

COMMENTARY

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Oregon's football fame should be handled with care

People around the nation won't think of Oregon as the rain-drenched school with the cartoon mascot any more. We are now the school that houses the sentimental example of what a college football program should be modeled after.

While many feel the latter is a much more positive portrayal of the University, much is left in between. Oregon's 38-16 drubbing over Colorado in last week's Fiesta Bowl

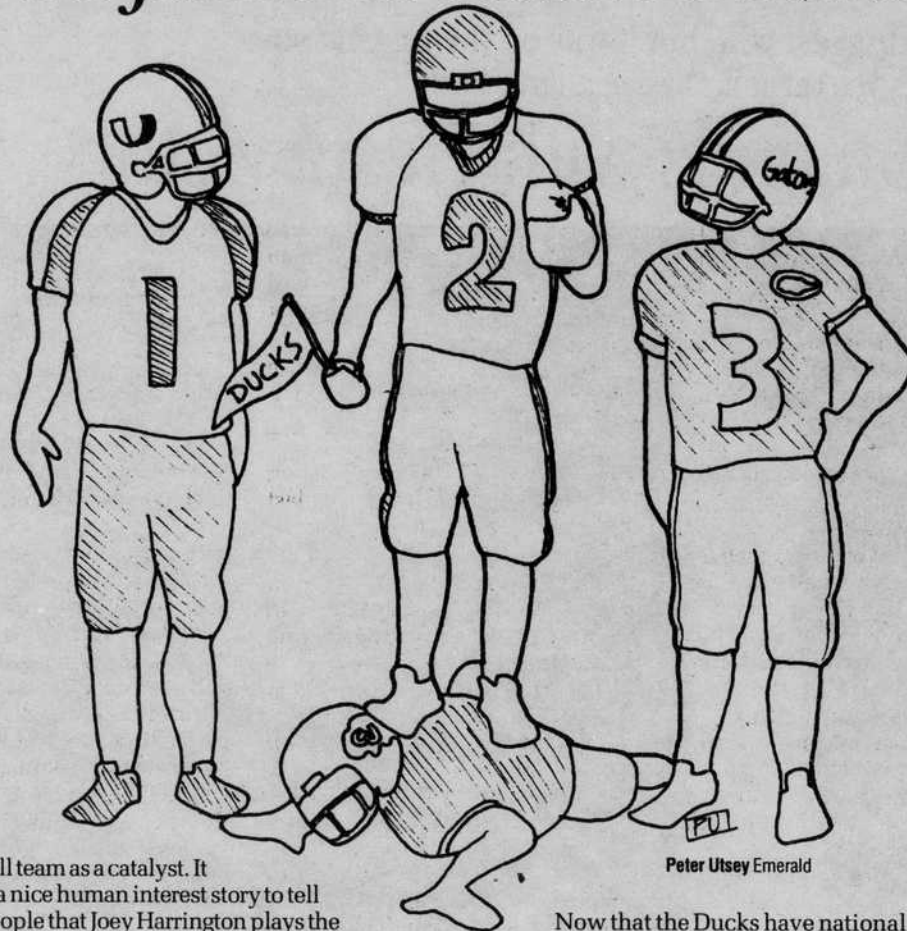
capped what will easily go down as the best football season in Oregon history. While a Nebraska win would have made an 11-win season that much more memorable, University administrators outside of the Athletic Department couldn't be asking for much more.

This great exposure could also help the University as a whole. In recent years the University has lost several star prep

athletes to schools such as Michigan and California, simply because degrees from those schools hold a higher value in the real world.

Football powerhouses like Florida State and Miami have faced the same problem for years. People know the names of these schools because of what they do on Saturday afternoons during the fall, but not much else.

Oregon can now fall into the same predicament, or use the exposure created by the foot-



Peter Utsey Emerald

ball team as a catalyst. It is a nice human interest story to tell people that Joey Harrington plays the piano, but what about the fact that his degree in business administration came from one of the top-ranked schools in the country?

Now that the Ducks have national recognition, the University must be careful not to fall down the slippery slope of success. A year ago Oregon State sat in this

very position, and this year its bowl game consisted of counting the marshmallows in Lucky Charms. Of course, there is much disparity between the quick strike success of the Beavers against the sustained superiority of the Ducks, but it could be easy to fall into the trap when the golden carrot was dangling just one lost game away.

With success comes exposure. More talented athletes will now look to Oregon as a possible stepping stone toward their athletic endeavors, but the fact is that not every talented athlete is academically college material. Admission standards must remain high and the relationship between the classroom and the field should remain studying before sport.

When television networks are flashing hundreds of thousands of dollars to a school that is also spending \$80 million on a stadium, priority lines could become a bit blurred.

The University has never been in a spotlight like this before, but at some point the light will dim. It is then that it must not become greedy and attempt to get it back at all costs. What got Oregon to this point should be used to go even further. Sustained development in athletic programs with a deep cooperation in academics could make Oregon to college football what Duke is to college basketball: an athletic program respected for what it does on the playing field as well as off it.

Contact columnist Jeff Oliver at jeffoliver@dailyemerald.com. His opinions do not necessarily reflect those of the Emerald.



Jeff
 Oliver
 Columnist

Letters to the editor

Cloning technology moves us forward

Enlightened Americans ought to congratulate Advanced Cell Technology for its human cloning research and thank researchers for their courage and independence in the pursuit of knowledge.

History is littered with stories of men, like Darwin and Galileo, who used reason and challenged a faith-driven culture in their scientific endeavors. These men endured constant intellectual battles during their lifetimes, but their struggles brought us the high standard of living that we enjoy today. Our material wealth and comfort has always followed from the embrace of reason over faith. Advanced Cell Technology's research will show us this again, if they are not shut down by the "witch doctors" first.

Heather Stern
 Marina del Rey, Calif.

ASUO makes a difference

When I entered the University as a freshman, I was intimidated and hesitant to join any campus organizations. After visiting the ASUO office during my first week here, I decided to join the student government as an intern. I made this decision because I felt welcome at first sight. From my first step into the office until this very day, I felt at ease with the staff.

After completing almost a full term as an intern, I have seen our team grow as an office. I have learned that the ASUO is vital in running many student organizations, making a difference in our community and providing educational opportunities for students. I have taken advantage of these fortunate endeavors and am eternally grateful because I have learned a great deal about my work ethic and leadership skills. There are many people who have contributed to my first term's success.

I've realized that the staff and executive members at ASUO are amazing people because their roles in student government are crucial. Without their time and efforts, students would not be able to grow as they do. It is so important that we have ASUO here and we have wonderful people to help run it. The projects we attack make big and small differences in people's lives, but the reason we do it is because it makes a difference.

Theo Yang
 freshman
 pre-journalism

Let's re-evaluate our position

Recently, the mainstream media has been talking about the Revolutionary Association of the Women of Afghanistan, but they're only using RAWA to make the Taliban look bad and justify the U.S. bombing. They didn't mention that RAWA has denounced the U.S. bombing of Afghanistan as murderous and

undemocratic. They don't mention that RAWA calls the Northern Alliance "murderers," "hated terrorists" and "hungry wolves." They don't mention that the Northern Alliance has been under pressure from human rights organizations for using rape as a method of gaining control. The mainstream media has been using RAWA for its own purposes and then leaving them to suffer under U.S. intervention.

RAWA believes that the only way to establish peace and freedom in Afghanistan is a secularist-feminist revolution aimed at the destruction of the Taliban's authoritarian control. They do not believe that the U.S. bombings will be beneficial to the people of Afghanistan.

Many people believe the war in Afghanistan is a good thing because we're a "democracy," and Afghanistan is "backward" and undemocratic. I suppose we're a democracy: a democracy of the representative, hierarchical, patriarchal, centralized and militarized sort. We're kidding ourselves if we think we have any real decision-making power. This is a nonegalitarian society, divided by race, class and gender inequalities. We're lucky that we don't live in a country like Afghanistan, where people are even less free, but just because our government is "better" than others doesn't make it good.

Brenton Gicker
 student
 Lane Community College

Steve Sack Knight-Ridder Media Services



'ANYTHING BIG ENOUGH TO COVER A BUMPER STICKER?...

Poll Results:

Every week, the Emerald prints the results of our online poll and the poll question for next week. The poll can be accessed from the main page of our Web site, www.dailyemerald.com. We encourage you to send us feedback about the poll questions and results.

This week's poll question: What is your New Year's resolution?

The choices:

- Go to class
- Quit smoking
- Lose weight
- Read the Daily Emerald online
- No resolutions

Letters to the Editor and Guest Commentaries Policy

Letters to the editor and guest commentaries are encouraged. Letters are limited to 250 words and guest commentaries to 550 words. Please include contact information. The Emerald reserves the right to edit for space, grammar and style.