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"Everybody wants to come here. ... There is going to be continued growth"
— Jim Buch, associate vice president



Adam Jones Emerald

As the temperature rises, places like the West University Park become more appealing to those like Aaron Alden, who spent a little time reading on a sunny afternoon.

Almost NO VACANCY

University students may prefer to live in close proximity to campus, but high enrollment will leave few housing options

By Jeremy Lang
Oregon Daily Emerald

The area known as the West University Neighborhood is bursting at the seams just as enrollment is slated to reach all-time high levels, making it even harder for students to find apartments and houses conveniently close to campus.

The West University Neighborhood is living up to its name more than ever, new Census data show. People ages 18 to 24 comprise more than 60 percent of the neighborhood population, and in some parts more than three-fourths of the population fall within the traditional student age — more than any other area in Eugene and Springfield, according to the Census 2000 numbers.

And the pond of Ducks is getting continuously more crowded. The concentration of 18- to-24-year-olds has increased by about 3 percent every decade in every corner of the neighborhood since 1970. Many residents said they flock to the area

Tract 38 population			
	Total	Age 18-24	Age 1-17
1970	5,699	3,759 (66%)	230 (4%)
1990	5,686	4,270 (75%)	91 (1%)
2000	5,286	3,641 (69%)	149 (3%)

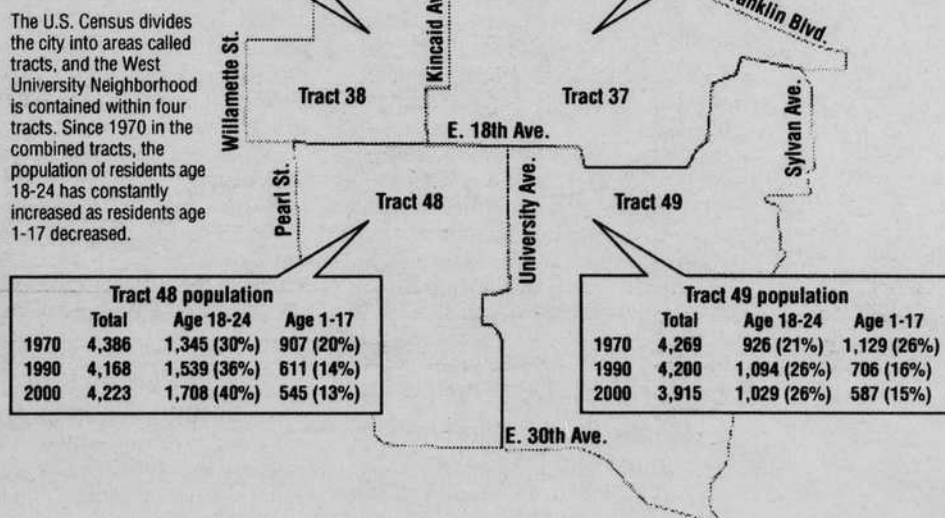
Tract 37 population			
	Total	Age 18-24	Age 1-17
1970	3,592	2,458 (68%)	388 (10%)
1990	3,457	2,562 (74%)	259 (7%)
2000	3,118	2,370 (76%)	182 (6%)

Tract 48 population			
	Total	Age 18-24	Age 1-17
1970	4,386	1,345 (30%)	907 (20%)
1990	4,168	1,539 (36%)	611 (14%)
2000	4,223	1,708 (40%)	545 (13%)

Tract 49 population			
	Total	Age 18-24	Age 1-17
1970	4,269	926 (21%)	1,129 (26%)
1990	4,200	1,094 (26%)	706 (16%)
2000	3,915	1,029 (26%)	587 (15%)

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The U.S. Census divides the city into areas called tracts, and the West University Neighborhood is contained within four tracts. Since 1970 in the combined tracts, the population of residents age 18-24 has constantly increased as residents age 1-17 decreased.

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University Ad Team heads to Miami to battle for national title

After winning regionals three years in a row, the University Ad Team will compete today in Miami for the national title

By Serena Markstrom
Oregon Daily Emerald

The University Ad Team is in another sort of Sweet 16 — it's among the nation's top 16 teams in Miami today vying for first place in the National Student Advertising Competition, sponsored by the American Advertising Federation.

The 17-member squad, known as Upstream Advertising, beat nine other Northwest teams in April for the regional title, then took a much-needed two-week respite before resuming

fundraising, rehearsing and planning for nationals.

"Winning regionals was like the cake," senior advertising major Jillian Johnson said. "Winning Florida would be like the candles and the icing. It would be just perfect."

In the time between the regional and national competitions teams are only allowed to make minor changes to their presentations, so up until departing for Florida the team worked on fundraising the \$22,000 for the trip and rehearsing the 20-minute presen-

tation in front of various groups.

The University Ad Team has won regionals for three years in a row but has yet to win a national title. Erin Marshall, a senior in public relations, said, "It's a big deal this year because U of O has done really well in the past. A lot of people are paying attention this year to what the Ad Team is doing."

Each year the American Advertising Federation has a paying client — this year's is Bank of America — and asks student teams to submit plans for solving the client's advertising problem.

Bank of America's challenge: Present a communication plan that addresses the perceived lack of credibility of the company's existing investment branch.

University Ad Team strategy: Using the motto of "straightforward investing," market the company's existing subsidiary as a separate, affiliated firm and create brand recognition for that firm independent of Bank of America's image.

Fall term, the 17 members joined

Turn to Advertising, page 4

Decision to go dry stirs talk in Eugene

Uncertainties about the new alcohol ban in greek houses causes community discussion about the pros and cons of the guidelines

By Brook Reinhard
Oregon Daily Emerald

Fraternities need to be alcohol-free by December, but consumption is not expected to decrease, and parties will simply move off campus into the surrounding neighborhood, according to local convenience store employees, students and University officials.

Anne Leavitt, associate vice president for student affairs and dean of students, said no one expects greek members to stop drinking.

"We're not asking the greek chapters to never have alcohol," she said.

Leavitt said the intention of the policy is just to move parties out of greek houses to official off-campus greek functions, where alcohol can be more tightly monitored.

One local business is already noticing a change in student party habits. Neighbors Bourbon Street Lounge, a bar located a few blocks east of campus, started selling 13.2 gallon kegs of beer — a quantity slightly less than a traditional half-barrel keg — in March.

Neighbors Manager Matt Bjerke said keg sales at his bar have picked up recently.

"We sell five to 10 kegs a week," Bjerke said, "which is a lot, considering most people don't throw keggers."

This trend, he said, may point to an increase in off-campus parties.

Current Greek Life policies don't allow members to buy kegs or even have them in chapter houses, but the guidelines are under revision because existing rules often confuse students, Leavitt said.

Off-campus partying

Many fraternity members said the

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