

DEAN

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deepest regret and accept full responsibility," Gleason said in the statement, which will be posted today on the school's Web site at <http://jcomm.uoregon.edu>.

The statement comes after journalism students and GIFs expressed concerns about Gleason's failure to provide a full explanation as to why students in the workshop were given what some considered "unethical" assignments.

The workshop, which was intended to teach students how to creatively overcome their fears, has drawn national attention because of the nature of the assignments.

Wieden, president of nationally known advertising agency Wieden + Kennedy, gave students tasks to fulfill — in whatever manner they chose — including streaking, objecting at a wedding and playing Twister with a trucker. Wieden + Kennedy handles Nike's advertising, and some of the company's past advertisements have received a great deal of criticism.

In an effort to address concerns

stemming from the workshop, Gleason said Friday that he plans to meet with GIFs on Tuesday.

"Obviously, there's been some controversy around it," Gleason said Friday. Gleason said he hopes to give GIFs a full understanding of what the workshop was about.

Journalism GIF Randy Nichols said he plans to attend the meeting to learn more about the workshop's context. He said he has not received an adequate explanation about how the "unethical" assignments were educationally valuable.

"I'm just really unsatisfied with the answers that have been given," he said. "I think the longer that we sort of go without offering a solution, the bigger the problem becomes."

He said GIFs have been engaged in an open forum online to discuss their concerns. As of Thursday, about 30 e-mails had been posted on one of the school's listservs regarding the issue.

Journalism GIF Micky Lee, who asked Gleason to set up the meeting, said she's concerned about the school's reputation.

"If we graduate from this school,

what kind of reputation will we have?" she said.

She also questioned how the workshop assignments fit in with the school's overall mission and the mission of journalism and communication education.

Nichols said the school needs to better define what is considered "ethical" and "unethical"

"It's not enough to wreck the University, it's not enough to wreck the school, but it's something that needs to be dealt with," he said.

Gleason, who oversaw the final student presentations at Wieden's agency in Portland on Friday, said the workshop drew positive feedback from many of the students involved. However, he said in his statement that he sees this experience as an opportunity for growth and improvement.

"In the future, the school will work with Dan more carefully to ensure that all assignments in the workshop are consistent with the school's policies and vision," he said in the statement.

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

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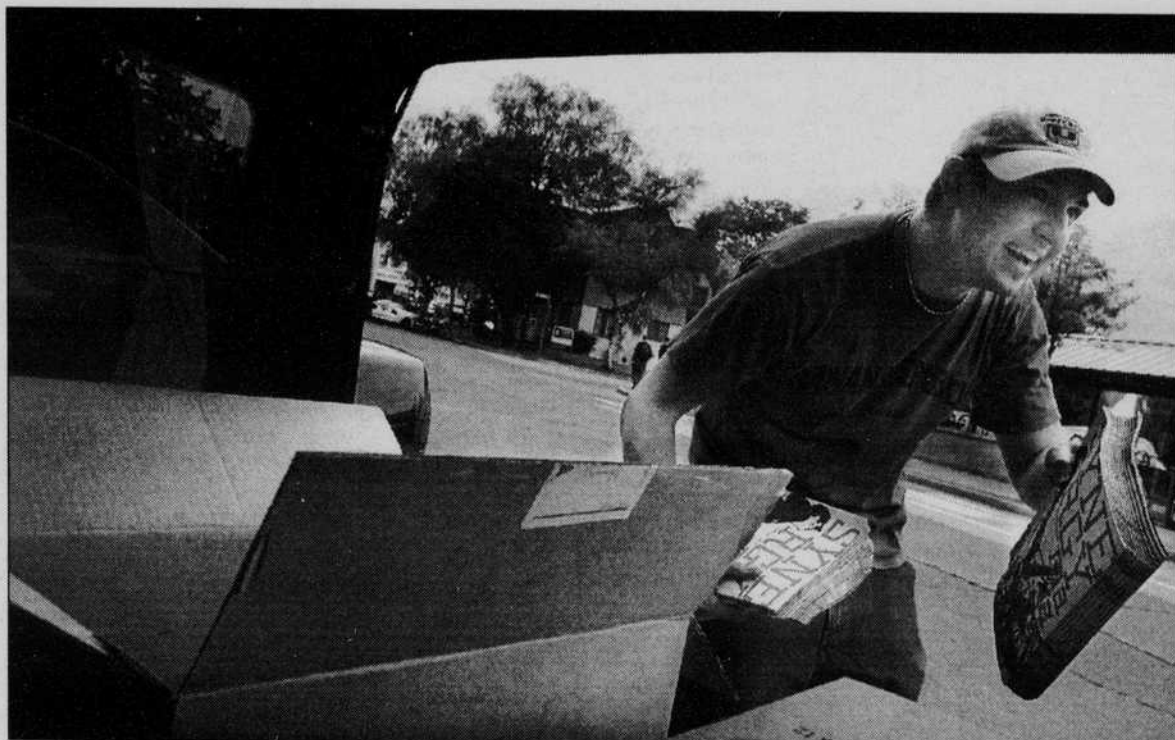
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Tim Kupsick Photographer

Justin Abbott unpacks another box of his magazine Synergy, originally created for his honors thesis, along East 13th Avenue.

Honors College project turns into creative music magazine

Despite financial setbacks, Justin Abbott produced 'Synergy,' a magazine on the local music scene

By **Moriah Balingit**
News Reporter

When most Honors College students graduate, their theses — products of countless hours of work and the cause of blood-curdling nightmares for HC students approaching their senior year — get crammed on a shelf in a stuffy Chapman Hall library.

But recent University graduate Justin Abbott's didn't. His can be found at the University Bookstore, in music stores, laundromats, bars cafes and other hotspots around Eugene.

When Abbott, who graduated last term with a degree in journalism, was dreaming up his Honors College thesis, he decided he would create a "mock-up" magazine called "Synergy." He would analyze the demographics and the market of Eugene and figure out what sort of magazine could flourish within its unusual culture. He would research design techniques of other music magazines and produce a mock-up.

"It kind of kept growing ... it was more than I anticipated," Abbott said. Abbott quickly decided that a

"mock-up" would not be enough.

"The idea was that there are good bands in Eugene that should be heard," he said. "So just producing a mock-up would be counter-productive."

The product finally materialized after nearly a year of work, \$4,000 in printing costs and a massive amount of time and energy. Abbott managed to recruit 14 students to work for free for the magazine as writers, photographers and copy editors. This group also included volunteers for the business side of the magazine, which raises money for production costs.

Senior journalism major and business minor Stephanie Donnelly worked as the distribution manager for the magazine. She was responsible for determining where to distribute the magazine in addition to selling ads for the fledgling publication.

"This is my first opportunity to actually apply the things I've learned in my classes to an actual publication," she said. She added that the experience was especially valuable for her because she said she wants to work in circulation for a major magazine in the future.

Donnelly added that it wasn't easy selling advertising for a publication that didn't even exist.

"We did a lot of cold calling ...

(and) got a lot of turn-downs," she said.

Abbott concurred, saying that raising the money for printing costs was unexpectedly one of the most difficult parts of producing the magazine. He was especially discouraged after a \$1,500 grant proposal was rejected by the School of Journalism and Communication.

"It was a bummer that the school did not share this vision and excitement," he said in an e-mail. "I thought the school would want to show some form of support, even if it was only an eighth-page ad or something."

Abbott was forced to get creative in his fundraising strategies. In addition to soliciting ads from skeptical clients, he held two benefit concerts at John Henry's, held a garage sale, sold hot dogs and also managed to get an \$800 grant from the Honors College.

But perhaps the most time-consuming job for Abbott was the colossal task of single-handedly designing every one of the 40 pages in the magazine. Every page contains Abbott's distinct style, with fonts mixed and matched and columns of type tilted to the left and right. The effect is bizarre and edgy, perhaps a reflection of the character of the

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