

COMMENTARY

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Editorial

Experience makes Kelly best choice for Ward 3

In the race for Ward 3 city councilor, incumbent David Kelly has shown himself to be the best choice. Of the two candidates, Kelly has demonstrated the knowledge of both the city council and the issues faced by Ward 3 residents — knowledge that is necessary to make his campaign promises into realities.

While the editorial board was impressed with Kelly's opponent, University student Maco Stewart, we thought his plans lacked specifics and he lacked the general experience necessary to adequately represent all Ward 3 residents.

While he criticizes Kelly and the rest of the current city council for infighting, it seems as though Stewart is continuing to pit students against city government, instead of urging them to work together. Students are undoubtedly an integral part of the city, but are we really going to get much accomplished if we try to turn it into an us-versus-them argument?

We think it's great that a University student is running in this race and bringing more attention to issues that affect the campus community. But Stewart is relying heavily on the fact that he is a student and knows other students to demonstrate his fitness for office. We agree that he would be qualified to represent the campus voice, but the other residents of Ward 3 need adequate representation as well.

To that end, Kelly has a better understanding of what we're facing as Ward 3 residents, and as University students.

We liked Kelly's ideas about implementing Eugene housing standards patterned after a similar system in Corvallis. Simple standards like basic habitability, heating, insulation and water should already be part of Eugene's housing requirements. And Kelly has the influence to put his ideas into action. We're still waiting for specifics on how to effectively implement the standards, but his plan has a lot of potential.

Kelly also appears to be sensitive to the needs of Ward 3 residents. We applaud the initiative he has shown by working with the ASUO and incoming ASUO President Rachel Pilliod, and we would like to see him play a major role in bringing together the "ongoing forum" he mentioned to better represent student voices. It's true that students don't always show an interest in having their voices heard by the city council, but sometimes our representatives need to bring the opportunity to the students instead of waiting for us to come to them. Frequent appearances on campus and town hall meetings involving students would be an excellent start.

And finally, Kelly has addressed our concerns about Peace Health's future move to Springfield. Although a small number of employees currently working at the Eugene site will be relocated, a significant portion of the hospital's services will be lost in Ward 3. Kelly has said he will work to find ways to provide adequate emergency services for the area.

For these reasons, we urge you to re-elect David Kelly as city councilor for Ward 3.

Editorial Policy

This editorial represents the opinion of the Emerald editorial board. Responses can be sent to letters@dailyemerald.com. 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

ANA: Local ads could be IMPROVED

My older sister warned me before I came to school that I'd get addicted to daytime television. And I'll admit, I enjoy an occasional episode of "Crossing Over with John Edward" or a sinful dose of Timmy on NBC's "Passions."

But I find myself drawn more to the advertisements that fill the airtime between the drama — especially local television spots.

Some of the local ads aren't bad. I always enjoy the "Palm Harbor Homes" jingle (every time the doorbell rings, I break into song). But not all of the commercials from the Eugene area are as interesting — or have the budget — as a manufactured home megastore.

In fact, some of them suck. I've had enough of whiny Ronny from Ronny's Stereo. The price of excellence is not always affordable, Ronny, especially when it comes to home entertainment systems. Admittedly, I've never been to Ronny's store, but I've never wanted to, especially after being entranced by Ronny's sniveling, monotone voice.

I'm also frustrated with the Brad's Chevrolet in Cottage Grove commercials. The spot features a mustachioed Brad superimposed over his car lot as though he were a weatherman. Used-car salesmen are creepy in general, but I think Brad has a certain former high school football star-like charisma that is squelched in the spot.

And although Emporium is not a local chain, its commercials sure make it seem like mom and pop are running the show. The "Clean Sweep" spot is among the most ridiculous, featuring guys in khakis pretending to drum on upside-down buckets while women in khakis flit about their drumming circle, swinging brooms. What the ad has to do with anything besides housecleaning supplies is beyond me.

Other irksome ads include Guaranty RV in Junction City (where eggs are cheaper?) and a car commercial with



Peter Utsey Emerald

spokesman Joey Harrington delivering an insincere pitch.

I don't know the advertising budgets for these local businesses, and I don't know how difficult it was to undertake production to begin with. But producing goofy spots only undermines the intent of the commercials in the first place — to persuade people to buy a product.

So I'd like to offer a suggestion to all of the Ronnys, Brad's and Emporiums of Eugene and Springfield: Check out Allen Hall Advertising.

AHA is a student-run advertising firm on campus that is under-utilized by local businesses. The students involved in AHA are dedicated to creating new and innovative advertisements and could offer insightful tips for improving local ads. With help from budding advertisement executives, the level and quality of

local commercials would go up, and consumers might be tempted to buy that new Tahoe from Brad or order a home theater system from Ronny.

With a little brainstorming from the young minds at AHA, local commercials could be as effective as their national counterparts. Local businesses may not have the funding to promote themselves effectively, but AHA could create budget-minded spots that would be much cheaper than an outside agency.

At least it would make the three minutes between John Edward's communication with the dead a little more interesting.

E-mail editorial editor Julie Lauderbaugh at julie.lauderbaugh@dailyemerald.com. Her opinions do not necessarily reflect those of the Emerald.

Letters to the editor

Students support new Eugene library

Eugene area students came to the site of Eugene's growing new library on April 30 to celebrate reading in a public setting. University athletes Rasuli Webster and Kourtney Shreve joined kids from Jefferson and Spencer Butte middle schools, Adams, Family School, Magnet Arts, and Santa Clara elementary schools, SMART tutors and community members in reading throughout the day.

Eugene's new library will serve everyone, and it was exciting to see students of all ages ready to come downtown and watch the building under construction. When the doors open in the winter of 2002-03, everyone will be able to use the services in an exciting new space.

Thanks to all of the young people who came to the Lane Transit District plaza on April 30 to show support for the library.

Barbara Dellenback
 executive director
 Eugene Public Library Foundation

Stein stands behind students

I was amused by your recent interview with Ted Kulongoski. I even laughed out loud when I read the question, "How are you campaigning to increase student turnout?" The answer is

nothing. Only one candidate is making any kind of effort to get out the vote in the student population, and that candidate is Bev Stein.

When I attended the Democratic debate at the University, Kulongoski had sent a representative in his stead. I would have been utterly dumbfounded at this, had it not been for Kulongoski's history of absence from campus events.

Bev Stein is the only candidate who has a plan to improve the public education system. The other candidates, while at the same time claiming that education is a top priority, are not even mentioning higher education.

Kulongoski also fielded a question in your interview about how he would make himself accessible to students if he wins the election. He said he would come down to campuses and meet students — a slightly misleading answer. I can count on one hand the number of times he has visited the University. Stein has been here more than a dozen times.

I don't believe Kulongoski to be a bad person — far from it, in fact. However, when he tells us that he is the candidate who has our interests at heart, I don't believe that to be true. On the Democratic ticket, Bev Stein is the candidate that shines when it comes to education.

Britt McEachern
 sophomore
 Lane Community College
 history/business

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: The last day to register to vote is Tuesday. Are you registered?

Total votes: 60

- In Lane County — 46.7 percent, or 28 votes
- Elsewhere — 36.7 percent, or 22 votes
- Not registered — 15.0 percent, or 9 votes
- Don't know — 1.7 percent, or 1 vote

Next week's poll question: How do you think University housing could make residence halls more welcoming to the LGBT community?

The choices:

- Add "queer friendly" to roommate-matching questionnaire
- Create a separate residence hall
- No change
- Don't know
- Don't care