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Nyburg: Authenticity a scarce quality in PR

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sort of ego defense is necessary in order to do the job at hand. What I find really insidious is not the image a band creates for itself, but the image that is created for them as a marketing tool. You have to separate what a band actually sounds like from how they are being sold to you. What image has been constructed so that I will buy this album? Is it authentic?

If any of you indie-rock mavens out there think I'm just talking about the big evil corporations, think again. Indie rock is all about image, right down to its core. Even the pioneers of the modern independent record company knew how to sell their product through mythos-making strategies. Sub Pop is the best example of this, a record company so market savvy that they didn't just create an image for their bands, but for the entire company. It got to the point where you could not see a grainy, out of focus, black and white concert shot without

thinking of Sub Pop. They once did a limited release of a single on colored vinyl because they knew that collectors would buy them like hot cakes. And it worked.

Not even the gods, the infallible superstars of modern music are immune to this sort of image making. Pop quiz: Is Bob Dylan a poet? If you said yes than you either a) have never actually read Dylan's lyrics on their own or b) have limited experience with actual poetry. The whole poet thing is another selling point, a way to imbue authenticity. Dylan is and was a great songwriter, but taken out of the context of his music, his lyrics don't stand up so well. Plenty of artists have tried the poet label, or a plethora of other labels, to convince people they are actually something they aren't. Is Avril Lavigne a punk rocker? Expletive deleted no. She's a whiny little brat who is willing to be reshaped by a record company into something that can be easily sold to a market

demographic. That's an easy example, but it proves a point. Even rebellion (especially rebellion) is now a marketable quality in music. Sub-cultures can hardly be created fast enough for business to capitalize on them. A movement like punk rock could never even get off the ground today. Every worthwhile thing about it would be co-opted, resold and made plastic and devoid of meaning. Pleasant, no?

Above, I mentioned the need for authenticity. That quality is more important than ever, but it is becoming increasingly difficult to separate fake authentic from real authentic. The fact that the distinction even has to be made shows how effective the marketing is becoming. That pretty much sums up the basic problem with PR: The utter lack of any form of sincerity, which is the reason we dig art in the first place.

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Keg: Go where everybody knows your name

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reportedly only kept the bar open until 8 p.m. and by the end had gotten rid of all of his employees. Coleman took over the business and since then has built the bar's reputation back up almost entirely through word of mouth. The only advertisement that the bar has ever run was a radio ad for its Raiders Club, an officially recognized club that meets to watch any game the Oakland Raiders are participating in. Now

the bar remains open from 10 a.m. to 2:30 a.m. on weekdays, 9:30 a.m. to 2:30 a.m. on Saturdays and 9:30 a.m. to 10 p.m. on Sundays.

During the hours of operation, The Keg serves a full lunch and dinner menu that includes a jumbo half-pound Keg burger. They also serve breakfast on weekends.

Perhaps the most appealing aspect of The Keg is the familiar faces.

"After about four o' clock, I can tell you everyone who's in here and

when they'll get here before they walk in the door," long-time bartender Jason Powell said.

As if on cue, one of the locals enters and Powell starts to pour his drink without even asking him what he wants. Students looking for a fun place to drink, dance, and hang out, without the pretentious fashion show of downtown, would do well to check out The Keg.

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WHAT DOES IT MEAN IF THE POLICE TELL YOU TO LEAVE AN AREA?

When a police officer issues a "Notice to Disperse" or asks people to clear an area, it is important that everyone realizes that this is a directive issued by law enforcement personnel in the performance of their duties in an emergency situation. While you may see yourself as an innocent bystander, your presence alone contributes to the crowd the police are trying to disperse. In these situations, it is never a good idea to join a large crowd even as an observer. Your own safety is at risk if you remain after being asked to leave the area.

So, if a police officer asks you to leave an area, remember the following:

1. You must leave right away. Failure to leave could result in your being cited or arrested for interfering with a police officer. This is a Class A misdemeanor punishable by jail time and up to a five thousand dollar fine.
2. It is never a good idea to join a large crowd (even as an observer) that is gathering in the streets. While you may be curious to see what is going on, you are contributing to the problem if you remain in the area.
3. In large public disturbances, you should leave so that you aren't interfering with a police officer, and you should leave for your own safety. Bricks and bottles that are thrown in these types of situations have seriously injured people.
4. If the police ask you to step back into your residence or off the porch or balcony you should do so. Remember, dispersal orders given during an emergency situation supercede rights individuals usually have to peacefully assemble or observe a situation.

Brought to you by: Office of Student Life, ASUO, Department of Public Safety, and Eugene Police Department

