

# Poster map: Cloutier considers future projects, including another map

Continued from page 6

photograph all the businesses," he said. After churning out the map under the tight deadline of six to eight weeks and enjoying its success, Cloutier spent the next decade and a half doing freelance art.

Then, about two years ago, a customer at Capper's Frame Shop in downtown Eugene asked an employee about obtaining a copy of Cloutier's old poster map. The employee, who was a friend of Cloutier's, passed along the question to Cloutier. Cloutier told him that there were no copies of the old map left and not even he had one.

"His response was, 'Why don't you do a new one?' which was easy for him to say," Cloutier said.

To make a new map, Cloutier

needed to see a copy of his old map for inspiration. He convinced Register-Guard columnist Bob Welch to print a plea in his column, which yielded one call — a young man with a different Eugene poster map produced in 1988 by David Funk. Cloutier then found some photos that his brother took of him working on the old map.

"I looked at these businesses up close, and a lot of them had moved, but Bradford's Hi-Fidelity was still downtown, so I called them up," Cloutier said. "They said, 'Oh yeah, we've got one in the bathroom.'"

## The business of mapping

Once ready to start his new map, Cloutier began recruiting local businesses to fill it. Businesses bought a spot on the map plus twenty copies for

\$149. Some non-profit organizations were invited to participate at no charge or at a discounted rate. While he expected 75 to 100 businesses to sign on, similar to the original map's 75 businesses, he got over 300. "Seven out of ten businesses I called on signed up," he said.

"The primary criteria was that they were a business that's locally owned," Cloutier said. Only one or two franchises were included, he said, and he also looked for businesses that are of historical significance or tend to remind people of Eugene.

"I was also interested in businesses that had interesting logos," he added.

In addition to the local shops, the

map includes various secret references. The little airplane with the pilot shouting, "Go Beavs!" should not be interpreted as treason towards Cloutier's alma mater, but as a greeting to Cloutier's brother's stepson, who went to Oregon State University and is now an Air Force pilot. The poker hand on the east edge of the map is a shout-out to Cloutier's poker group that meets every other Wednesday. Cloutier included himself as the duck pitching a baseball on the South Eugene High School athletic fields.

Over the summer, when Cloutier worked on the map, he often stopped at the University Bookstore to buy supplies. Every time he went to the store,

a bookstore employee named Fred asked him, "Am I on the map yet?" Finally, Fred was granted his wish — he appeared on the map as a duck with a T-shirt saying "Fred," and was depicted joking around with a duck in a doctor outfit who was represented Cloutier's urologist.

Now that Cloutier is less busy after the completion of his map, he has time to consider future projects.

"When I finished this map a year and a half after I started, I vowed I'd never do another map, but unfortunately it made me some money, and I need some money, so I'm thinking about doing a map of Cottage Grove," Cloutier said.

*Eva Sylwester is a freelance reporter for the Daily Emerald*

## MORE ONLINE

For more information on James Cloutier's artwork and the Eugene Poster Map, go to [www.imagewestpress.com](http://www.imagewestpress.com).

# Exit polls: Oregon voter analysis not to be revealed until election night

Continued from page 1

team hired approximately 40 interviewers, typically undergraduate students at the University, who called people from two lists. One list consisted entirely of registered Oregon voters and the other random households in the state. From these two lists, researchers can find patterns and a representative base for voter turnout and candidate choice.

Exit poll numbers are not released until the polls are closed, which means that analysis of how Oregon voted cannot be revealed until election day.

"We feel we got inclusive information of voters," Bloom said.

But the telephone surveys might inherently exclude people, as most exit poll surveys do not call cell phones and there may be other conditions that rule out or underestimate certain demographics.

"With young college students who only own cell phones, they often move frequently, too, and don't update their registration information, so we do not typically see high turnout, and they represent two to three percent of the population," Bloom said. "Unless they come out to vote in overwhelming fashion, they won't impact the election."

Bloom said in four years he expects cell phones to become a factor for exit pollers. As of now, he said that the exclusion of cell phones does not disregard younger voters — in the interviews, researchers ask for the voter in the house with the nearest birthday, or else they'd get a disproportionate amount of women interviewees, Bloom said.

Junior Russ Casler, one of the student interviewers for the project, said the project had a sample size of

about 900 people.

"We got a lower response on this survey than others, which is to be expected," Casler said. With it being so late in the election season, people have already been so inundated with political messages that they may be less willing to answer questions, he said, and some may have thought it was a push poll rather than an exit poll.

"I don't think some people understood the legitimacy of it," Casler said. He added that response rates were higher from the list of registered voters than from the random number list.

The survey included questions on who the voters had chosen in national and statewide races, ballot measures, statewide issues and approval ratings, Casler said.

The research team does not provide analysis to go along with exit

poll numbers, Bloom said. The analysis is handled by the Network Election Pool, a consortium of news providers including ABC, CBS, NBC, CNN, Fox News and the Associated Press. The NEP and each network have analysis teams that slice and dice the exit poll information and find a conclusion, Bloom said.

Bloom also said many networks are now keeping analysts in a room without any outside media interference where they will report election results based only on their research, in the hopes of not replaying the follow-the-network trend in the last presidential election where Fox News led with reports of Bush's Florida win and other networks followed and reported the same. He said the Associated Press alone stationed pollers in every county in the country so it could compile results with voter choices and trends

to understand how each county and demographic vote.

At the University, students seem equally divided regarding whether or not the presidency will be decided with a recount.

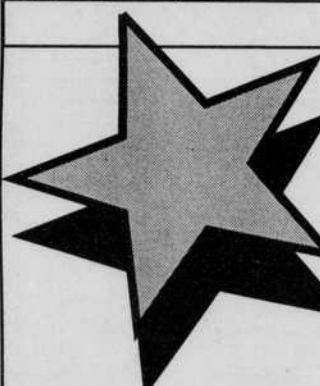
"I think we'll find out by tomorrow night or Wednesday," senior Kate Simrell said Monday. She added that she did not think her candidate — John Kerry — would be the winner.

Senior Gavin Francis said he sees the outcome much differently.

"I think it will go into a recount and, what's more, I think there will be judicial action and that Kerry will be more reluctant to give up than Al Gore in 2000," Francis said.

*anthonylucero@dailyemerald.com*  
News Editor Ayisha Yahya contributed to this report.

# Today is the *last day* TO VOTE ✓



## Ballot Measures:

**Measure 31 - Postponement of Election Due to Candidate Death**  
Basics: This statutory change would permit the postponement of election for certain public offices when a nominee for that office dies. **Financial Impact:** No direct financial impact on state or local government.

**Measure 32 - Mobile Home Taxes**  
Basics: Would amend the constitution by removing reference to mobile homes from a provision dealing with taxes and motor vehicles. **Financial Impact:** No direct financial impact on state or local government.

**Measure 33 - Medical Marijuana**  
Basics: This statutory change would amend Oregon's current Medical Marijuana Act by requiring marijuana dispensaries for supplying seriously ill or suffering patients and their care givers and by raising patient possession limits from one ounce to one pound. **Financial Impact:** After fees are assessed to users and growers, costs to the state are estimated at \$75,000 annually. Costs to local governments are not known.

**Measure 34 - 50/50 Tillamook and Clatsop Forest Plan**  
Basics: This statutory change would require balancing timber production and resource conservation/preservation in the Clatsop and Tillamook State Forests. Half of these forests would be set aside for restorative purposes, an increase of 35%. **Financial Impact:** would cost the state an estimated \$5.7-\$16.6 million annually in expenditures and lost revenue and would require a one time expenditure of \$2 million, \$17.2-\$19.4 million in lost revenue at the local level.

**Measure 35 - Medical Malpractice Limit**  
Basics: If passed, measure 35 would change the constitution to limit non-economic damages recoverable for patient injuries caused by healthcare provider's negligence or recklessness. The limit would be set at \$500,000. Oregon has not had a limit since 1999, when the previous cap was struck down by the Oregon Supreme Court. **Financial Impact:** No financial impact on the state. Backers of the measure claim that doctors' malpractice insurance premiums will be reduced. Opponents claim this is just a way for insurance companies to increase profits by avoiding large jury awards.

**Measure 36 - Same-sex Marriage**  
Basics: Measure 36 would insert language into the constitution defining marriage as applying only to the union of one man and one woman. This change would ban same-sex marriage in Oregon and would forbid Oregon from recognizing same-sex marriages performed in other states. The status of same-sex marriages already performed in the state would be in limbo. **Financial Impact:** No direct financial impact on the state. Same-sex couples would not be eligible for many financial benefits associated with marriage.

**Measure 37 - Government Reimbursement for Land Value Change**  
Basics: This constitutional change would require state and local governments to either pay land owners or forgo enforcement of land use restrictions when they result in a property value reduction. This law would retroactively apply to property from the time it was purchased. A similar law was passed by voters in 2000, but was overturned by the Oregon Supreme Court. **Financial Impact:** Estimated administrative costs for state and local governments would reach upwards of \$344 million. Payment for claims issued under the new law could reach upwards of \$1 billion. This would lead to a decrease in general fund money allocated to post-secondary education and other state services.

**Measure 38 - Abolish State Accident Insurance Fund (SAIF)**  
Basics: This statutory change would abolish the State Accident Insurance Fund (SAIF), Oregon's largest workers compensation insurer. All businesses and employees covered by SAIF would be required to re-insure with a private insurer. Backers of the measure point out that SAIF has been plagued by allegations of corruption and argue that the state should get out of the insurance business. Opponents say that SAIF keeps rates low for businesses and is willing to insure people in high risk professions. They also point out that the Measure 38 campaign is being funded almost entirely by SAIF's main private competitor, Liberty Northwest. **Financial Impact:** This measure would cost the state about \$104 million annually in lost revenue. Would require a one-time expenditure of \$2.2-\$2.4 billion. This could lead to a decrease in general fund money allocated to post-secondary education and other state services.

To schedule a free voter shuttle

Call 346-0628

Shuttle will run from 9 AM - 7:30 PM to deliver voters to ballot drop boxes

Turn in your ballots to the EMU drop box located near the ASUO office.

