

GRIEVANCE

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members establish their budget for 2004-05. Each PFC member is assigned to assist specific student groups with budget-making.

Sherman said he would help Peterson create a budget himself to submit to the Senate during the summer or fall. Because the PFC is out of session, using money from the Senate surplus is the only way to get the group any money, he said. Also, Senate rules prohibit groups from making requests this fiscal year for money to be used next fiscal year, he said.

"I'm just waiting for (Peterson) to get back in touch with me," Sherman said. "Until he does, I can't help him

put together a budget."

Peterson said he doesn't recall Sherman saying he'd help the group put together a budget, but said he welcomes the help. Peterson said the group will have to go through the hassle of filing additional paperwork because Andries didn't do his job by contacting the group.

"It's going to be a mess," Peterson said. "And it's not a mess I caused."

According to the ASUO Programs Budget Packet for the 2004-05 fiscal year, a group's PFC Tag should meet with the group a minimum of three times in October, November and December 2003. Groups that aren't contacted by their Tags should call the PFC office, the packet states.

In the grievance, Peterson wrote

that that Andries never contacted the University Gaming Club to help it put together a budget, "despite repeated assurances otherwise at Program Council meetings."

In an interview, Peterson said he contacted Andries two or three times, and Andries kept assuring him he would call him, but never did.

"Obviously that made it hard to do a budget," Peterson said. "If he had a herd of elephants sitting on him, maybe I could understand why I didn't get called."

Andries dismissed the allegations, however, calling them "unfounded." He said he sent e-mails to the group, attended all Program Council meetings and did what he could to contact the group. He said the failure to communicate was Peterson's fault.

"I made my best efforts to contact people," Andries said. "I feel I did make efforts to contact them and help them out. You always have to remember this is a two-way road. Part of their duty as group representatives is to make sure they're on top of things."

Peterson said once the group failed to put together a budget, it was scheduled to attend a budget hearing in which he could have protested the loss of the group's budget. He said he was never told about the hearing, however, and later heard from a friend that the group had been defunded, citing a story in the Emerald.

Sherman said the University Gaming Club could have approached either ASUO Controllers or PFC members to get help putting together a budget, but those possibilities were not communicated to the group.

Sherman said this is the second grievance filed against the PFC this year.

Contact the campus/federal politics reporter at jaredpaben@dailymerald.com.

WORKSHOP

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have passed up the challenge for another if he wanted to, but he didn't want to let Wieden or his classmates down.

"I don't think they would seriously push it to the brink," he said.

Journalism Professor Charles Frazer, who is also working with the students, said while some students may look up to Wieden, "the God" of contemporary advertising, they shouldn't be afraid to confront him if they have issues with the assignments.

"You don't have to do something because Dan Wieden told you to do it," he said.

Frazer said most of the students realize how the assignment is meant to help them with personal growth.

"They appreciate the sort of larger dimension to it," he said, adding that finding a solution for the assignment will give the students more creative problem-solving skills for the future.

Senior journalism major Josh Funderup was assigned to draw a crowd at a mall and get people to clap for him. He said he was initially surprised by the assignment, which will be difficult for him because he doesn't like to be in front of large crowds, but now he realizes the possible benefits to his future career.

"I think it's really relevant," he said. "It's a challenge to the student to make it meaningful and worth something."


Senior journalism major Dan Portrait said he was initially "pretty freaked out" by his assignment to convince his parents he's gay. He said he now sees it as a chance to be creative — a skill necessary for the advertising industry.

"It's an opportunity to make something great," he said. "That's where the learning process is."

Frazer said Wieden has been heading the creative workshop for about 10 years, and the theme of ten changes. A couple years ago, students were asked to create a communication plan for the Roman Catholic Church after sexual abuse scandals erupted. In another workshop, students were asked to apply for jobs for which they had no qualifications. They later learned that their interviews had been taped by the employers who were "in cahoots" with Wieden, he said.


"The man's philosophy is that insight comes from chaos, so he shakes things up every time he's here," Frazer said.

Contact the higher education/student life/student affairs reporter at chelseaduncan@dailymerald.com.



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