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I can't believe he showed up with that **SLUT!**...Ever since he started hanging out with her, All he wants to do is get **LAID!** ...

## In my opinion

# My job or a blog?

I want to talk about something that many people are doing and even more people are talking about. Done by both porn stars and politicians, the novelty of this pastime has grown with increasing frequency. I'm talking, of course, about blogging. Why? What did you think I was talking about?

Over the past few years it has become more popular than ever to post musings online for the world to see. Numerous candidates in last year's election cycle kept campaign blogs on their Web sites. But blogging isn't just for famous people. Saturday The Register-Guard reported that MySpace — a social networking site — had replaced Google as the most popular site on the Internet (measured in page views per month). One of the more accessible features of MySpace allows users to keep blogs in addition to maintaining their directory profiles.

Some of these blogs are updated once in a blue moon. Some of these blogs are updated several times a day. Some of these blogs focus on day-to-day events in the author's life, while others are full of pseudo-intellectual posturing in the forms of poems and essays.

Blogging, which originated through investigative Internet journalists who gained notoriety in the late '90s, has been a gold mine for the parasites at the cable news networks. Now, instead of repeating what they read in newspapers, they merely have to hop



GABE BRADLEY  
THE WRITING ON THE WALL

online and repeat what they read in a number of prominent news-oriented blogs.

But the purpose of this column is not to chronicle the already well-documented blogging fad; rather, my job is to provide insight, analysis and pure speculation.

The first question most people have about any fad is, "Will it last?" In nine out of 10 cases, the answer is no. In this case, though, it's difficult to say. People love to express themselves. Whether people will continue to write their innermost thoughts and bad poetry is not really the question. The question is whether they will continue to do so in an electronic, public forum, or if such ramblings will return to speckled composition books from which they once dwelled.

Personally, I don't get the appeal of blogs because it seems like a lot of work for very little payoff. I mean, how many people actually read these things? With

hundreds of thousands of blogs out there, the majority of bloggers must be sending their thoughts out into cyber-oblivion to die lonely deaths.

When I write something, I want as many people as possible to read it and hopefully respond. For instance, I wouldn't continue to write this weekly column if the Emerald didn't have a wide enough audience to keep a nearly constant stream of hate mail flowing through my inbox.

Perhaps that's why I don't get the appeal of blogs; they're not something new to me. Publishing my random thoughts for public consumption is my job, the daily grind, so to speak. There are some differences, of course. I don't get to write my own headlines; I have to write on a certain time frame and follow certain guidelines; I have to ask permission in order to use profanity (shit, piss, damn); also, I have to let other people cut up my words before they see the light of day. In exchange for those restrictions, however, I have access to a much larger audience than is available to the average blogger.

So to all you bloggers out there who want a bigger audience, all you need to do is have me killed and then submit samples of your work to the Oregon Daily Emerald on the third floor of the EMU.

[gbradley@dailyemerald.com](mailto:gbradley@dailyemerald.com)

## INBOX

### Anti-Endangered Species Bill: unacceptable

The Endangered Species Act should be strengthened to provide more protection for the ever-decreasing number of endangered plants and wildlife. Pombo's Anti-Endangered Species Bill fails on all fronts.

Why do biological species become endangered in the first place? Loss of habitat. A plant or animal species

cannot survive if it has no place to grow and prosper.

Why is protecting plant and wildlife habitat more important than human's short-range economic interest? Because without plants and wildlife, humans cannot survive.

Why are laws necessary, and why do environmental groups and ecologists donate countless hours and dollars trying to protect biodiversity?

Because wilderness and wildlife have no one to defend them against human self-interest.

Developers want to be compensated for loss of "productive land." What compensation is offered to the species whose home is cut down, grazed over or sucked dry? Ask the Southern California Kit Fox, or the Wisconsin Cougar. Oh yeah, you can't, because they're extinct.

Michael Frol  
Eugene

## OREGON DAILY EMERALD LETTERS POLICY

Letters to the editor and guest commentaries are encouraged, and should be sent to [letters@dailyemerald.com](mailto:letters@dailyemerald.com) or submitted at the Oregon Daily Emerald office, EMU Suite 300. Electronic submissions are preferred. Letters are limited to 250 words, and guest commentaries to 550 words. Authors are limited to one submission per calendar month. Submissions should include phone number and address for verification. The Emerald reserves the right to edit for space, grammar and style. Guest submissions are published at the discretion of the Emerald.

## Editorial

# National government could learn from state

When it comes to the environment, Oregon tends to be one of the most progressive states in the nation. Even more exciting is the fact that the University of Oregon is about as green as they come.

At the end of last year, University students overwhelmingly approved an ASUO ballot measure to power our student union solely with wind energy. For no more than 60 cents per term, per student, the EMU now derives its electricity through a renewable, turbine-driven power source.

Those who campaigned in favor of the wind energy ballot easily convinced the student body that in the midst of a global crisis over energy, it was important for the University to delve into alternative, environmentally friendly energy sources. The University still receives much of its power from hydro-electric sources, but the success of the Wind Energy Initiative is a powerful symbol of students' commitment to lessen their effect on the environment.

Also impressive about the University is the fact that every year, ASUO Street Faire planners work to make their event recycling-friendly. This year, ASUO Marketing Director David Watson expressed his desire to "make it a zero-waste production." Anyone cruising the sidewalks last week in search of an available trash can attest to the fair organizers' logistical ability to reduce trash and promote recycling.

Although not specific to Eugene, AlterNetRides.com is a carpool service now accessible to University students and faculty. AlterNetRides, with a database of drivers and riders, provides a simple way to reduce the burning of fossil fuels. Because modern infrastructure makes it difficult for many to operate without the help of a motorized vehicle, carpools and other forms of public transportation provide one of the best ways to get where you're going while reducing your reliance on fossil fuels. We hope students and staff will take advantage of this easy new service.

Unfortunately, there are still many places in the United States that lag behind Oregon in terms of environmental friendliness. Late last month, the U.S. House of Representatives Committee on Resources passed an energy bill that would have, among other provisions, fostered the construction of oil pipelines in the Arctic National Wildlife Refuge. Although Republicans later dropped the bill, it demonstrated some legislators' willingness to prioritize short-term fuel solutions over long-term environmental stability. Thankfully, logic prevailed.

But unlike the University, the federal government is still unwilling to research and implement non-traditional energy options. Sadly, as long as national government encourages environmentally harmful exploits, it will become increasingly harder to devise and carry out long-term solutions to conserve our natural resources.

Oregon residents, University students especially, deserve praise for having the continual goal of a healthy, thriving environment. Even when such a goal incurs a small cost or inconvenience, locals are willing to make a personal sacrifice for the sake of something larger. Such a strong focus on the Earth should not be taken for granted and should be emulated even more in the future. We applaud this state and this school.