

Emerald coverage of Wieden class incomplete

Since 1992, Dan Wieden has offered an annual workshop for advertising students. Many workshop graduates view it as a defining moment in their careers.

Wieden is the creative force behind Wieden + Kennedy, the Portland-based advertising agency. Recently, the agency was described as being "consistently brilliant ... may be the best in the world." More importantly, Wieden has high ethical

standards and cares deeply about young people entering advertising.

GUEST COMMENTARY

The May 24 edition of the Oregon Daily Emerald reported on the workshop ("Students face fears in unique workshop") and published a column by Marissa Jones, one of the students in the workshop

("Dan Wieden says 'Jump,' I say..."). The story was fair and I respect Marissa's opinions; however, the coverage provided a less than complete picture.

Taken out of context, it could appear as if the students are being asked to engage in potentially illegal or unethical behaviors — for example, streaking. That view ignores the School of Journalism and Communication's clearly stated standards,

the ongoing mentoring by the SOJC faculty and the purpose of the workshop:

- The SOJC will not encourage or condone any illegal or unethical behavior. Professional ethics and practice are integral to all that we teach.
- Faculty are meeting frequently with students to help them work through the ethical and creative challenges. The first meeting was the start, not the end, of a learning process.

• The workshop is an advertising creative workshop in which the students must present their work at Wieden + Kennedy in early June. The challenge is to turn the assignments into creative opportunities. The students are engaged in a rich and demanding educational experience.

That is the exciting story of every Wieden workshop.

Tim Gleason is the dean of the School of Journalism and Communication.

Active, involved students give hope for political future

In the midst of world conflicts and struggles, students forget how much of a difference they can make. Often students don't realize how simply being involved with a group in or around campus can have a significant impact on others, including members of the community.

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Such a group has opened its arms to those students who are interested in providing an open dialogue for the assessment and understanding of the long-standing conflict in the Middle East. More importantly, this group is dedicated to preserving the special relationship that exists between the United States of America and Israel.

As brothers and sisters in democracy, American Israel Public Affairs Committee provides a way for youth to become a part of something that really works towards peace and democracy in the free world. Members from the Hillel house, including myself, acting as a delegate

from the College Republicans, traveled to Washington, D.C., the weekend of May 14-16 in order to discuss how best to inform and educate others about policy in the Middle East. Students from Oregon assembled the largest delegation ever from the state. This number of students from Oregon, more specifically the University, truly demonstrates that, contrary to popular belief, this generation is not as apathetic as some might think.

It is very encouraging to see such strong support for a cause from fellow students. If we are to hope for a better tomorrow, we need to start planning today. Ronald Reagan often spoke about the idea of peace through strength. In a similar fashion, I feel that with the strength of the students of today we can work towards peace for tomorrow. AIPAC supports the goal that all who desire to can live in freedom such as we are so privileged to do so everyday.

Anthony Warren is a sophomore majoring in political science and a member of the College Republicans.

Conservatives on campus, in Eugene suffer in silence

In Chuck Slothower's article "Gray elephants go marching" (ODE, May 12), he said that "...It's an open question as to why people grow more conservative as they age." Have you ever been told to listen to the advice of your elders, for they have years of experience and knowledge on you? Perhaps the conservative surge is due to a lack of youthful ignorance. Perhaps as people grow older, they gain experience and solidify their beliefs, only to come to the obvious conclusion that liberalism is for the birds.

In your article, you state that "Progressives better steel themselves for decades of playing defense." Don't worry, as long as you stay in the little liberal hub of

Eugene, you'll always be the attacker rather than the attacked. If liberals are attacked in the rest of the United States, I say that they deserve it 100 percent. As a conservative in Eugene, I find myself

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constantly on the defense, apparently even when I pick up the school newspaper.

Although liberals may be a majority at the University, I warn you that there are more conservatives here than you may think. Just because we tend to be silent sufferers doesn't mean we don't exist. You might say that we should speak out and stand up for ourselves, and to

that, I say that I do.

However, if I refuted every liberal comment made to me, whether that be in the classroom, in the newspaper, or on the street, I would waste my life away doing just so and I wouldn't have time for my education.

I'll just say that I am here in Eugene for an education, not to be constantly attacked by liberals. For the time being, until you stop attacking conservatives, I applaud the conservatives in non-liberal-dominated societies who attack liberals and, in doing so, unknowingly stand up for me.

Melissa Tucker is a sophomore studying linguistics.

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