



O
UNIVERSITY
OF OREGON
CULTURAL
FORUM
PRESENTS

ALL NEW MATERIAL!

**FRIDAY
NOV. 22**

**HULT CENTER
SILVA CONCERT HALL**

**TICKETS
AVAILABLE
NOW!**

**SHOW BEGINS AT 8:00PM
QUESTION AND ANSWER
WITH MS. CHO FOLLOWS**

MARGARET CHO

FOR TICKETS CALL OR VISIT THE HULT CENTER (502-5000) OR THE EMU TICKET OFFICE (346-4363).



The University approved a new logo in 1994 featuring a less cuddly and cartoon-like duck than Donald. The Eugene design firm Funk and Associates created the alternate logo, which appeared on the University's 1994-95 parking permits.

Duck

continued from page 1

duck has been accepted by fans, he said he is still worried the "Knight Duck," as he calls it, could become more prominent than Donald.

Beres said he's worried traditions of yesteryear could be plucked away because of the University's close ties with Nike CEO Phil Knight.

"I would have to suspect that it might happen for that reason," Beres said.

During the past few years, the University has worked with Nike to help enhance its own image. The manufacturer first redesigned the interlocking "UO" to the "O" logo, and then created new athletic uniforms.

Soon thereafter, the University adopted the "O" as its official logo. Currently, the University is requiring all student groups to display the "O" on letterheads, business cards and publications.

"A mascot or a character are different than logos," Associate Vice President for Strategic Communications Harry Battson said.

According to Battson, the University only adopted the "O" as its official logo after weighing many options. The University finally decided that the "O" was the best option because the athletic program was already using it, Battson said.

So, while the University has worked extensively to consolidate marketing within the University, why has the Athletic Department added a mascot?

"It's pretty consistent with where athletic marketing has been in past years," Battson said. "The emphasis is that (the new duck) is a secondary mascot."

But Glenn Street, founder of Street Characters Inc. — a company that has created many NCAA mascots, including Oregon State's Beaver — said the inception of a new mascot is a little off the wall.

"It's not typical," he said. "But (Oregon) wouldn't be the only one."

Street said owning a mascot is financially profitable. The University, which splits its 12 percent take of Donald royalties with Disney, could be looking for more, Street said.

"Anytime that anyone else can call the shots, that puts you at risk," he said. "And that's part of the University's concern."

So, is there any chance the new duck could ever supersede Donald?

"I won't engage in any speculation," Battson said.

And is Knight responsible for the new duck?

"Did he personally do it?" Battson said. "I don't know. I don't think so."

Goofy.

Contact the news editor at bradschmidt@dailymerald.com.

UPS



Delivering Joy To Every Girl And Boy

Driver Helpers Needed

Visit Us On Campus For An Interview
To Work During Winter Break:

Date: Wednesday, Nov. 20

Time: 9 a.m. to 3 p.m.

Place: EMU Umpqua Room

Positions Available Throughout OREGON!

Must Be Available Thru Dec. 24th



ROCK MUSIC MIXED BY
DJ-KAMAKAZI ALL NITE LONG!

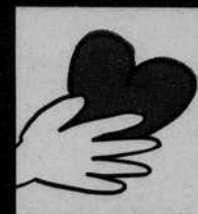
Brick House

136 4th. St.
Springfield

Got Rock? *Night Club*

Share A Miracle

Become An Egg Donor



The Fertility Center of Oregon has helped many couples achieve pregnancy since 1978. We are in need of **Egg Donors** to help infertile women.

Procedures are done in a pleasant local environment over a period of only six weeks, and donors are **compensated \$2500** for their time. If you are a **healthy woman age 21-31** and are interested, call 683-1559 or visit our website at www.WomensCare.com.

RECYCLE THIS PAPER