

## Qualifications for President--UNL

The Search Committee for a new President for the Lincoln campus has adopted a set of qualifications.

Nominations for this position should be sent to Professor Wallace Rudolph, C/O Maxine Keller, 305 Administration, before May 10, 1971.

To be considered for the Presidency of the University of Nebraska-Lincoln, a candidate should have the following characteristics:

1. Previous academic experience which demonstrates:
  - a. A commitment to the full range of academic endeavors represented at the University of Nebraska-Lincoln.
  - b. A sense of ease with faculty and students
  - c. An understanding of the free exchange of diverse ideas characteristic of the University
  2. Evidence of administrative ability and interest.
  3. Physical vigor, with emotional and intellectual maturity.

4. A philosophical orientation toward the life of the mind.
5. The ability and the willingness to make decisions.
6. A sense of humor.
7. The ability and willingness to delegate authority and to administer through people rather than through rules.
8. An openness to creativity and a willingness to support good ideas.
9. A public presence.
10. A willingness to be accessible to faculty, staff, and the students, with an open and friendly personality.
11. An understanding of the need for the orderly and prompt functioning of the routine work of the University.
12. An instinct for the proper procedures in dealing with difficult situations.
13. Ability to foster an environment where people can grow toward their potentials.

**Anyone disobeying these laws will be imprisoned, fined, and or whipped:**

No Negro person may buy, sell, or loan him an African in the United States.

No African may enter the United States.

An African who enters the United States must remain in the United States.

No African may buy, sell, or loan property to another.

Under no circumstances may an African person be forced to do any work.

No white man may teach an African to read.

**By order of the South African Ministry of Justice.**

## Educators learn from Sesame Street

**NEW YORK, N.Y.**(CPS)—Educators here are making plans to adapt the techniques of the "Sesame Street" television programs to special programs for high school and college students.

Representatives of the City University of New York, the Educational Broadcasting Corporation, Amherst College, Hofstra University, University of California/Berkeley and the Educational Testing Service are planning a venture aimed at "increasing significantly skills in mathematics, reading and English composition," and "increasing motivation to pursue higher education and to improve study habits."

The programs, which WNET of New York says would require 18 months to produce, would be aimed at "deficient" high school student, first-year college students and high school "dropouts."

City University is especially interested in the plan because of its 12,000 SEEK (Search for Education, Evaluation and Knowledge) students and more than 10,000 students admitted this year under a new Open Admissions plan, mostly Blacks and Puerto Ricans.

The new idea to expand the education-through-socialization approach of the "Sesame Street" series was first talked about at a meeting March 17 in Tuxedo, N.Y. Dr. Allen B. Ballard, Jr., dean of academic development at City University, says it would cost

\$10 million to produce 26 teaching episodes.

"Sesame Street," rated by some educators as the most successful application of television techniques to teaching of pre-school children, lambasted by others for its inherently manipulative educational philosophy, and currently a huge money-maker in toys, games, puppets, records and T-shirts, uses hand puppets, live characters, and psychedelic cartoons to teach the alphabet and simple arithmetic through repetition, and song and film segments. The U.S. Office of Education, National Institute for Mental Health, Carnegie Foundation, Ford Foundation and Public Broadcasting support it.

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## Pentagon sends soap abroad

(CPS)—Thailand security forces recently were shipped 10,000 bars of a special American soap. Each bar contains a written message. After washing his hands once, the user learns, "Communists are dangerous." Then as the soap wears down, another message appears: "Communists are evil." Further down the lather, the soap reveals: "Communists are never to be trusted." These bars of soap are being distributed in "regions known to be infested with subversive elements."



## Underground TV: a possibility

CHICAGO, ILL. (CPS)—Amidst the growth of radical newspapers and the more recent emergence of underground programmatic FM radio, comes this country's first underground television program.

Called the Underground News, the 30-minute program is produced, directed and organized by students and local media people. It is seen seven nights a week throughout metropolitan Chicago on WSNS-TV, a local all-news UHF station.

Presented usually in an interview format, the program's guests have included organizers from the Venceremos Brigades to Cuba, speakers on Women's Liberation, people involved in various community projects, and volunteers from local health services, as well as well-known spokesmen such as Dave Dellinger, Jane Fonda and the rock group the Grateful Dead.

The Underground News first appeared Nov. 16, 1970. Video-taped anywhere from one day to one week in advance, each program may take as much as eight hours to prepare. It may be syndicated.

## Campaign GM shifts into second gear

**WASHINGTON, D. C.** (CPS)—Campaign GM, the battle to give the corporate monster a conscience, is back this year with a new model.

Despite the setbacks in last year's battle of the stock proxy, this year's group is wiser, stronger, and just as determined—with renewed focus on the giant's top investors, especially colleges and universities.

Campaign GM, the brainchild of a group of innovative, unorthodox Washington lawyers at the Project for Corporate Responsibility, is an attempt through legal means to make the company more responsive to the problems and needs of American society. Last year's stock proxy battle at the annual May stockholders' meeting stirred tremendous press coverage, led to much public and private debate, upset the usual tranquility of the meeting, led to emerging proxy battles in other large corporations and led to cosmetic changes in the mammoth corporation—despite an overwhelming vote in favor of GM management.

GM's major corporate response to the campaign last year was in public relations. Two months ago the company appointed Leon Sullivan, a popular black Detroit minister, to the Board of Directors. (Campaign GM had suggested, as its three nominees, consumer advocate Betty Furness; Renee Dubos, ecologist; and Rev. Channing Phillips, a Washington black Democrat.) GM also recently formed a five-man public policy commission, which deliberates in secret and reports only to the Board of Directors.

This year Campaign GM has three proposals, changing its focus from the social impact of corporate decisions to who

makes these decisions and how they are made, hoping that this liberal plea for "democratic decision-making" will appear more open-ended and have more widespread appeal.

Campaign GM, realizing this, attempts to concentrate on the company's weaknesses: first, that GM stock is held by a large number of relatively small investors around the country; second, that the company is assured of much press coverage; third, that many educational and other public institutions hold large stock blocks and may be open to the Campaign's approach; and fourth, that ecological and anti-militarism issues are strong in the U.S. today.

Like last year, Campaign GM will concentrate primarily on those large stockholders who are likely to be concerned with corporate responsibility in the world. Unlike last year, Campaign GM has managed to also obtain an entire list of GM stockholders, and will be in the position to send out direct mailings—if it can raise the necessary money. The postage along on such a mailing would cost over \$80,000.

Over 600 universities have received letters from the Campaign, asking for support on the three issues this year. Last year, only relatively few colleges and universities supported Campaign GM, although for the first time there was significant campus discussion of college corporate holdings. This year, campaign committees have already formed on several campuses—Stanford, University of North Carolina, University of Michigan, MIT, Harvard, Cornell, University of Montana, University of Pennsylvania, Wittenberg and Columbia, to name a few.



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