

# Monologue

## Publicity shouldn't be top priority for Clark

His term in office has barely started, yet Portland Mayor Bud Clark has been busy making important decisions. His most publicized decision to date is the naming of Penny Harrington as Portland's new police chief on Jan. 24.

While it is generally agreed upon that Clark made an excellent choice by naming Harrington the new police chief, I question his motives in making

that choice. He has been quoted as saying his decision was based on qualifications, but let's not forget what Clark said would be one of his most important concerns as mayor of Portland: to help boost the city's economic depression through publicity.

That Harrington is the first woman in the country to head a large city's police department is well known.

Thanks to Clark's selection of Harrington, Portland was "put on the map" for a while when the event received national coverage by major networks.

So what's wrong with getting coverage on the national news? Nothing. Every one knows Portland, or Oregon in general, can use the exposure. There's also nothing wrong with naming Harrington Portland police chief; she was apparently the "best man" for the job. One wonders, though, just how much the aspect of publicity played a part in Clark's decision.

Don't get me wrong - I am not a Clark hater. His image of being a common man, of being "one of us," is appealing. The sight of him pedaling his bike to work is definitely more pleasing than seeing stuffy old Mr. Ivancie entrenched in his raincoat.

Clark's relaxed approach to politics is one Portlanders (and those bordering the city) are not used to, which makes it refreshing to many. His desire to make Portland more popular with publicity is a good thing, too, as long as it doesn't become his prime motivating factor in making critical decisions for the city.

Suppose Harrington wasn't the best choice for police chief, yet Clark chose her because of her news value. Portland certainly couldn't hope to improve itself, both economically as well as politically, with decisions made based on popularity and not genuine competence.

In the case of the Harrington decision, Clark got to have his cake and eat it too - a competent new police chief that at the same time made Portland, Oregon famous. So why bring the issue up at all? Because Clark isn't going to be able to take advantage of such opportunities simultaneously every time.



## Community Corner

By Fritz Wenzel

**A BETTER BYTE:** We have just received a computer here in the journalism trailer and it didn't take long to tell that life was going to change.

I knew something was up when Dana Spielmann, the student publications adviser, poked her head into my tiny (tiny as in larger than a coffin but smaller than two coffins) office with that "I'm gonna steal your miniscule little space, mister" look.

This new machine is designed to help us produce *The Print* more accurately while streamlining the process of publication.

Right now most of our reporters write a story longhand and make the necessary modifications. When they are finished with the writing, they type it and submit the story to the appropriate editor.

The copy editor eventually gets the story, and the spelling and facts are checked. Story constructions and flow is also checked. If, for instance, two paragraphs need to be transposed, the typed sheet has to be cut apart and taped back together in the right spot.

The story then goes to the typesetter, full of cat scratches, tape, and in some rare spots, clean type. The typesetter retypes each story into the machine, after which they have to be proofread once more for mistakes before being committed to the past-up process.

Our computer will speed the long process at many steps. The reporters will no longer type their work onto paper, but onto disks. The editors will make corrections and adjustments by button instead of by scissors and tape.

Satisfied that the story is ready for print, the copy editor will send all the stories of a given edition into the typeset machine over the telephone line. While one last look over

the copy will be made as the work comes out of the typeset machine, it will be a mere review instead of a proof-read.

We are just getting used to the technology, but we welcome the change. Instead of finishing our production at midnight every Tuesday, we might dream of heading home at 10 p.m.

**A WORD FROM DOWN UNDER:** Who says a textbook is useless until the library bookstore buys it back? Going through my required reading for English the other day I happened across (people in general simply turn the page and find an excerpt, but when you start to write for a publication you learn to "happen across" them. It really makes life more exciting) an excerpt by Ambrose Bierce titled "Wisdom from The Devil's Dictionary"

The book is a slightly modified dictionary; the words are the same, but that is all. Here Bierce defines admiration as "our polite recognition of another's resemblance to ourselves." A bore is one "who talks when you wish him to listen." Distance is "the only thing that the rich are willing for the poor to call theirs and keep." A consult is "to seek another's approval of a course already decided on."

Finally, heaven is "a place where the wicked cease from troubling you with talk of their personal affairs, and the good listen with attention while you expound your own." Bierce must have been the kind of neighbor everyone dreamed of having, and, noting that he lived in Washington D.C. while he wrote the above words, everyone probably did have a neighbor like him.

A sad footnote to this fun is that our own library does not have this classic book on its shelves.

## Letter to the Editor

In the Jan. 16 issue of *The Print*, I read that Scott Fischer, financial aid director for Clackamas Community College, was leaving the school.

I am no longer a student at Clackamas, having left a year ago. But I spent four years there, and in that time, I never met a more helpful or understanding person than Mr. Fischer.

I have never understood the druidic, necromantic voodoo of financial aid. Even at my current school, Lewis and

Clark College, financial help entails a forest of forms and a month of Sundays standing in Mobius Strip lines.

Scott Fischer and the people in his department could always be counted upon to help smooth the way. He obviously cared about the students and went out of his way to help.

Scott Fischer, you will be missed. Bon voyage and good luck.

Sincerely,

J. Dana Haynes  
Former Clackamas student

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