchange between the Belt Line Highway and Coburg Road that Terrett said the hospital would need to open at its preferred site near Crescent Avenue.

"We're pretty disappointed,"

Terrett said after the council session. "The council had an opportunity to take clear, decisive action to help us build on the North Eugene campus. To have the council vote only to continue to discuss is a setback ... We're at the point now where we need to take action."

The next City Council meeting on the issue will be held Sept. 10, after the council's summer vacation.

Since March, when PeaceHealth first announced it would build a new inpatient center to relieve

overcrowding at Sacred Heart, the city has tried to keep the hospital downtown to promote compact urban growth and to keep hundreds of jobs in the area.

At Wednesday's meeting, most councilors admitted they can't force PeaceHealth into building downtown but asserted the council should continue seeking the best possible solution for the city.

Councilors Betty Taylor, Bonny Bettman and David Kelly argued that they still support

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