

COMMENTARY

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Editorial

Universal logo would benefit UO's image

A flurry of controversy has surrounded the possible change of the University's logo since December, when officials announced the University was re-evaluating the existing emblems. Students and faculty have criticized this proposal for a number of reasons, but their complaints don't add up to much. A universal image would be a simpler way to represent the University, and refutations surrounding the proposal are simply much ado about nothing.

Officials have proposed to replace the images — Donald Duck, the interlocking "UO," the University seal and the Nike "O" — with a single representation. Officials are trying to decide which would best represent the school and have narrowed the choice to either the interlocking "UO" or the Nike "O."

ASUO Student Senator Eric Bailey has argued that the academic and athletic side of the University should be represented by different images. He also argues that changing the University logo to the Nike "O" would further the perception of the University as "Nike U." While this argument is valid, and we certainly don't want our University to be known as a corporate puppet, it's almost too late to reverse this perception. The Knight Library, Knight Law Center, the renovation of Autzen Stadium and pledged matching funds to create 16 endowed chairs at the University have all been funded by Nike CEO Phil Knight. Nike's influence is already imbedded into the University and the public's image of the school. Whether or not the "O" becomes the University's new logo will not have any significant bearing on this reputation.

In the end, any seal or logo that promotes the school will be good for the University's image. A consolidated logo is a good public relations device. It helps get the University's name to potential students and donors, and provides an image to associate with that name. If administrators choose to go with the Nike "O," we can at least count on the logo being more recognizable, thanks to the recent success of our football team.

The fate of the seal isn't a crucial University issue, and we should devote our energy to more pressing problems, such as looming budget cuts.

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.

Experience fails to represent

GUEST COMMENTARY

Gregory McNeill

I am writing as another candidate about the endorsement of the Pilliod/Buzbee ticket for ASUO Executive. It is clear that they have a lot of experience, but it is also clear that they do not represent the student body on the whole.

They speak of voter registration and health care. These might be great goals, but they are not representative of the average student. Also, if they are as enthusiastic as the Emerald editorial board claims, why were they the last to put up posters and start a campaign?

Our campaign set out to address what we feel are the issues that the average student cares about. Students want more seating at football games, better parking and more things to do on campus. We know this because this is what students have told us.

We have heard complaints about OSPiRG spending money off campus. Now, we are not against OSPiRG, but this shows that people want something tangible from their fees.

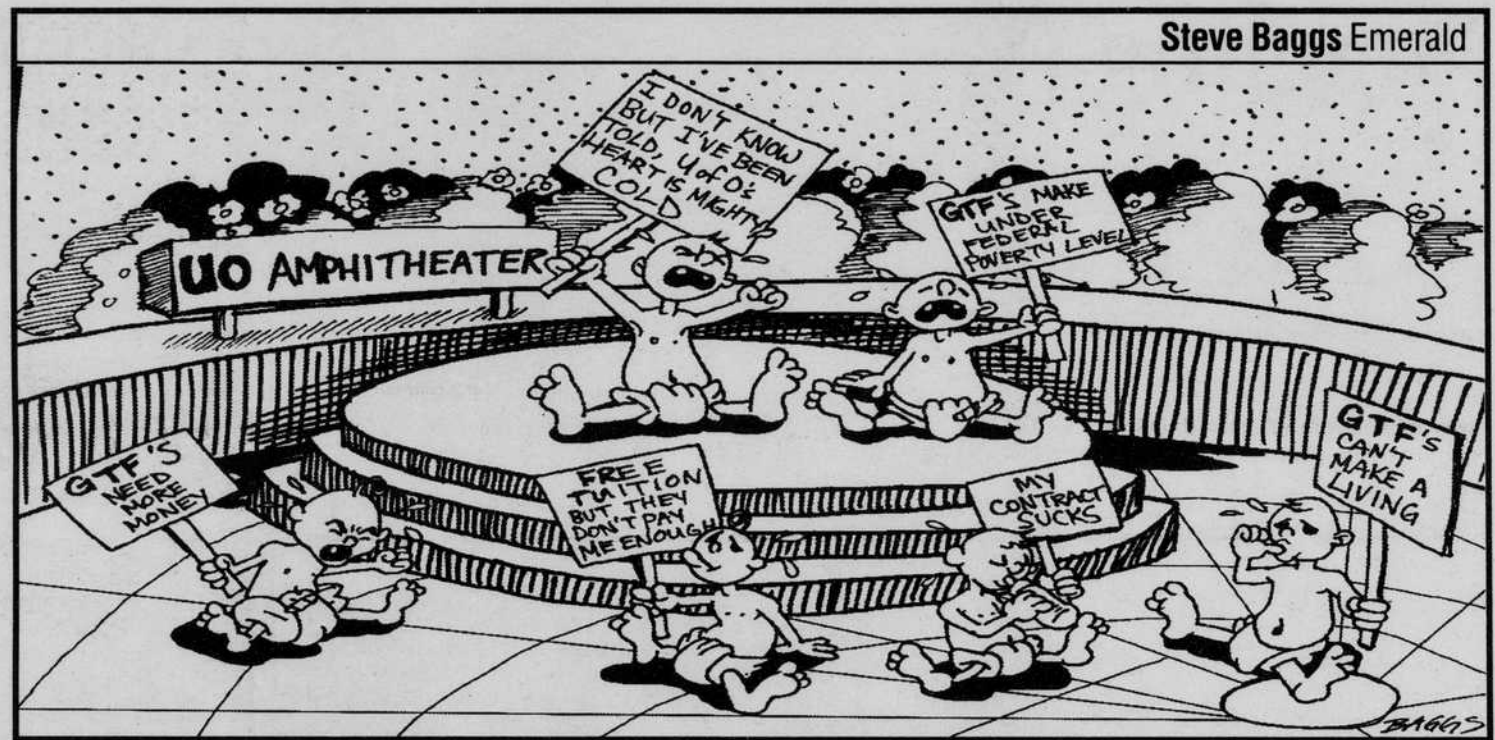
Also the editorial board claims, "most importantly, Pilliod and Buzbee are not making outlandish promises they will be unable to keep." I believe that they are, in fact, making such promises. Their issue of health care is something that they have no control over. If they get more registered voters, they may

have more pull with one senator and one representative, but still not enough lobbying power to bring change.

Lastly I feel that they are mocking democracy and the intelligence of the voters with their gorilla outfits and chalking. Are they afraid that a common student will look at their issues and not see how it will help?

I don't want to sound bitter. I wouldn't even have issue with this endorsement if I felt that the reasoning behind it held water, but it doesn't. Clearly students don't want the status quo, as there were seven tickets running on not being that.

Gregory McNeill, a sophomore majoring in political science, ran for ASUO president in this year's primaries.



Letters to the editor

ASUO forecast calls for no change

I am fully disillusioned by the results of this recent primary elections.

The two worst tickets are now in the final fray, while the other "good" candidates are eliminated. Why are these two tickets inferior? Lets look at the worst out of the two. (Sean) Ritchie and (Jason) Babkes have no viable platforms! In fact, I don't know anybody who is aware of what their policies are. Their campaign made me extremely nauseous, especially when they employed little children to pander for votes. I won't even delve into that full-page advertisement on the back of last week's Emerald, no how much money they wasted. This ticket is dangerous for the ASUO because of their unawareness of the issues on campus. However, we will not have to worry about this, because they certainly won't win the general election.

The real winners will be Pilliod and Buzbee, unfortunately. They are experienced and seem to be aware of the issues on campus, but they will have the stigma of their predecessors, Brooklyn and Nair. Their administration has been by far the worst in recent memory, especially on public relations and the apparent gender bias in their office. Pilliod and Buzbee, who support this administration, say they will not make too many changes in the ASUO, which could only make me skeptical of their future at the ASUO. When government is bad, it shouldn't remain the same! Next year the ASUO Executive will remain the status quo, as always.

Steven Lockfield
sophomore
history

United Way supports Bush's call for volunteers

President George W. Bush, in his State of the Union address on Jan. 29, called upon every American to commit at least two years during a lifetime to volunteer service, to prepare for and respond to emergencies, rebuild communities, mentor children and extend the compassion of our country to the rest of the world.

The United Way of Lane County is delighted by the president's remarks. As Lane County's leading advocate for and authority on volunteering and part of the Points of Light Foundation and Volunteer Center National Network, together we have been dedicated to engaging more people more effectively in volunteer service for more than 100 years.

Our first-hand experience suggests that the "new culture of responsibility" described in the president's speech can and must engage citizens and organizations at all points in the community and from all walks of life who are dedicated to making a difference in the lives of others.

United Way's Volunteer Connection maintains a large database of volunteer opportunities in local nonprofit organizations that includes a wide variety of ways to get involved: from mentoring a child to maintaining nature trails, fund-raising to gardening, providing meals on wheels to helping fix computers, and many more.

By calling 741-6000 or visiting www.unitedwaylane.org/volunteer, potential volunteers can learn more about local volunteer opportunities or ideas to match various interests and schedules.

Ellie Dumdi and Chris Pryor, co-chairs
United Way Volunteer Connection
Steering Committee

Arctic Refuge more than a chunk of ice

In post-Sept. 11 America, it is easy for the media to overlook another one of America's landmarks that is under siege, and like the World Trade Center, may soon be destroyed.

In the far northeast corner of Alaska lies the Arctic National Wildlife Refuge — 19 million acres of beautiful pristine wilderness currently free of roads and industrial development. Within weeks, the Senate will debate on energy legislation, and Sen. Frank Murkowski, R-Ala., will offer an amendment to the Senate energy bill that would open the refuge up to oil and gas drilling.

Despite its name, the Arctic refuge is not a big chunk of ice. In the spring it is green, and it is a year-round home to caribou, polar bears, and thousands of other animals, some of which are endangered. The refuge is sacred land to the native Gwich'in people, the "people of the caribou." Drilling in the Arctic would harm not only animals and habitat, but the Gwich'in culture as well.

The estimated six months worth of oil in the refuge would not reach us for about 10 years. Rather than using up the last of our natural resources, we Americans should focus on a cleaner, smarter, more efficient energy future. No other place in the United States is like the Arctic refuge. We simply cannot afford to lose it.

Vivian Vassall
freshman
pre-journalism