



One duck...or two?

Mascot Donald Duck will be sticking around, but the new mascot, dubbed 'Mandrake,' will join Donald in entertaining fans

Brad Schmidt
News Editor

Could the University be planning to replace its beloved mascot, Oregon Duck, aka Donald Duck?

According to University personnel, that idea is just plain goofy.

Yes, the University has a new, futuristic-looking mascot that parallels the Oregon uniforms and logo. Yes, athletically speaking, the new duck can do things Donald can only dream about. And yes, the new duck was designed by Nike, the largest sports apparel producer in the country and a substantial donor to the University.

But rest assured, Donald is here to stay.

"As far as the mascot itself goes, I don't think we've ever looked at replacing Donald," Merchandising Director Matt Dyste said. "I don't think anyone would want to change that."

In fact, the University and The Walt Disney Company, which owns the rights to the Donald Duck character, are close to reaching a long-term contractual agreement that is much to the University's liking, Dyste said.

The contract should be finalized within the next couple weeks and, with its completion, the University will be

Part one

This story is being presented in two parts. Part two will run in Monday's Emerald.

able to market the Donald character across the nation. Currently, Donald items can only be sold in Portland and Eugene.

"We went back to them and said, 'Well, we've got a broader audience and we'd like a broader area to sell in,'" Dyste said.

In the meantime, the University has continued efforts to expand its fan base. The new duck, which was designed as part of the University's apparel contract with Nike, was created to appeal to and excite a younger generation.

"It's not a statement we're trying to make," said Jim Bartko, assistant athletic director for community and corporate relations. "It's just a way to create a buzz around the games."

As the story goes, the idea behind the new mascot, which Bartko and other athletics officials call "Mandrake," spawned from a spring basketball game. When Oregon was in Sacramento, Calif., playing Montana in the NCAA Tournament, athletic officials noticed advantages of having an agile mascot.

"Mandrake" will make his final appearance of the football season Saturday, when Oregon plays host to the Huskies. After that, Bartko said the new duck — which students will likely have the opportunity to name — will show up during key basketball home games.

But it's quite possible, and probably likely, that "Mandrake" will be seen on a larger scale.

With the Donald character, the University splits its royalties with Disney. The new duck, however, is owned by the University, meaning that all "Mandrake" royalties will go directly into the University's pocket.

"We didn't go in saying we could sell more items," Bartko said. "But if it helps out, sure."

The University's relationship with Disney hasn't always been so good. One day in the early 1970s, former archivist Keith Richard received a call from the Athletic Department: The Walt Disney Company wanted to see the contract that gave the University permission to use Donald's likeness. As it turned out, no such contract existed. A black-and-white photo of Walt Disney, adorned in an Oregon jacket, stood as the University's only proof. From that point on, the University and

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Top right photo by Adam Amato, left photo by Mark McCambridge, for the Emerald.

Federal grant helps groups curb violence

With a new grant, the Office of Student Life and the Women's Center plan to support campus programs geared toward preventing violence

Danielle Gillespie

Safety/Crime/Transportation Reporter

The Women's Center and the Office of Student Life recently received a \$186,359 grant from the U.S. Department of Justice to reduce violence against women on campus.

Office of Student Life Assistant Dean Sheryl Eyster said the groups have plans to use the money over the next two years to start a new program and to expand and strengthen current violence prevention programs. Eyster said she hopes the changes will further involve the campus and community in ending violence against women.

The new program is based on a community engagement model, which Eyster said has never been implemented in a University setting. She said the program is designed to get leaders from different campus groups such as the greek system, residence halls and Family Housing to come together and create violence prevention programs based on values and morals of each community.

Eyster said these community leaders will be able to request funding for their violence prevention programs in the form of "mini" grants.

"This allows them to make the changes, and it places the decision-making on their end," she said. "It gives them ownership of the issue."

Eyster said she hopes the grant will also allow the University

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Staples adopts recycling policy

The office supply chain is moving toward buying and selling recycled paper products, as well as starting national recycling initiatives and programs

Jody Burruss

Environment/Science/Technology Reporter

Staples, the national office supply superstore chain, announced its new Environmental Paper Procurement Policy on Tuesday, which will move the company toward forest-friendly paper sales.

The new policy focuses on purchasing and promoting products with recycled content, implementing chainwide recycling initiatives, establishing energy conservation programs and creating educational initiatives for customers and associates.

"We are proud of our solid history of dedication to the environment that has brought us to this important milestone," Staples vice-chairman Joseph Vassaluzzo said. "We now embrace the work ahead toward realizing our environmental goals."

The national Paper Campaign coalition, a mix of dozens of groups dedicated to moving the marketplace toward recycled paper, has been pressuring Staples for the past two years to adopt this sort of policy. The coalition targeted Staples because it is the largest and fastest growing superstore chain in the world, making it the market leader and lead consumer of forest products.

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WEATHER

Today: High 53, Low 40, morning fog, then clear
Saturday: High 55, Low 45, fog followed by rain

LOOKING AHEAD

Monday Spam may be outlawed in Oregon before long	Tuesday Hunter watches as they flutter around ...
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Blood drive creates competition

The Civil War-inspired blood drive allows donors to vote for their favorite team after making an appointment and donating

Jillian Daley

Family/Health/Education Reporter

For those who bleed green and yellow, the first ever Civil War Blood Drive,

which began Nov. 4 and runs through Wednesday, is a chance to show support for the Ducks — or the Beavers.

Football fans statewide can cast a vote for their favorite team after giving blood by making an appointment anywhere in the state with an American Red Cross bloodmobile or locally with the Lane Memorial bloodmobile. The team with the most votes will be announced during

the big game on Nov. 23.

The Lane Memorial and Red Cross bloodmobiles are visiting the University today at the EMU from 10 a.m. to 4 p.m., collecting donations from the vein and tallying votes.

"For medical reasons, I can't give blood, so it's my way of being involved," said sophomore Julie Whitecotton, blood

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