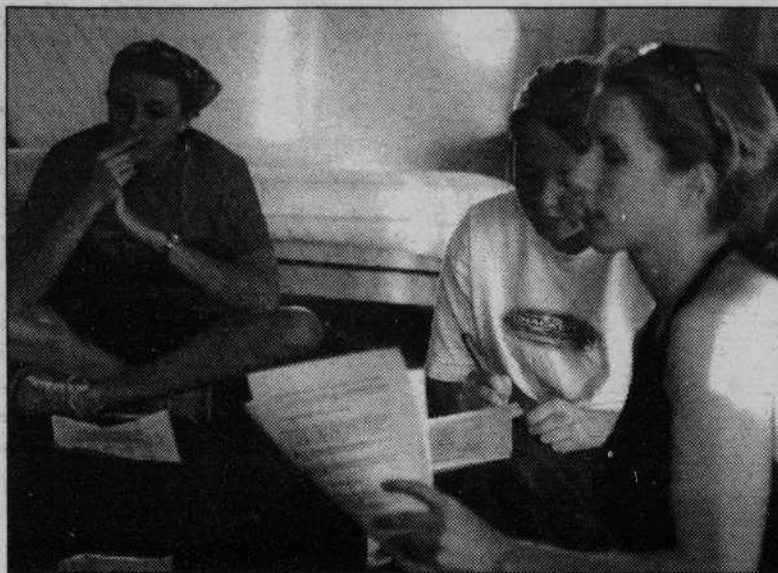


Come home to

KCC Klamath Community College

www.kcc.cc.or.us
See our summer class schedule on the web . . .
or call 541-882-3521

. . . for sizzlin' summer sessions!
7390 South 6th Street • Klamath Falls, OR 97603



Adam Jones Emerald

After winning regional recognition, the University Ad Team prepares for a national competition. From left: Emily Fenning, Kelley Schrader and Hillary Shultz.

SUMMER 2002 YOURS FOR THE TAKING

Undergrads...
Summer Session is the perfect time to catch-up or get a jump start for fall term. Take a full year's sequence or explore something new. And for nonresidents take note: Everybody pays instate fees during Summer Session!

Precollege Students...
Many academic and athletic activities are available for students from K-12. "Countdown to College" with OSU Precollege Programs and make your journey to college a memorable one!

Grad Students...
Broaden your experience, meet our faculty and keep your program moving forward with OSU this summer.

Lifelong Learners...
No matter what age, we have many fun and interesting classes and programs that will expand your knowledge and stimulate the mind.

New, future transfer, visiting or non-degree seeking students...
Make the most of your summer by continuing your education at OSU. Choose from more than 1000 courses and enjoy the relaxed atmosphere, special events, and numerous opportunities that await you.

Professionals...
Workshops and mini-courses make summer an ideal time to enhance your professional credentials — or take your career in a different direction by learning something new.

Special Events • Smaller Classes • Relaxed Atmosphere • Stay on track for graduation • Stay on track for graduation

OREGON STATE UNIVERSITY
oregonstate.edu/summer • (541) 737-1470 • e-mail: summer.session@orst.edu

REGISTER NOW!!! Classes start June 24th and they fill up fast!

Advertising

continued from page 1

smaller groups, each responsible for part of the project. A research team conducted original surveys and found other relevant information about the affluent market. A creative team took that information and devised ads for various media. Account executives managed the hypothetical finances. A four-member presentation team showcased the group's work in competition.

Members of the team said once they figured out what the strategy was, everything else started to gel. By the time the team boarded the plane to Anchorage, Ala., in April, members were confident.

Marshall said most of the team members opted against watching the other nine teams at regionals to prevent further aggravating their nerves, but she watched those presentations.

She said other teams used a lot of flashy techniques, including one team that danced.

"Ours was so different," Marshall said. The University team dressed in all black suits and used no humor or levity in the presentation. I knew "we either won or

we lost — last place."

At the awards banquet, the team sat around a table nervously awaiting the results. When fourth, third and second place were announced and they hadn't heard the University of Oregon called, the suspense was almost more than they could take.

Kelly Schrader said she started to cry before the announcement came because she knew they either won or didn't even place.

Once they heard University of Oregon, "It was like we won a Grammy," said Schrader, who won this year's Willis Winter award for outstanding advertising graduate. "We were all standing up cheering, laughing. Some people fell over."

During the team's last meeting Sunday before departing for Miami, Hillary Shultz, a senior Ad Team account executive, gave words of advice to the team.

"We just need to go in there with the same attitude as we had in Alaska and act in no way cocky," she said. "Because they have all done the same thing we have."

E-mail higher education editor Serena Markstrom at serenamarkstrom@dailyemerald.com.

Used all of your favorite

Duck Bucks?

Come up and get more.
Stop by the ODE offices (Suite 300, EMU)

Oregon Daily Emerald

Oregon Daily Emerald

P.O. Box 3159, Eugene OR 97403

The Oregon Daily Emerald is published daily Monday through Friday during the school year and Tuesday and Thursday during the summer by the Oregon Daily Emerald Publishing Co. Inc., at the University of Oregon, Eugene, Oregon. The Emerald operates independently of the University with offices in Suite 300 of the Erb Memorial Union. The Emerald is private property. The unlawful removal or use of papers is prosecutable by law.

NEWSROOM — (541) 346-5511

Editor in chief: Jessica Blanchard

Managing editor: Jeremy Lang

Student Activities: Kara Cogswell, editor. Caron Alarab, Danielle Gillespie, Robin Weber, reporters.

Community: Darren Freeman, editor. Brook Reinhard, Brad Schmidt, reporters.

Higher Education: Serena Markstrom, editor. LaBree Shide, reporter.

Commentary: Julie Lauderbaugh, editor. Jacquelyn Lewis, assistant editor. Jeff Oliver, Pat Payne, Aaron Rorick, Jacob TenPas, columnists.

Features/Pulse: John Liebhardt, editor. Lisa Toth, Features reporter. Ailx Kerl, Jennifer West, Pulse reporters.

Sports: Adam Jude, editor. Chris Cabot, Hank Hager, Peter Hockaday, reporters.

Freelance: Katie Mayer, editor.

Copy: Jessica Richelderfer, Michael J. Kleckner, copy chiefs. Jessica Davison, Annie Dreger, David Rhue, Jennifer Sudick, Lauren Tracy, copy editors.

Online: Marilyn Rice, editor. Helena Irwandi, webmaster.

Design: Russell Weller, editor. A. Scott Abts, Heather Gee-Pape, Nick Olmstead, designers.

Steve Baggs, Peter Utsey, illustrators.

Photo: Thomas Patterson, editor. Adam Amato, Jonathan House, Adam Jones, photographers.

ADVERTISING — (541) 346-3712

Becky Merchant, director.

Lisa Wood, sales manager.

Michelle Chan, Jill Hazelbaker, Michael Kirk, Trevor Kuhn, Lindsay McNamara, Mickey Miles, Hillary Shultz, Sherry Telford, Chad Verly, Jeremy Williams, sales representatives. Valisa Nelson, Van Nguyen, Erin O'Connell, assistants.

CLASSIFIEDS — (541) 346-4343

Trina Shanaman, manager.

Erin Cooney, Katy Hagert, Amy Richman, Laura Staples, assistants.

BUSINESS — (541) 346-5512

Judy Riedl, general manager.

Kathy Carbone, business supervisor.

Sarah Goracke, receptionist

John Long, Mike Chen, George Choi, Jeff Neely, Laura Pfeiffer, distribution.

PRODUCTION — (541) 346-4381

Michele Ross, manager.

Tara Sloan, coordinator.

Emily Cooke, Matt Graff, Andy Holland, Heather Jenkins, Marissa Jones, designers.