

Monday, May 24, 2004

EDITORIAL

Maddy and Eddy: Good riddance!

Maddy who? Eddy what?

Oh, right, our student leaders. Those guys.

Well, until today, anyway. It's been a year since the pair took office — a doozy, really — and today is the last day of their reign. Of terror.

Did we say that out loud?

A quick recap of the past year, from start to finish: Questionable campaign accounting, alleged assault and criminal mischief charges, violation of ASUO constitutional duties (resulting in the ASUO Constitution Court chief justice calling Melton unfit for office), gross mismanagement of incidental fees, nonlinear justifications for Executive recommendations and conflicts of interest galore! But don't forget the traditional we-didn't-get-a-damn-thing-done routine.

For reader convenience, let's review some of ASUO President Maddy Melton and ASUO Vice President Eddy Morales' campaign goals:

- In an April 1, 2003, interview, Melton and Morales said their "legislative goal is to keep — would be to keep education accessible for all." Right. Meanwhile, tuition continues to rise — every year. Perhaps the power to change it is out of their hands?

- Increasing student representation on decision-making bodies: Here's an idea, why not make a campaign goal that isn't already one of the executive duties mandated in the ASUO Constitution? According to Section 5.2 of said Constitution: "The President shall nominate to the President of the University, upon recommendation from the ASUO Committee on Committees, members to the student-faculty committees, appoint members to executive, administrative and ASUO student committees, and make all other appointments to positions deemed necessary." This goal is, therefore, a self-fulfilling prophecy.

- Changing the University Housing contract to ... oh, does it really matter? They abandoned that goal a long time ago. To their credit, the housing-code issue replaced it and, imagine this, has made it to the business-friendly Eugene City Council. Good luck there.

- Advocating for law and graduate students. In the same April 1, 2003, interview, Morales stated that the campaign's third goal was to "build stronger ties with our post-undergraduate students." How did Melton accomplish this? She appointed Stephanie Day to the ASUO Elections Board, an official who subsequently tried to schedule ASUO elections during the School of Law's Dead Week — not once but twice.

Let's not get ahead of ourselves, here. We should give credit where credit's due. On Nov. 14, Melton and Morales picked up some cigarette butts on the grounds around the Knight Library. Great job, guys!

Moving right along to the big scandal of the year — the Taylor's fiasco — we promise we won't make any inappropriate and tasteless jokes about that whole Eddy thing. We really wouldn't want to "drag" his reputation into the gutter.

Damn! Okay, seriously, no more of that! He's really been through enough without us "smashing" his credibility onto the ground.

Ahhh! We better get off this topic, before someone accuses us of "assaulting" his character, which could really get us into some "criminal mischief."

Screw it. Let's talk about the ASUO Programs Finance Committee budget process. Wow, that whole affair was enough to make us need a drink or 10. But there is one aspect of the process that we would like to discuss publicly, just for the sake of full disclosure.

Far be it from us to accuse Morales of being biased as he prepared the Executive recommendations for how much money PFC-funded groups should receive, but did we mention the Emerald's budget was the only one out of more than 125 to be vetoed? Or that the Emerald was never notified of said veto until a PFC member informed the Emerald management 10 minutes before the veto hearing? Or that the Emerald's budget was also used as the Executive's justification for recommending that the ASUO Student Senate reject all student group budgets?

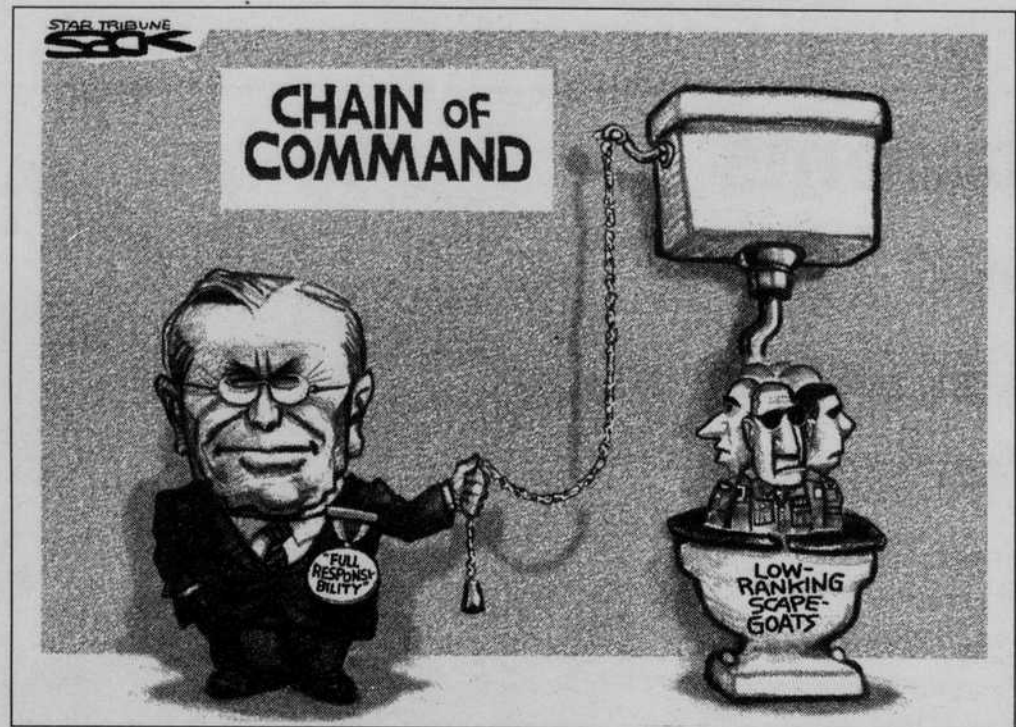
See, many of the Executive's failures could have been remedied with a little thing called accountability. For instance, why didn't Morales recuse himself from working on the Emerald's budget when the paper was investigating and publishing stories about his alleged assault of a female constituent? Why didn't he at least acknowledge his conflict of interest? For that matter, why did he not publicly recuse himself from the ASUO Legal Services budget — the very same services that were providing his legal counsel for the charges against him?

Most hilariously, Morales and his chum-in-budgeting, Mike Martell, argued to cut the Emerald's funding because people who live off-campus could potentially pick up the paper, and thus student fees would go toward a product not exclusively benefiting students.

But just weeks before, Morales and Martell recommended an increase in OSPIRG's budget, which has been using student money for years and is supposedly cleaning up the Willamette River. The Willamette River, if anybody is unfamiliar, stretches from West Central Oregon to Portland. Unless the campus has expanded several hundred miles while we weren't looking, that river is indeed off-campus.

Hypocritical? Driven by narrow agendas? Just clueless? Hard to say.

But no hard feelings. We're just disappointed that up-and-coming leaders such as yourselves could be so blatantly unprofessional. So farewell, and don't let the cold, hard door hit y'all in your asses on your way out.



Steve Sack Star Tribune (KRT)

Dan Wieden says "Jump," I say ...

Interviewing for a job as a stripper, streaking across a golf course and playing Twister with a trucker were just a few of the homework assignments given to students in my recent journalism seminar.

More than a week ago, I participated in the Wieden workshop, a two-day class instructed by Dan Wieden himself, the creator of the famous slogan "Just do it" and president of international advertising agency Wieden + Kennedy. The course was enjoyable last year, so I decided to sign up again.

We introduced ourselves at the beginning of the workshop, and each named something we feared. But I knew it was no ordinary introduction, especially when Dan Wieden and the three men with him from the agency were taking notes on each response.

After we finished listing our fears, which ranged from being scared of monkeys to turning out like our parents, we learned the workshop's theme was confronting our fears and capturing the act on video. Because some of our fears were intangible, I was curious to see what they would have us do, but I figured they had some sort of plan.

As it turned out, they didn't have much of a plan at all. They had only planned about six tasks and had students help come up with the rest. My first assigned task was to approach a stranger in the airport, acting as if I knew him or her, and convince the person to get coffee with me. I couldn't figure out where the fear confrontation was in this one; it seemed more like a study in

manipulating strangers.

After asking the instructor how that task forced me to address a fear, I was assigned an alternate task: Go to a wedding, and when the minister asks if anyone objects, stand up and say something. I couldn't help but think that I should make three copies of that video: One for Mr. Wieden, one for my mother and one for Satan to tell him I'm on my way!



Marissa Jones
 Cry me a river

There was no way I could go through with the assignment, but for a minute I actually pondered the idea. Dan Wieden didn't have a problem with it, so why did I? It didn't take long before I realized there was no moral justification for ruining someone's wedding; doing it because someone else thought it would be funny certainly wasn't reason enough.

Again I felt the need to question and asked the men how they would feel if someone did this at their wedding. I said I had no problem facing my own fears, but I would not ruin someone's special day in the process. Most of them agreed, so I prepared myself for yet another task.

New suggestions for my assignment included kissing the groom at the reception or stealing a wedding present. Eventually they told me I had to do a stand-up routine at a comedy club. I could handle that.

I felt so relieved to have homework that didn't involve sacrificing my personal ethics that I almost forgot about the absurdity of the workshop. But that night, as I edited my Honors College thesis on advertising and ethics, my concerns came rushing back. Here I sat with a paper where I was trying to combat the "sleazy" image of the advertising industry an hour after I had been slapped in the face with it. Although my paper addresses the ethical implications advertising has on society, the topic of personal ethics came up often in my research. In fact, in one of my focus groups of five advertising students, three of them said they would sacrifice their personal ethics because they would be afraid of losing their job. Lose your job? What about failing a class and disappointing one of the biggest names in advertising? This situation was the one every workshop student unfairly faced.

I met with the dean of the journalism school to express my concerns. He suggested that maybe the real fear to be faced in the workshop was Dan Wieden. Didn't I already do that? And what kind of workshop is that? I want a workshop where I tell people who idolize me to do things such as "Go out on a date with a blow-up doll" in order

Turn to JONES, page 3

ONLINE POLL

Each week, the Emerald publishes the results of the previous poll and the coming week's poll question.

Visit <http://www.dailyemerald.com> to vote.

Last week's question: Do you think the remaining Iraq prisoner abuse photos should be released?

Results: 52 votes.

- Yes, open government is good

government: 50.0 percent or 26 votes.

- No, the depicted Iraqis have been humiliated enough: 28.8 percent or 15 votes.

- Yes, people need to see more of the war: 19.2 percent or 10 votes.

- No, many of the images are too offensive: 1.9 percent or one vote.

This week: This week the greek community is sponsoring their

annual boxing fundraiser. Do you feel that boxing is an appropriate fundraiser for the Boys & Girls Clubs of America?

Choices: Yes — Boxing is fun entertainment; Yes — Any fundraiser for a worthy cause is worthwhile; No — It's promoting violence; No — Surely the greek community could come up with something more interesting and entertaining.