

OREGON IN BRIEF

From wire reports

**Remains found in John Day cabin believed to be human**

**JOHN DAY** — The Grant County Sheriff's Office said remains found in a burned cabin near John Day are believed to be human.

The remains were found in a burned-out cabin near John Day belonging to Terry and Sharon Smith, who have been missing since July.

The Oregon State Medical Examiner's Office is trying to identify the remains.

The cabin was found engulfed in flames on July 18 and the Smiths' pick-up truck is still missing.

Grant County Sheriff Glenn Palmer told The Register-Guard the investigation is now being treated as a homicide.

The Smiths spent several months each year at their remote cabin in the John Day-Mount Vernon area and the rest of the year in Hawaii.

Palmer said the FBI is assisting in the investigation.

**Man files lawsuit after getting stabbed in the eye**

**PORTLAND** — An Oregon man is suing a sword-fighting instructor and the organizations that offered the class after his attorney said he was stabbed in the eye and brain, causing life-altering injuries.

The Oregonian/Oregon-Live reported 35-year-old Jeremiah DuPrau has filed a \$9 million lawsuit against instructor Jason Brown, Swordguild Portland and the Elks' Milwaukie Portland Lodge No. 142.

His attorney John Coletti says the instructor used DuPrau to demonstrate a move before the class at the lodge in March 2017, jutting the sword into DuPrau's eye. He says Brown didn't warn DuPrau to put on his protective headgear.

The newspaper couldn't reach Brown for comment. Attorneys for both organizations declined to comment, citing the pending litigation.

Coletti said his client is now is legally blind.

**Mental health hospital working to solve safety problems**

**PORTLAND** — The president of a troubled Portland mental health hospital where two patients have died said he expects it will remain open and address serious safety problems this month.

The Oregonian/Oregon-Live reported the Unity Center for Behavioral Health has been under investigation by state and federal authorities since March.

Inspectors have determined that medical neglect led to at least one death.

According to documents

obtained by The Oregonian/OregonLive, a second patient killed herself.

Records show investigators also found a history of patients assaulting other patients, patients assaulting staff, unsafe building conditions, lack of staff training among other problems.

Unity's President Trent Green said in a Wednesday interview that many improvements are done or underway. Unity staff have moved cameras so all areas of all rooms can be seen on monitors at nurse stations.

**Wife arrested after Oregon chef killed at culinary school**

The wife of a chef fatally shot in June in the Portland, Oregon, culinary school where he was a lead instructor has been arrested on suspicion of killing her spouse.

The Oregonian/Oregon-Live reported 68-year-old Nancy L. Crampton-Brophy was arrested Wednesday and booked into a jail on accusations of murder and unlawful use of a firearm.

She is accused of killing Daniel Brophy June 2 at the Oregon Culinary Institute.

Authorities have said he was alone at the school when he was discovered by students and staff.

Brophy, 63, had worked at the school since 2006. It was not immediately clear if Crampton-Brophy had an attorney.

Crampton-Brophy announced the death of her husband on Facebook a day after the killing, saying she was "struggling to make sense of everything right now."

**Woman sues UO for concert injuries**

A woman has filed a lawsuit against the University of Oregon over injuries she claims to have sustained while at a rock concert in 2016.

The Register-Guard reported Anne Holder filed the law suit last week in Lane County Circuit Court.

Holder said she suffered broken teeth, a torn breast implant, bruises and scrapes when she tripped on a metal barrier and fell face-first onto the ground at a Def Leppard concert at Matthew Knight Arena.

She is seeking \$215,213 in damages for pain and suffering, medical bills and to cover the cost of her concert ticket.

University spokesman Tobin Klinger says officials hadn't been served with the lawsuit but that it would be reviewed and the university would determine the best way to address it through appropriate legal channels.

Nike gets political with Kaepernick ad

■ The advertisement, the latest in the 'Just do it' campaign, has outraged many fans

By Mae Anderson  
The Associated Press

Why do it?

Nike has touched off a furor by wading into football's national anthem debate with an ad featuring Colin Kaepernick, the former 49ers quarterback who was the first athlete to kneel during "The Star-Spangled Banner" to protest police brutality against black people and hasn't played a game since 2016.

The ad copy reads: "Believe in something, even if it means sacrificing everything."

The ad, part of Nike's 30th anniversary "Just Do It" campaign, has outraged many. Online, people threatened boycotts and posted videos and photos of shoes set on fire, Nike gear thrown in the trash, and swoosh logos cut out of products.

Most big corporations steer clear of politics, and marketing experts disagreed Tuesday over whether the Kaepernick campaign is good business.

But some noted approvingly it made a big splash and set Nike apart. And they said it could solidify Nike's bond with athletes, especially black ones, an important consideration for a company that relies heavily on sports stars to endorse its products.

Brian Gordon, CEO of Engine Shop, a sports and entertainment marketing agency, said the ad is provocative but "authentic to who they are and the communities they represent and speak to," including the athletes.

"Even in the face of potential backlash, they support their athlete partners, and that's an incredibly powerful statement to the athlete community," Gordon said.

Other athletes in the campaign include tennis star Serena Williams, New York Giants wide receiver Odell Beckham Jr. and Shaquem Griffin, a linebacker whose left hand was amputated when he was 4. But the Kaepernick ad struck a nerve, timed just before the NFL season kicks off on Thursday.

Nike did not return a request for comment about its strategy. Its stock closed down more than 3 percent Tuesday.

Neil Saunders, managing director of the data and analytics firm GlobalData, called the Kaepernick strategy "commercially imprudent."

"Nike's campaign will generate both attention

and discussion which is, arguably, one of its central aims," he said. "However, it is also a risky strategy in that it addresses, and appears to take sides on, a highly politicized issue. This means it could ultimately alienate and lose customers, which is not the purpose of a marketing campaign."

But other experts think the strength of Nike's brand will help it weather the storm and perhaps benefit from it, too. Nike is one of the world's largest sports apparel companies, with \$34.5 billion in revenue last year.

"What you stand for is almost as important as what you make," said Allen Adamson, co-founder of marketing firm Metaforce. "It's a polarized marketplace. No matter what you do, you offend some people. They're focused on what they stand for, and if that upsets some users, so be it."

Robert Passikoff, founder of marketing consultancy Brand Keys, said an ad like Nike's will divide people, but the outrage won't last.

"My guess is that the audience that is reacting so badly to this aren't buying a lot of Nikes anyway," he said. "They'll move on to the next thing. Welcome to the 21st century."

Nike, based in Beaverton, Oregon, has made waves before. An ad for the company's sport hijab went viral in 2017. And a 2010

commercial featuring a voiceover by Tiger Woods' late father when the golfer was trying to recover from a sex scandal drew mixed reviews.

In August, Nike made news when the French Open banned Williams' Nike-branded black catsuit. Nike responded by posting an image of her on social media with the line "You can take the superhero out of her costume, but you can never take away her superpowers."

Brands run the risk of a backlash in taking a political stand in their advertising.

Starbucks was mocked in 2015 for trying to start a discussion about race by writing the slogan "Race Together" on its cups. Pepsi ended up pulling a commercial that showed Kendall Jenner giving a Pepsi to a police officer; some said the ad trivialized the "Black Lives Matter" protests.

John Sweeney, sports communication professor at the University of North Carolina, said the Kaep-

ernick ad was created to provoke people, and in that respect, it succeeded.

"You may have a negative reaction or a positive reaction, but you have a reaction," he said. "They wanted something that would stop the presses and stop people in their places." For some, the ad has made them bigger fans of the brand.

"I think what Nike did was a tremendous step in fighting against the people who misunderstand the protests by Kaep and players," said Seth Buchwalter, of Portland, Oregon, a lifelong Nike customer.

But Wesley Callaway, of Omaha, Nebraska, said he doesn't agree with kneeling during the national anthem and thinks it is unfortunate Nike is featuring Kaepernick, though he said he doesn't buy many Nike products and won't make any changes in his shopping habits.

"I don't mind them protesting brutality," he said. "I just wish they wouldn't do it during the anthem."



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Questions? Contact UCSCC at (541) 963-1068 or [ucsafecommunities@gmail.com](mailto:ucsafecommunities@gmail.com)

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**Please welcome Dr. Adam Heisinger to our community.**

"I grew up in a town a little smaller than La Grande. I'm looking forward to finally being able to build a practice and become a member of a community like this again."

Dr. Heisinger received his Doctor of Osteopathy from Des Moines University in Iowa. He completed both his Internship and Residency in Orthopedic Surgery at Affinity Medical Center, Ohio. He has completed a Fellowship in Sports Medicine at Orthopedic Research of Virginia in Richmond.

He also served four years as a Flight Surgeon out of Langley Air Force Base, Virginia, and Shaw Air Force Base, South Carolina. Until his residency in Ohio, Dr. Heisinger had spent most of his life in rural communities and is eager to return to this lifestyle.

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