

Indians in Media, A Series

For Umtuch "Ad Alley" May Lead Home Again

By Cynthia Stowell

While the newsroom is turning out rewrites for the threestar and sunrise editions of *The Oregonian*, people like George Umtuch are producing ads for next week's papers.

The deadline is different and foremen pace instead of editors, but the twilight world of "ad alley" is no less frantic or pressured. Ad builders fashion the skeleton on which the flesh of the news will be hung — while the clocks tick away the minutes.

But glory rarely seeps into the backroom where X-acto knives deftly assemble lines and images into blocks of advertising, which in most newspapers occupy 60 percent of the space. Ad builders like George find other rewards.

"I take pride in giving the customer what he wants," says Umtuch, a Warm Springs tribal member who has been on *The Oregonian's* "ad alley" for fourteen years. Umtuch has not only superintendents and foremen to please but also a host of customers ranging from mammoth Fred Meyer to a suburban Christmas tree farm.

Although produced behind the scenes and out of the public eye, Umtuch's work is probably handled and viewed by more people than the news. Unlike the direct route the news stories take to the pages of *The Oregonian*, the ads travel a long, circuitous journey before publication. From the ad salesman an ad moves on to the dispatcher, to ad alley, to the compositor, to the computer, to the proofreader, and eventually back to the customer — within about two days. It is then ready for the public eye, which scrutinizes meat prices at least as thoroughly as the lead news story.

George admits that there are times he'd like to be out in the newsroom. "Everybody wants to get his fingers black on the typewriter ribbon, but you mellow out with time," he remarked. As an Indian in a metropolitan area, Umtuch is acutely aware of the public's view of Indians. "People are oriented through textbooks and old west magazines. When newspapers do write about Indians it's from hearsay."

Even in the backroom there



GEORGE UMTUCH, PRE-FRAME AD BUILDER FOR THE OREGONIAN Spilyay Tymoo Photo by CDS

has been a battle to fight against stereotypes. As one of only two Indians at *The Oregonian*, Umtuch feels he had to prove himself. "At first I was labeled as Indian (i.e. unreliable, drunken) and was treated as such. It took some years to overcome that."

Now he is "just one of the regular guys," although his Indianness is a source of good-natured ribbing and banter — most of which Umtuch brings on himself, notes one of his supervisors.

Umtuch has also been labeled as a strike-breaker ever since he came to *The Oregonian* in 1964, the last year of a draw-out strike by the camera and press rooms. But Umtuch is proud of the qualifications he brought to the job and the fact that he has met the newspaper's high standards in staffing.

The trip down Ad Alley Ad Alley has been a long, continuous road for Umtuch who first stepped into the newspaper world while attending the B.I.A. boarding school in Warm Springs. In 1947, the young George was mimeographing *The Tymoo*, a school paper that bears the name but not the ancestry of Spilyay Tymoo.

From there it was a natural step to the *Chemawa American* at the Indian high school in Salem. For four years he was typesetter, printer, bindery man, mailer, paper cutter, and "kill-out man" for the school organ.

One year of general studies at Willamette University proved to be "the most grueling experience" George has had in educational spheres, and he happily transferred to Oregon Tech where he took up graphic arts.

Seven months later, the young artist and cameraman was working for an advertising agency in San Francisco and his career was launched. Umtuch speaks wistfully of his three years spent assembling display ads for such clients as Safeway, Harrah's and Fuller Paints. He refers proudly to three of his ads that were selected by the Printers Auxiliary for display at their convention gallery. Compared to the creative energies he expressed in San Francisco, Umtuch sometimes feels he is just "going through the motions" at *The Oregonian*.

When the shop unionized, George left and took an advertising job on a weekly paper in Los Banos, California where he stayed for four years. Trained in

hot type, George was in unfamiliar territory when the paper went offset and he gladly "moved back home."

At *The Oregonian*, Umtuch feels he has reached the "height of a career" in ad building, a career that he says he fell into rather than chose. High performance standards have been instilled in the 43-year old skilled worker, whose 7pm-3am work environment is characterized by the pressures of schedules, deadlines, and competition (to the point of "craziness," he says).

Umtuch does not aspire to his supervisors' jobs. With overtime, he says he earns more than the foremen or superintendents who receive fixed salaries. "Maybe I'm spoiled," says Umtuch, who averages nearly \$20,000 in annual income. And maybe his supervisors get a bit more of the glory but they are also the "fall guys," a role not at all attractive to Umtuch.

The Road May Lead Home

Proud of his many years of experience and cognizant of the comforts provided by *The Oregonian*, Umtuch communicates a touch of restlessness and a longing for the reservation.

An example of the success-

ful off-reservation Indian, Umtuch still talks of returning to Warm Springs. "I look forward to fishing and hunting and catching up with the old people," he says with obvious respect for the traditions in which he grew up.

"I had a chance and I took it," says Umtuch about his decision to leave the reservation. He and his wife Patty and their seven children are impressed with the conveniences and opportunities of city life, but George regrets "depriving (his) children of their inheritance right" by raising them off the reservation.

But as he feels everyone should, Umtuch followed his own "will and spirit." Amidst "an abundance of opportunities" a person must understand what he himself wants to do and arrange his life accordingly, Umtuch believes. "I would like to see kids introduced to careers, as I was, and given a chance to pursue those careers." Growing up sheltered does not prepare a young person to adapt to the world outside the reservation, he maintains.

Umtuch's pursuit of a career has meant straying far from home but never forgetting home. One day he may return with the gift of information and experience gathered from his trip down Ad Alley.

Reality Therapy Workshop

A down-to-earth approach to the art of adult-youth communication will be presented by Ed Ford December 7 and 8. Ford, a certified reality therapist and father of eight children, has designed the workshop for adults and teenagers.

On December 7 the workshop will be for adults and will be held in the Jr. High Library from 9 a.m. to 2:30 p.m. That evening at 5:30, a potluck will be held in the Warm Springs Elementary cafeteria, followed by another therapy session beginning at 7 p.m. On Friday, the workshop will conclude with two sessions for adults and youth.

The workshop is free to those attending and will be sponsored by the Tribal Education department and Johnson O'Malley program.

Hunters Take Heed

Alex Smith says he's lucky to be alive. His close call with an angry buck while hunting in the White Horse rapids area has provided him with a message for hunters. Be aware of the dangers of hunting alone, he says.

Alex was just approaching the White Horse Rapids area when he pegged out three does and a buck dropping over a knoll. He managed to bring a doe down with his 30-06 rifle and was proceeding to gut it out. He was almost completing the task when he heard a thumping noise. The area he was in was clear for about 100 yards each direction, according to Alex, so when he looked up and saw a four-point buck charging it surprised and scared him. The big buck came up so suddenly that Alex only had time to grab his rifle, fall back, and squeeze off a shot just as the animal went over him.

"I sure thought it was the end of the world for me," said Smith. "I made the mistake of

turning my back."

After the buck ran over him, Alex admitted sitting there for a few minutes crying because the pain was so intense and because he was scared. Just when he thought it was going to attack again, he looked up and saw it lying there about ten feet away, dead of a broken neck. Alex didn't realize right away that his bullet went through the neck until he had a closer look.

"I saved my own life when I fell back," said the lucky hunter.

A week after the fortunate mishap, Alex still suffered "charley horses," continuous cramps, and had a big bruise on his chest where the big animal either stepped on him or hooked him with his horns.

The moral of the story is (according to Alex) - Don't ever hunt alone and if you must, at least let somebody know where you're going and when you expect to return just in case an accident should occur.

Learning Center Plans Busy Winter

As the fall term comes to an end and more than 90 students finish up their C.O.C.C. community ed classes, the Adult Learning Center is planning an equally eventful winter term.

Classes will start the week of January 8, with pre-registration beginning Saturday, December 30 and continuing January 2-5.

The Community Center should be just as lively through the winter as it was all fall, with nine non-credit and two credit classes meeting daily.

Fall term's four-credit math class was so successful that it is being repeated. In addition, a three-credit English Composition class will be made available for the first time.

Non-credit classes range

from crafts to animal science to native languages. Craft enthusiasts have two classes to look forward to. Navajo and thermal afghans will be taught by Mrs. Fernandez of Madras and Caroline Tohet will teach beadwork.

Mike Clements will offer his "Warm Springs Then and Now" course, a historical look at the reservation similar to classes he has taught for the school district.

Last year's successful beef cattle management class sponsored by the Extension Service will be offered again, with an added course in the care and diseases of horses.

The Indian Language offerings will be expanded with the addition of a reading and writing class in Sahaptin for those who

already speak the language. Oral Sahaptin and Wasco will be offered again.

Most classes will be held on weekday evenings with the exception of two shorthand classes which are slated for afternoons and a class in creative stitchery which will meet three Saturday mornings in February. Check the next Spilyay Tymoo for a complete class schedule or call the Adult Learning Center at 553-1428. The Learning Center, housed in the Community Center, is open Monday through Friday 9-4 and Monday evening 7-10. The Learning Center will be closed from December 18 until January 2, but will open December 30 for pre-registration.

Umatillas Invite Public to Longhouse Dedication

The public is invited to attend the dedication of the Umatilla Tribe's new longhouse, an event that will coincide with their annual Christmas celebration. The dedication is set for 10:00 a.m. December 21. A

dinner will follow.

That evening the Christmas celebration will begin. Prize dancing and memorials are the featured events Thursday and Friday evening. On Saturday a dinner will be held for veterans,

followed by prize dancing in the evening.

Washat services will be held on Sunday and dinner will be provided on Christmas Day.

The new longhouse is situated near the community center in Mission.