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'Dude, where's my class?'



Thomas Patterson Emerald

The wrecking ball moves in Tuesday as workers begin the demolition of Gilbert Hall to make way for the Lillis Business Complex, the new home of the Charles H. Lundquist College of Business. Many students saw the 50-year-old 'Commonwealth Bridge,' which connected the two wings of Gilbert Hall, come down throughout the course of the day.

Tobacco campaign targets UO area

■ Philip Morris is using 'buzz' marketing to encourage more college students to use its products

By Eric Martin
 Oregon Daily Emerald

A posse of Marlboro "cowboys" that goes around photocopying the identification cards of bar patrons has descended on Eugene, wearing red button-up shirts and blue bandanas. One local group is ready for a showdown.

"It's a small place and there are a lot of representatives from Marlboro," journalism major Scott Littlejohn said at Jogger's Bar and Grill on Tuesday evening. "The first thing they asked me was, 'Are you a smoker?' No, 'Hello.' Just, 'Are you a smoker?' The second thing they asked me is, 'Are you 21?' We're in a bar!"

The representatives have been hired by Philip Morris, the company that owns Marlboro, to arouse interest in free trips to one of three Marlboro ranches in Montana and Arizona. The group of about 13 cowboys has been visiting places like Jogger's asking customers to complete a form that could win them a free trip to "the best time of your life." But several cowboys, who deferred all questions to Philip Morris, told patrons they could not be held responsible for promotional materials mailed to the patron's listed addresses.

The strategy is "buzz" marketing. A company sponsors a cutting-edge promotion or activity to attract consumers who are unresponsive to traditional advertising or are skeptical of its messages.

Companies such as General Motors Corporation and Mary Kay have used the tactic, said David Boush, an associate marketing professor at

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Career Fair organizers encourage students to be flexible in face of fewer jobs, recruiters

The Career Fair will have only 77 tenants this spring, down from 117 one year ago

By Katie Ellis
 Oregon Daily Emerald

With June rapidly approaching and the economy struggling to bounce back, many graduating seniors are facing the difficult task of finding a job.

Today's annual Spring Career Fair reflects the current economic state. The number of recruiters expected to attend this spring's fair has decreased by almost 25 percent from last year. Despite the decrease, organizers encourage students to attend the fair and explore the employment and internship opportunities available.

Mei Yong, marketing and communication specialist for the Career Center, said because Oregon's economy has not rebounded and the state's unemployment rate remains one of the highest in the country, there is a low number of recruiters attending the spring career fair.

"Numbers are still low," Yong said. "There are several big companies that usually send recruiters to the fair but many of those companies are not coming. For example, Meier & Frank and The Bon Marché, companies that usually come, will not be here."

Beth Pfeifer, internship coordinator

for the School of Journalism and Communication, said that the number of companies scheduling interviews with students has also decreased.

"With the way the market is now, students need to be more flexible," she said.

The Winter 2002 Career Fair saw a drastic decrease in the number of recruiters. Approximately 116 companies attended the winter 2001 fair while 65 attended the 2002 fair. Although expectations were high for this year's spring career fair, it appears to be

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Campus/Community Task Force meets today

The University's Campus/Community Relations Task Force will host a public safety forum today at 3 p.m. in the Bowerman Building, at 1580 E. 15th Ave.

The public meeting will be attended by University administrators, officers from the Department of Public Safety and the Eugene Police Department, residents of the area and local business owners. The task force meets twice each year.

Anne Leavitt, associate vice president for student affairs, said the meeting will focus on public safety and transportation issues in the areas immediately surrounding the University.

— Darren Freeman