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## New albums...

Continued on Page 13

The latest in a long string of Madness LPs is much better than their previous five albums and their umpteen EPs. Like the Style Council and good wine, Madness keeps getting better with age. *Keep Moving* (Geffen) is completely different from anything they have ever done before and especially last year's popular *Madness*.

Instead of sure top 10 hits, the band has opted to take the unconventional route and put gospel, reggae and ska on their album. And unlike the mindless fun of "Our House" and "House of Fun" they prefer to head toward

thoughtful, fun songs such as "March of the Gherkins" and "Michael Caine." "Wings of A Dove (A Celebratory Song)" probably is the most atypical song on this album. The gospel is so unlike their style, yet it is fun to listen to because they carry it off well.

Madness also utilizes ska in a very effective manner. On "Victoria Gardens" they are aided by General Public — an offshoot of the English Beat.

*Keep Moving* and *My Ever Changing Moods* both use wonderful brass sections. Both albums are proof of what the bands can do and might be able to do in the future.

**SOME PEOPLE  
RETIRE WITH  
MORE  
THAN JUST A  
GOLD WATCH.**

So know the risks.

Don't smoke.  
And retire not  
only with a gold  
ticker.

But a healthy  
one, also.

AMERICAN  
CANCER  
SOCIETY

## KUCV growing with public's aid

Public radio has one of the most foolproof ways of determining audience ratings and support. It's not with telephone surveys. No one fills out listener diaries.

It's the "put-your-money-where-your-mouth-is" approach, a relatively good measure of how much enthusiasm is out there for keeping the station on the air.

**JoAnne  
Young**

We'll never know how many listeners would actually fork over money to keep KFRX or Q102 on the air. We do know how many listeners would do that for Lincoln public radio station KUCV. About 2,000 listeners are contributing \$300,000 yearly to the KUCV coffers, according to station manager Eric Graham.

That's a substantially large portion of the \$450,000 operating budget. Union College contributes \$45,000, the Corporation for Public Broadcasting offers an annual grant of \$40,000 and corporate underwriters make up the difference.

KUCV is not only healthy, but experiencing substantial and rapid growth, Graham said. That's not what was expected to happen to public radio, in general, when Ronald Reagan took office and began wielding his budgetary sword.

Because of those budget cuts, Graham said the whole system is healthier now. There is a new dependence on aggressive, careful management, he said. KUCV became associated with CPB about the time those budget cuts sent into effect. Since the station never experienced the "fat years," Graham said, it didn't have to cut back when the money from CPB fell off.

"We knew we needed to earn it (the money) from the listeners," Graham said. "We were not being handed a stack of money on a silver platter. We have a long way to grow, but we're growing at a pace that matches the support."

The station employs five full-time and 20 part-time people, with two-thirds of the part-timers coming from Union College. In addition, 15 to 20 volunteers work at the station.

The station signs off at midnight now, but there is some talk, Graham said, of operating 24 hours in the fall — a move that would require \$20,000 to \$30,000 extra a year. To accomplish that, the station would need to see some reliable growth in listener support, Graham said.

Although the station has not officially taken a stand on the public radio bill being debated in the legislature, Graham said the result of a public radio network run by the state would be to dilute support for public radio in Lincoln.

"If there is more than one service going after the same dollars," he said, "something is going to suffer."

At the risk of seeming anti-public radio, Graham said the station's board has decided to sit tight and not lobby one way or the other because of the complexity of the issue.

According to Graham, Lincoln is a good place to be in the public radio business because of the commitment the city has to the arts. In terms of being a cultural center, Lincoln is far and away ahead of other cities this size, Graham said.

"The support for KUCV is growing fast and has not tabled off," he said. "It has surpassed the percentage of involvement that was predicted."

Because of that, the staff works harder and has more "stick-to-itiveness," Graham said.

According to national and Lincoln research, public radio has two types of listeners — the older listener with a higher average income and education — and younger listeners in their late teens or early 20s.

KUCV currently is working on a national production program for distribution next Easter in conjunction with Radio Vatican that will originate in Rome and will be broadcast live to 100 stations. Projects like that are good for Lincoln and for KUCV, Graham said.

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**STARTS FRIDAY**

"Debra's perfect in perfect 'Murder.' A most intriguing mystery that builds to a shattering, throat-freezing climax."

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Guy Finley, COSMOPOLITAN

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## DEBRA WINGER MIKE'S MURDER

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Written and Directed by JAMES BRIDGES

