

THE DAILY PINECONE

“Spikey Stories Right Where You Need It”

JUNE 2018 VOL XXX NO. 0001

A NOTE TO OUR READERS

The contents of this paper are 100% fictitious. Simply put, we are the real fake news. If this still offends you, feel free to turn it into something fun, like a paper hat or boat. If you aren't creative just burn it. Drop the ashes off at our office. We'll hang them on the wall.

THINK YOU CAN DO BETTER?

Come join us at FIR, Portland State's very own student-run ad agency, and work with REAL CLIENTS. We have positions for Account Managers, Account Planners, Creatives (Art Directors/Graphic Designers & Copywriters) and Media Planners. Send a cover letter (telling us all about how great and talented you are) and resume to Doug Lowell (dlowell@pdx.edu) by June 1st for summer or fall consideration. Include portfolio if you got one. (P.S. He'll also accept the ashes or paper boat)

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Art Director Tells All, Declares Helvetica “Bland And Uninspired”

BY KJ SIHARATH

Portland, OR—Famous local Art Director Clara Scott is under heavy fire after a tape leaked of her criticizing several of design's sacred tenets. “I just hate Helvetica so much.” Scott drunkenly slurred. “It has the same personality as the people that use it. Bland and uninspired.” She continues, “Seriously, I have juniors asking me every day what weight of it they should use. Like line weight actually matters! It's the same [expletive] font.” The audio cuts out for a bit before she continues “...you think Futura is really that much better than Arial? You're like a soccer mom trying to spice up her life with flavored mayo.” The response to Clara's remarks has been divisive, to say the least.

A surprisingly large number of people have defended Clara's statements. A tweet supporting her freedom-of-speech has garnered 125,000 retweets (edit: After accounting for bots the number is closer to five). The agency she works at, Fire District Five, also seems generally supportive. The agency stating on social media “Like our commitment to saving lives, cats, and advertising, we stand fully behind our employees.” Clara's well known in the advertising world for her work on Yum-Yum Bananas “Wrap It Before You Tap It” campaign. The cam-



In an apparent act of guerilla marketing (or just plain vandalism), anti-helvetica posters were found hung in every agency breakroom in the Portland area.

paigned was such a success that a whole genus of rubber tree was rendered extinct. Despite her titan of industry status, the advertising world doesn't seem to condone her views. Noted industry rival Marc Smith stating “You can't hate Helvetica. The soul of Portland is written in it. Hell, it's what I used for the alphabet tattoo on my back.” Other agencies in Portland have also released their own state-

ments against her. Wallace + Karmichael tweeting out that Scott's statements were “A crime against art directors, graphic designers, the aesthetically inclined, and possibly even humanity as a whole.”

BREAKING NEWS:

Scott's incendiary remarks have led to the reemergence of a long thought dead secret society. The group, dubbing themselves The

Knights of Helvetica, have called for an industry blacklisting of Scott and a banning of any ads she's worked on. Clad in a formless black robe, the Knight's spokesperson, Gul Draaz the Ebon Eyed and Red Handed stated in a low chitinous drone

“WE HAVE WITHSTOOD COUNTLESS FLOWING EONS TO PRESERVE PERFECTION. TO BE DISPARAGED

BY A PEON? I THINK. NOT. OUR POWER IS WITHOUT WORDS, OUR RANKS WITHOUT NUMBER. MERCY WILL NOT BE FOUND ON THAT RAPTUROUS DAY.”

The group has announced that they will start a GoFundMe in order to raise enough money to take legal action.

Account Planner Caught Reading Daughter's Diary

“I Just Want To Understand The Target Audience Better”

BY STEVEN PEELER

Portland, OR—In an attempt to better connect with her daughter, or as she puts it “The Target Audience,” Susan Smith was caught yesterday reading her daughter's diary. Smith first met her daughter, Olivia, when she gave birth to her 15 years ago. From day one, Susan would keep extensive notes on her daughter, knowing one day she would be the target audience for a campaign she was working on. “I like to think in the future. And it wasn't lost on me that one day I would have to advertise to my daughter.

“If I'm being completely honest, having a child was part of my strategic plan to move up in the agency.”

I knew that if I eventually had a child in the audience we were trying to reach, I would have an upper hand over the other planners. It was a long wait, but it was worth it. Just look at me now, I'm the head of planning!”

Olivia was not supportive of her mom reading her diary. Her diary is where she can express herself without fear of anyone seeing it. It's also where Olivia critiques her mom's work. One entry read, “mom's commercial for the local car company was garbage. Why would anyone believe that a car won a Pulitzer Prize for fiction? What kind of research led to the creatives coming up with that idea?” Elsewhere, Olivia was critical of a print ad her mom worked on. “Why was the family eating the shoes? The shoes are so good, you'll want to eat them? What? Does mom secretly eat shoes? You know, I did lose a few pairs last year. Oh God.”

Olivia noticed that her mom was always captivated by what

she was doing, and why she was doing it. “She has a whiteboard in her bedroom that is divided into two sections. Things Olivia likes, and Things Olivia dislikes. She has sticky notes all over her wall with questions she wants to ask me.” We have obtained some of those sticky notes. Here are just a few:

“Tell me your 2nd favorite thing about Ice Cream.”
“Would you drink a soda called ‘Volcano Time?’”
“Can you describe your relationship with socks?”
“Would it bother you if G was removed from the alphabet?”
“Does toothpaste have an impact on your GPA?”
“Would you go to a restaurant that was only open for 25 minutes a day?”
“Would you eat a bag of chips called ‘Volcano Time?’”

Susan had always kept up with what her daughter was interested in, but when the agency acquired a big video game client, she knew she had to up her game. “Olivia loves video games, but she especially loves the Basketball Karaoke franchise.” The Basketball Karaoke franchise is a series of video games that requires the players to sing a song correctly for 30 seconds in order for their shot to go in. “I had never gone near her diary before, but I couldn't pass this opportunity up. She was literally the person we were trying to advertise to.”

Susan had it all planned out. She got an advanced copy of Basketball Karaoke 3: Sing Dribble Sing and gave it to Olivia as an early birthday gift. While she was playing the game downstairs, she snuck into her room and found the diary. “I learned so much about Olivia! I had no idea she liked tennis! I also didn't know that she had strong opinions on our local city council. She also despises grasshoppers, which is a relief because I just removed myself from the grasshopper account.” When asked how she felt about her daughter not liking her work, Susan replied, “look, not everyone understands art. Most things I work on will not be fully understood for another 50 years.

“Like I said earlier, I think in the future. And if my daughter doesn't appreciate the innovative work I do, then so be it.”

Soon, you'll be seeing ads everywhere of people eating shoes. I promise you that.”

Olivia caught her mom reading her diary when she returned from playing the game. “I don't know what she thought she was going to find. Why would I write about Basketball Karaoke in my diary? It's no secret how much I love that franchise. It would have made more sense for her to watch me play the game and ask me questions about it. I don't know how she's had a job all these years.”

PUBLIC AUCTION

Estate Auction of
Thom Engeles

June 01, 2018
8:00am

Authentic
14th Century
Printing Press

Will also consider trade for
Cuneiform Tablet & Stylus

For a complete auction list,
terms, and pictures go to
www.realness.com

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NORTHWEST



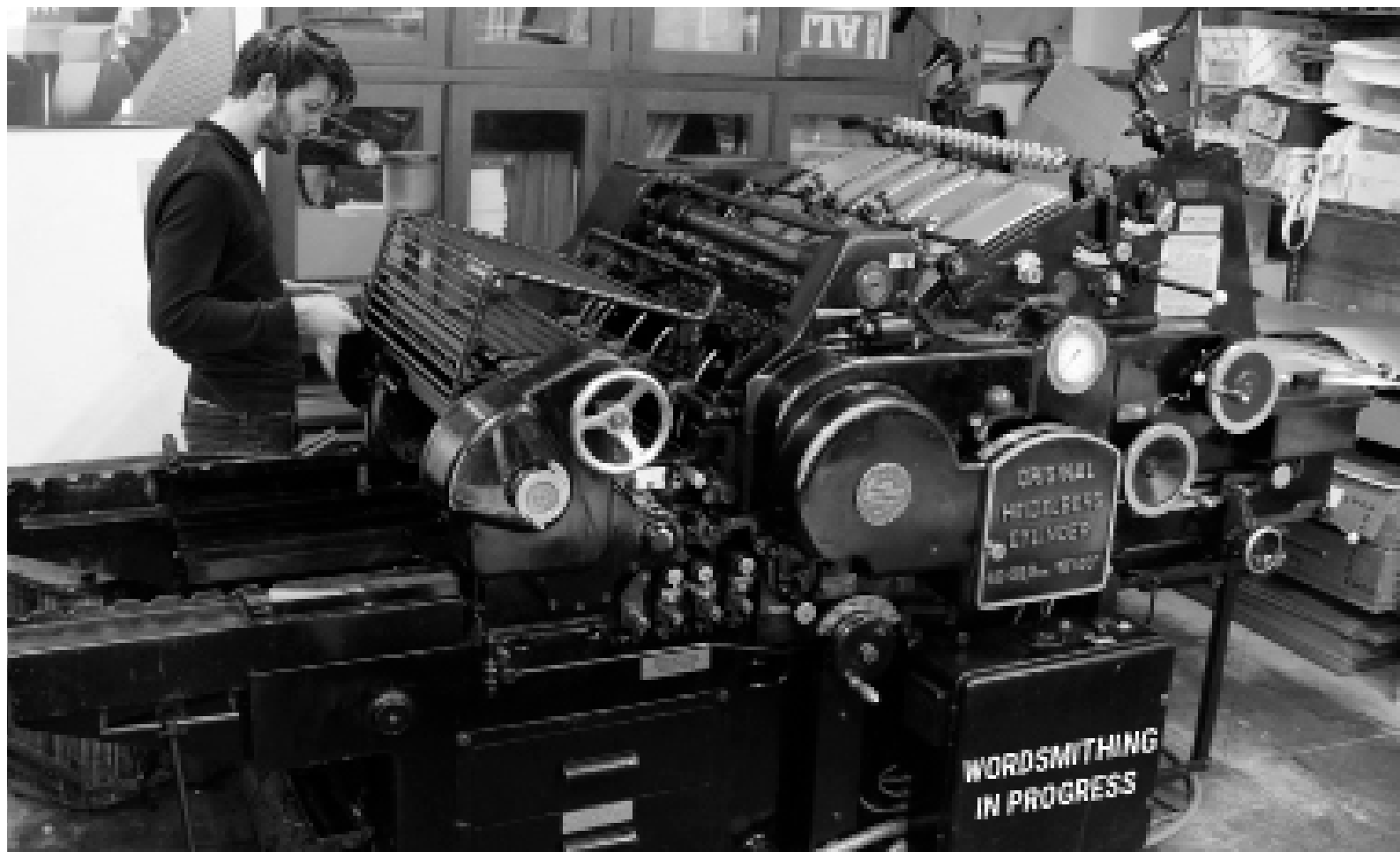
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Copywriter Fired After Bringing 14th Century Printing Press To Work “It Just Feels More Authentic,”

BY KJ SIHARATH

Portland, OR — Gentle clacks and heavy TWACKS fill the room. The sun hangs low through the windows of the Pearl District cafe as Thom Engels (real name Tom Engels) recounts his story. “I guess I was just nervous,” states Engels. An alumnus of Portland State’s FIR program, he had just started an internship at world-renowned ad agency Wallace + Karmichael, Law Services and Divorce Specialists LTD. The agency’s internship selection process is notoriously cut-throat. This year’s casualties include 15 students, a Bosnian goat herder, and the island of Newfoundland. Engel’s continues, “It can take years for an artist to discover their creative process. I didn’t want to change any of it. When you’re at a new place, you want to start off with your best work you know?” Unfortunately for Wallace + Karmichael, Engels has a very peculiar process.

The problem started when Engels showed up in a semi-truck with a shipping container strapped to its bed. The 18 wheeler smashed



Scott working with another press in his collection. This 6,700lb 20th century press serves as his “everyday driver.”

no less than six Priuses while trying to turn around. At 8:05 am movers descended upon the office space, hurriedly taking apart neighboring cubicles and tearing down motivational cat

posters while they assembled the 600-year-old contraption. Engels was already hunched over the press and inserting letters into the rack when his coworkers trickled in. “I didn’t

understand what I was seeing at first. I thought it was another art installation.” Bekah Simmons, Engels former coworker states, “I understand that we need to cultivate a creative environment,

but the damn thing at Tod’s tie when he walked by.” It didn’t take long before HR’s mysteriously trash-can-shaped complaint box filled up.

Engel’s didn’t even last through the day, Wallace + Karmichael stating in a carefully worded press release that his firing was due to “...the [expletive] printing press, obviously.” The bitterness in Thom’s voice is palpable. “They’ve just been in the industry for too long to understand that great writing comes from a place of realness, and that realness comes from material possessions.” He continues to rant, his machiatio trembling as he aggressively gestures: “Keyboards, typewriters, fountain pens, they just over-complicate things and remove writers from their source. The printing press? It just feels more authentic.” He sighs, slowly shakes his head, and lets out a breath he didn’t realize he was holding. A mournful look spreads across his face as he gently strokes the machine. “She’s a real Gutenberg you know. She doesn’t deserve to have the world pass her by.” At this time the future remains uncertain for Thom and his 200 lb printing press.

Invisible Ink Makes A Comeback

BY AMY HODGES



Wallace + Karmichael’s guerilla campaign for the album sought to remind people around the capital that “while justice might be blind, it’ll still cap your [expletive].”

Media Planner Sweeps Awards After Dropping “R.B.G.” Album

“The Answer Was Staring Us In The Eyes”

BY KJ SIHARATH

Cannes, France—Alex Greer strides onto the stage to receive his sixth Cannes Lion of the night. A media planner working for Wallace + Karmichael, Greer lit the world on fire when he helped release an album focused on the second female Supreme Court Justice, Ruth Bader Ginsburg. Greer recounts the strange events surrounding the album’s creation. “The Department of Justice came to Wallace + Karmichael for branding help,” says Greer.

would’ve gotten at least 100%,” Says former Justice Antonin Scalia through an Ouija board.

The question of how to galvanize the demographic stumped Wallace + Karmichael for months. Creatives reportedly went through 800 different concepts and just as many bottles of kombucha during the period. Once the company couldn’t afford any more conceiving sessions, the account manager decided to open it up to everyone in the agency. The brilliant idea came just days later.

“What do kids love these days? Strong empowered women and hardcore rap,” Greer excitedly recounts. “The answer was staring us in the eyes the whole time.” The team decided to contact the 85-year-old Justice after much debate. She reportedly responded with a single curt nod before walking away.

Incredibly, the elderly Brooklyn native managed to record the album over just one weekend. Ginsburg revealed her process in a recent interview.

Political participation is notoriously low among millennials, with only 85% voting in the recent elections. “Kids these days are just lazy. Back in my day, we

“I only do single takes. No exceptions. That’s all you need when your word is literally law.”

The self-titled album was an immediate success upon release, going gold in 24 hours and platinum in 36.

The tracklist follows:
R.B.G
Track 1. Bader The Bar Breaker
Track 2. Tabula Rastafarian
Track 3. Unconstitutional
Track 4. Serve For Life
Track 5. CONTEMPT.
Track 6. The [Mag]istrate
Track 7. Undue Hardship
Track 8. CAPITAL.
Track 9. Ruth’s Razor
Track 10. Citizens United (?)
Track 11. Ad Homicide
Track 12. Brown v. The Board

The Supreme Court released a statement on the matter last Friday. The Court’s spokesper-

son, Stacy Holmes saying: “We here at the ‘SC’ are overjoyed at the success of our youth outreach program and are excited to announce our sponsorship by a fashion-forward clothing company to further our initiatives. With that in mind, the Supreme Court will not be renamed. The company’s only request is to change our color scheme to red and white.”

Ginsburg herself seems surprisingly nonchalant about her album’s success, stating,

“nothing’s really changed. I was already famous.”

The only major difference in her life being rabid fans demanding her verdicts be “death by diss track.” Beyond that, life remains the same for the newly crowned queen of pop culture.

Account Manager Fails To Plan Civil Unrest

“They Just Wouldn’t Follow My Color-Coded Schedule,”



The civil unrest rages on for it’s sixth day. There is no end to the color-coded chaos in sight.

Hope, Love & Despair

Our Exclusive Interview With The Rejected Ideas Of FIR NW

BY STEVEN PEELER

Everyone knows what it’s like to be rejected. But no one knows what it’s like to be a rejected ad. Going through round after round of reviews, and tweaks is an exciting, and exhausting process. After hours of conceptualing, and edits, the ads are ready to go. They have beat out all the other ideas and have made it to the final level, only to have their dreams of living in the real world crushed when the client doesn’t love it. We talked to a variety of different ads that have been rejected at FIR NW. The rejected ads we talked to were: A fish doctor, talking soap, a print ad that smells like soda, and a billboard with no pictures or words. These are their stories.

What’s it like when you first come to life?

FISH DOCTOR

“It’s amazing. One minute you’re nothing, and then all of the sudden you pop into the head of some 21-year-old copywriter at Portland State University. There’s no rhyme or reason to it, it just happens. It was meant to be.”

TALKING SOAP

“It was a whirlwind. I had been an idea just floating around in this Art Director’s head for about 3 weeks before she even mentioned me. I was just hanging out with her other thoughts. I was ready to go, because some of her other thoughts were quite strange. She had this one idea about a micro-wave that would play ads based on what you put in it. She had this other idea for an app that would tell you where the closest billboard was. Who would download that? They were not interesting to talk to. I was glad to get out of there.”

PRINT AD THAT SMELLS LIKE SODA

“For some reason I lived inside this copywriter’s head for over two years. She was just in love with me. She thought I would be the biggest thing in advertising. She kept practicing her award speeches. She was always thanking Shakespeare like

he was some close friend of hers. I never once saw her read Shakespeare. Who was she trying to impress? She never did get a chance to thank him.”

BILLBOARD WITH NO PICTURES OR WORDS

“I never really understood myself. I don’t know how I would help sell a brand of t-shirts if there were no pictures, or information about the t-shirts on the billboard. This guy was full of himself though, so he thought I was super deep and innovative. I’m not.”

What was the first reaction people had to you?

FISH DOCTOR

“I got a good laugh from the art director. It was the happiest I had ever been. Granted, I had only existed for a few seconds, but it was still pretty fantastic.”

TALKING SOAP

“The copywriter was initially a little hesitant. He thought talking objects were a thing of the past. The art director had to convince him that I would be a talking soap that told knock-knock jokes. That won him over.”

PRINT AD

“They had only come up with 3 ideas, and they had to show tissues to Doug (the creative director) the next day. So, they just went with me because they had no choice. Which, now that I think about it, should have been my tagline. “We went with this because we had no choice.” People would appreciate the honesty.

BILLBOARD

“For some reason both the copywriter and art director thought I was the coolest idea they had ever heard of. They high-fived each other and ran around in circles in excitement. The copywriter even called his mom and told her that this idea was going to get him a job. I did not do that for him.”

What was that first review session like?

FISH DOCTOR

“Intense. You know going into it that some ideas won’t make it and disappear forever. That’s a hard thing to think about it.”

TALKING SOAP

“I couldn’t sleep the night before. This was a huge moment for me. I made sure all my knock-knock jokes were ready to go.”

PRINT AD

“Emotional. I had started to become friends with some of the other ideas. I didn’t want to see them get thrown in the trash, or worse, left in a binder and ignored the rest of the term. I’m still sad I’ll never get to see Soda Bear again. He was so introspective.”

BILLBOARD

“Part of the job. I don’t chit-chat with the other ideas. It’s all for one, and one for all.”

Did you celebrate after making it through all the tissue reviews?

FISH DOCTOR

“Yes! I threw a big party in the binder! All the homework assignments came!”

TALKING SOAP

“I had a low-key hang with some textbooks. It was fun.”

PRINT AD

“I snuck out of the backpack and went to a concert!”

BILLBOARD

“No. The work had yet to be finished.”

How much editing do you have to go through?

FISH DOCTOR

“Quite a bit. I was originally a Fish Teacher, then a Fish Magician, then finally a Fish Doctor. They thought that fit the brand best.”

TALKING SOAP

“Not too much. Although they did significantly cut back the number of knock-knock jokes I told. I’m still not over that. If I’m being honest, I think it’s why I was rejected.”

PRINT AD

“None. But I probably should have.”

BILLBOARD

“No. I was literally a blank billboard. There was nothing to edit.”

BY MARANDA SENEY

Last Tuesday, Aaron Gonzales could be found pacing in the middle of Portland’s Pioneer Square, clipboard in hand and a wireless headset glued to his face. “Don’t forget the plan, people!” he was overheard saying, “remember the timetable and workflow — and for God’s sake, stick to the agenda!” The demonstrators, it seemed, had a different plan.

Gonzales had spent the last three months meticulously planning what he had dubbed The Portland Civil Unrest Plan: Parts 1-473. The plan detailed everything from 17 burning trash cans to the exact manor and severity of broken car windows. The Daily Pinecone had the opportunity to sit down with him today and ask him a couple questions, all leading to the same thing: What the hell went wrong?

“This all started with a simple idea, but a brilliant one: to create a public showing against the use of leggings as work-out at-

tire,” he stated, his hands busily straightening the four pens on his desk. “It’s 2018 —we all know that leggings are best used for mid-hangover streaming binge sessions. And to be honest? I thought it was time for us as a community to get together, show that anger to the world, and really disrupt the leggings industry.” The idea was initially met with enthusiasm from many parties, Gonzales even worked with a research team to survey the larger Portland Metro Area to see if his hypothesis was correct — it was.

Months of scheduling, color coding, and planning came down to one big day — a display of civil unrest planned for the center of Portland’s downtown, where many leggings purveyors can be found: most notably Portland’s own Leg-ins. “I arrived at 5:45 am to prepare and get ready for the day, and I had expected the other 623 participants to arrive at around 8:00 am. That’s what was on their agendas after all.”

But they didn’t arrive, not in the timely manner Aaron has become so accustomed to.

The participants, it seemed, had taken the demonstration into their own hands. One participant, who chose to remain anonymous stated, “Sure, this may have started as a fight against workout leggings, but then we all got to talking in the social networking event comment section.” A gleam seemed to come over her eyes as she said, “the real issue here is control. And Aaron Gonzales? He’s worse than the leggings lobbyists. He tried to get every last moment of our day, planned. And that’s something we can’t stand for. That’s why we ultimately decided to make the demonstration about him.”

The demonstrations have now expanded beyond their initial scope, and have gone on for the last 6 days, becoming national news. Aaron, who has not left his office since last Tuesday stated, “Honestly? At this point they should be rioting against me. Any account manager worth their salt could’ve gotten a group of people to follow a color-coded schedule.”



The Billboard has been a startling success, having arrived in person to pick up four Golden Pencils at The One Show last weekend.

What did the client say when you were pitched?

FISH DOCTOR

“I think it would make more sense if he was a magician.”

TALKING SOAP

“Our competitor already has their soap tell knock-knock jokes.”

PRINT AD

“Print is not where our audience is.”

BILLBOARD

“Make the logo bigger.”

How did it feel to get rejected?

FISH DOCTOR

“Awful. You go through this long process, and all of the sudden it didn’t matter.”

TALKING SOAP

“Terrible. I was really looking forward to becoming an award-winning ad. But that didn’t happen. I had already booked my trips to all the major award shows. Such a taste of money.”

PRINT AD

“Actually, I was relieved. I never thought I was a good idea. Being rejected saved myself, and the agency a lot of embarrassment.”

BILLBOARD

“It made sense.”

Are you being considered for any other campaigns?

FISH DOCTOR

“Yes! For a local fishing company!”

TALKING SOAP

“Yes, for a brewery here in town.”

“Although I’ve been hearing whispers that I will soon become a talking IPA.”

PRINT AD

“No.”

BILLBOARD

“What do you think?”

We reached out to all the creatives who worked on these ideas for comment, and they said in a joint statement, “Our creative process is second to none. Sometimes great ideas go unnoticed, and don’t become fully appreciated until many years in the future. The world just wasn’t ready for a talking soap that tells knock-knock jokes. And maybe



GREAT

Looking For Good Graphic Designers

FIR NW NEEDS YOU (PST’s student-run advertising agency)

Designer Qualifications

- Good Eye(s)
- Knows Adobe Suite
- Loves kerning
- Embraces leading
- Might as well know tracking
- , —, — proficient
- (ahh) Paper samples
- Can spell hierarchy
- Understands hierarchy
- Uses hierarchy
- Loves or loathes coding
- Love or loathes Courier
- It’s OK if you like Helvetica
- Abhors rivers
- Keeps rags clean
- Detests orphans and widows
- Hates fake small caps
- Is inspired by everything
- Has sense of humor
- Really just wants to make some cool stuff, while working with real clients, on real projects, creating real things, while wearing real clothes, and drinking real coffee.

If you are still reading this...
Send cover letter + resume to:
Doug Lowell
dlowell@pdx.edu

by **June 1st**

For summer/fall consideration

VOLCANO TIME

EXPLOSIVE ENERGY NOW!

PUT IT IN YOUR FACE

BUY IT NOW AT YOUR LOCAL WHOLE SEASONS

HOROSCOPE

BY MARANDA SENEY

AQUARIUS (Jan. 20 - Feb. 18)

You're in luck this week, serious luck. You could spill salt while stepping on sidewalk cracks and purposely smashing a mirror and you'd still be the luckiest person in the room. It's a great time to spend lots of money gambling and wildly exclaim your love on public television. As long as you stay away from anything on fire, you'll have a great week.

PISCES (Feb. 19 - Mar. 20)

As the fish of the zodiac, you may feel inclined to spend extra time in water. You're likely considering taking a nice long bath, or even going for a swim in the nearest river. Don't. Your chances of drowning are up by 174% this week.

ARIES (Mar. 21 - Apr. 19)

Your need to stand out is at an all-time high. And that's fine. Grab a new shirt, or experiment with a new style of makeup. But that idea you have to dye your hair lime green? It really is as bad as your friends say it is. Put down the box of dye and don't look back.

TAURUS (Apr. 20 - May 20)

Loyalty is a powerful thing, darling. And right now? You're being loyal to the wrong people. Do not trust your instincts. Everyone you think is trustworthy? They're not. I probably shouldn't even be saying this but I overheard all of them planning a horrible prank last week. All I can say is, stay away from bowling balls and fruit punch.

GEMINI (May 21 - Jun. 20)

Hey you, your duality is showing. Usually, you may try to hide your dark side. But this week? Your happy-go-lucky attitude is driving people insane. Pack away your yellow sundress and bring back your all black uniform. You'll still be annoying, sure, but at least people will be afraid to tell you what they really think.

CANCER (Jun. 21 - Jul. 22)

Your creativity is getting a little out of hand. I know you're sensitive, and everyone around you knows, too. So they're probably afraid to say it. But those last 50 ideas? They were not good. Like really not good. You should probably throw them out, or burn them, if you're feeling especially dramatic.

LEO (Jul. 23 - Aug. 22)

You love to be the star, little Leo. And your time will come, but it isn't here yet. That idea about starting a youtube channel and papering all of Portland with poorly written posters about it? It's bad. And it will land you on the national news, and probably in prison too.

VIRGO (Aug. 23 - Sept. 22)

Your meticulously over-organized planner side will come in handy this week. You'll find yourself in a bind at work and only your color coded self will be able to fix it. But there's a catch, as there always is. People are going to resent you horribly for it, for at least three weeks. Your partner will also probably dump you for it. Don't shoot the messenger!

LIBRA (Sept. 23 - Oct. 22)

You thrive with harmony and balance, but right now the universe is going to give you none of that. Sorry. Based on my astrological prowess, you should spend then next 42 days in solitude. Don't leave your house, and make sure the Postmates delivery guy leaves your food at the door and walks away slowly. It isn't worth the risk.

SCORPIO (Oct. 23 - Nov. 21)

Okay, so I hate to say this, I really do. Because honestly? I strongly dislike Scorpios. Every last one of y'all. But the truth is in the stars, and you'll have a good week. You'll get that date, and get that job, and you'll probably win the lottery too. And then you'll rub it in everyone's faces. Thanks for that.

SAGITTARIUS (Nov. 22 - Dec. 21)

They say curiosity killed the cat, but it didn't. Curiosity did, however, kill the Sagittarius - mostly metaphorically. You may be thinking to yourself, "But I really want to go on that Instagram stalking safari." Go ahead. Do it. But when you find yourself accidentally liking your ex-boyfriends new girlfriends post from 73 weeks ago, don't say I didn't warn you.

CAPRICORN (Dec. 22 - Jan. 19)

You may have a big presentation or meeting coming up, and you're probably rehearsing every last pause and breath of it. But with every practice session, it get's a little bit worse. You need to stop now. Seriously. Otherwise, you may end up without a job or any friends. Which, you know, would suck.

INTRODUCING THE HOT NEW ALBUM FROM SUPREME COURT SENSATION RUTH BADER GINSBERG



"I'M NOT REALLY SURE HOW TO FOLLOW THIS LEVEL OF SKILL" — KENDRICK LAMAR

"I'LL SET MYSELF ON FIRE IF SHE DROPS ANOTHER F****G ALBUM" — KANYE WEST

"ESKETIT" — LIL PUMP

"TRASH" — JOE BUDDEN

LISTEN NOW ON NAPSTER

Agency Gossip continued from page A2

found out that no one else was assigned to this team. Normally when we get a new client, we put together a team of account managers, planners, copywriters, art directors, and media. But we had none of those people on this SAT account. That was the first sign that something was up," he said while cleaning his awards from Cannes. "Why would anyone want to leave work?" The creative director then went on a 45-minute smoke break.

Some people in the agency began to ask questions about this SAT account. For instance, what did SAT stand for? The account manager replied, "Super Awesome Taxis. They are a taxi

company who would like to better reach millennials." It seemed to check out, as millennials do tend to favor ride sharing services over taxis.

Another big sign was when people at the agency began to research this "SAT" client. It quickly became apparent that SAT was a test that high school students take as a requirement for their college applications, and not a "super awesome taxi" company. This led to people from the agency following the account manager last week when he said he had to meet the SAT client for lunch. After following him for a few minutes, they discovered that he was heading into a painting class. When

he confronted him inside, he confessed what he had been up to, "Listen, there is no SAT account. I've just been using that as an excuse, so I can take these painting class. I've always wanted to be an art director. Account management is not for me." He continued by saying, "I've secretly been drawing portraits of my clients and using them as bribes to get them to approve our ideas. My dream is to open an agency where it's just me, and I do all the jobs. I've also been taking a creative writing class." Despite the explanation, the account manager was fired. He is now in the process of opening up his agency.

JOIN FIR NW
PSU's Student-Run Advertising Agency

Deal With Big Egos
(work with real clients)

Long Hours
(be in control of your time)

No Money
(non-profit)

No Benefits
(master self-care)

Chaotic Work Space
(dynamic environment)

High Stress
(opportunity for personal growth)

Sell Your Soul
(only 2 credits)

TO APPLY—Send a cover letter and resume to Doug Lowell dlowell@pdx.edu by **June 1st** for summer or fall consideration.

KNIGHTS of HELVETICA

PANCAKE BREAKFAST
JUNE 1ST, 2018
6:30AM
Some Breakfast Place

(proceeds go to fund various legal pursuits)

CLASSIFIEDS

FOR SALE

Trendy notebook, never used
Email Inquiries to HemingswayFanatic@gmail.com

Looking For A Cool Font?!
Aspiring art director looking to sell custom fonts. Prices start as low as 20K!
Call (555) 961-2084

EMPLOYMENT

Seeking Strong Workers
Hiring roadies for RBG summer tour. Must be fit, willing to travel, and have a strong sense of justice.

CERN Scientists Looking For Capable Mathematicians
Nobel laureates and accomplished media planners preferred.
Contact us via quantum entanglement.

Are You A Local Thespian?
Casting calls are now open for new ad. Must be a sentient bar of soap to apply.

Not Afraid of The Heat?
Fire District Five is looking for a new head of strategy. Must have five years experience, online portfolio, and ability to climb five stories in 150lb of gear.
Set your house on fire for an in-person interview.

PERSONALS

Eldritch Horror Looking For Love
Age, sex, gender, and interests don't matter. All that matters is a burning love of Helvetica.
(555) 666-6666

Account Manager Seeking Amorous Counterpart
Must be perfectly punctual and immaculately dressed. Also must be willing to coordinate outfits and synchronize meals every day to MAXIMIZE TIME.
(555) 555-5555

LEGAL

Looking for an Ad Campaign? Divorce? General Legal Advice?
Contact Wallace + Karmichael Legal Services & Divorce Specialists. Ask us about our new tree law department!

VICTIM OF VOLCANO TIME?

GET MONEY FOR FACIAL RECONSTRUCTION NOW!
Call the Law Offices of Ogden & McMasters today to find out more about the **CLASS ACTION LAWSUIT**.
Call 1-800-SUE-NOW

Looking to Post Bail?

Contact the Fish Doctor Bondsman today! No questions asked or credit score needed.
call 1-800-BAIL-FISH

HOUSING

Copywriter Looking For Roommate
Spacious 4 bedroom 2 bath. Typewriter collection takes up all of them. Looking for roommate to share shed with.
Email TheWordiestWordsmith@gmail.com

Room For Rent
Cupboard Under The Stairs
Utilities included
call (555) 654-9028