

# Oregon Daily Emerald

Softball season ends with a loss Page 7



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SINCE 1900 UNIVERSITY OF OREGON EUGENE, OREGON

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## Students face fears in unique workshop

Unconventional assignments challenge advertising majors to achieve 'personal growth'

By Chelsea Duncan  
Senior News Reporter

When senior journalism major Joe Leineweber was assigned to run naked through a golf course for an advertising workshop he's taking through the School of Journalism and Communication, he was a bit apprehensive.

Each year, Dan Wieden — president of Wieden + Kennedy, the advertising agency that handles the Nike account — leads the workshop. The workshop's theme this year was overcoming fears, and Wieden assigned students various ways to conquer "fears" — from objecting at a wedding to doing a stand-up comedy act to convincing one's parents that he or she is gay.

Leineweber happened to get the task of streaking, something he said he is definitely nervous about.

"I'm a really modest person," he said. "It's something I would never do."

But Leineweber does plan to follow through with the assignment, which he said is meant to help him overcome future challenges he will encounter in the advertising industry.

But while Wieden's grand scheme may be to help students learn to deal with uncomfortable situations and requests throughout their future careers, he has also asked a student to commit a crime. Streaking can carry a misdemeanor offense if at least three people file complaints with the police, according to the Eugene Police Department.

Leineweber said he's not too concerned with the potential legal consequences because he doesn't think the responsibility would fall "squarely on my shoulders."

SOJC Dean Tim Gleason said the school does not condone illegal or unethical behavior, but it's too soon to jump to conclusions about how the assignments will turn out.

"I think there's an ongoing process here," he said. "I think Dan has presented them with a rather interesting challenge."

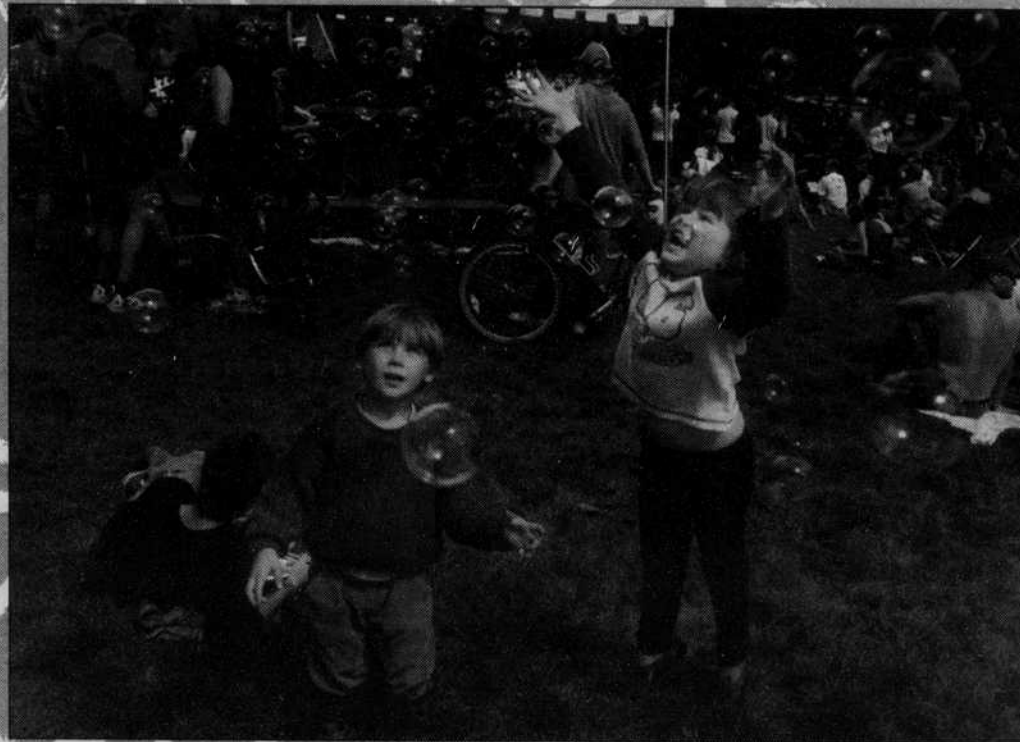
He said people face uncomfortable situations every day, and the assignments will give the students a chance to learn how to deal with these kinds of challenges.

"Their obligation is to determine the appropriate response," he said, adding that students are in no way obligated to commit a crime.

Wieden was not available for comment. Leineweber said he knows he could

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## folk fun



Tim Kupsick Photographer

Benjamin Cooley (left) and Shannon Bransfield play with floating bubbles Sunday at the Willamette Valley Folk Festival.



Tim Kupsick Photographer

University students Maria Vidas (left) and Dakota Carey (center) dance with Brooke Duling during the Willamette Valley Folk Festival on Sunday.

The Folk Festival was held on campus Friday through Sunday, and featured international food booths, workshops, arts and crafts and various live performances, such as Obo Ady & Kukrudu and spoken word artist Laura "Piece" Kelley. The festival boasted what co-coordinators Ariel Zimmer and Will Reischman called "a consistent international flavor." This year's event featured new additions such as tables manned by community organizations. Festival-goers had the chance to participate in workshops that gave people the chance to try folk art, such as banjo playing and West African and Rumbana dance.

## Minority students share their life stories

'My Own Story' event features students' identity-themed autobiographical monologues

By Kera Abraham  
Freelance Reporter

The first performance at Thursday's "My Own Story" opened with an image projected onto a screen: Two smiling women holding a baby between them.

University student Toby Hill-Meyer stood backstage and read into a microphone:

"From day one, baby Toby's fate was up for debate. What would happen to a child raised by lesbian parents? Would it be normal? Would it grow up being able to act out normal gendered relationships? Would it live out the American dream — married with a white picket fence and 2.5 children? Perhaps even become a senator?"

Then Hill-Meyer strode on-stage, long brown hair hanging loose.

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## Club settles budgetary grievance with ASUO

The Gaming Club obtains help in compiling its new budget after it was defunded in May due to miscommunication

By Jared Paben  
Senior News Reporter

ASUO Student Senate Ombudsman Mike Sherman and University Gaming Club Director Mike Peterson have reached an agreement to replace the club's zero-funded budget for next year with Senate surplus money, Sherman said.

The agreement was reached after Peterson filed a grievance against the ASUO Programs Finance Committee in early May, alleging that the group's budget was nixed because the group's ASUO Tag, Sen. Colin Andries, never helped group

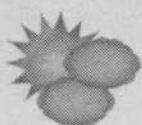
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