

NETV special unit

## Trend to minorities

By Deb Gray

The camera crew, the engineers and the sound men were on hand. Everyone was there but State Sen. Ernie Chambers, the guest of honor.

While waiting for Nebraska's only black senator to arrive, Mal Adams sat in the studio reading clips and preparing to host "Rap About It," his monthly talk show for the Nebraska Educational Television Network (NETV).

Adams is minority affairs director at NETV. The minority affairs unit indicates a national trend toward minority programming, he said.

"On the national level, there has been a concern on the part of minorities to have a larger role in television—to have programming that concerns them," he said. "It's been the concern of the Federal Communications Commission to require equal opportunity for minority groups."

"This employs talk of balanced programming."

### Entire audience

Adams said public education and communication have increased attempts to reach an entire audience. This trend includes NETV, he said, which created the minority affairs unit this summer to offer balanced programming for different segments of Nebraskans.

As coordinator of minority affairs, Adams said he functions as a producer of programs "relevant to minority groups throughout Nebraska." These groups include blacks, Chicanos, Indians, women and handicapped persons, he said.

"I come up with the ideas, direct them (the programs created from the ideas) and air them," he said. "I meet with representatives from minority agencies in an effort to elicit planning."

"This takes time because it's a brand new program," he said.

### Feedback 'very positive'

Adams' first major production, he said, was "An Hour with Dick Gregory," which was taped in the Nebraska Union. Feedback from the minority shows has been "very positive," he said.

Adams, an Omaha native, said he has worked in communications professionally since 1969 when he was a "walk on" for KETV Channel 7. He was a newsman there for three years, then moved to radio station WCBC in New York City. The cost of living brought him back to the Midwest, he said.

Back in Omaha, Adams said, he worked in different facets of the media: news director for radio station KOWH, anchor man for KETV's Sunday afternoon news, advertising manager and reporter for the Omaha Star.

Former Omaha mayor Eugene Leahy then appointed him to direct the City Youth Program, he said. Aftyer a year, Adams resigned to attend Dana College. He now attends UNL part-time, he said.

### Minority specials

At NETV, Adams hosts and produces "Rap About It," a monthly show which he said is similar to a show he produced in Omaha.

"I carried the program down here with me," he said.

Adams also produces minority specials—filmed documentaries of minority groups or an issue confronting them.

In months ahead, Adams plans to spotlight black culture during Black Heritage Week. He said he hopes to air dramas by black authors performed by the Afro Academy of the Dramatic Arts and music and dance not only from the black tradition but from other ethnic groups as well.

## Indian singer composes music

A musician in India is composer, conductor and performer all rolled into one, a professional Indian singer said Tuesday.

Veena Sahasrabudde, 26, said Indian music is more original than American music and mentioned several musical differences between the two countries.

"Indian music is based on artist improvisation—there is no written music," she said. "In our classical music, the notes are more important than the lyrics."

Sahasrabudde said Indians use all melody and no harmony in their music, based on a descant scale that sounds peculiar to American listeners.

Audience response and instrumentation also differs in Indian and American music, Sahasrabudde said.

"We are more open in expressing our feelings during a concert," she said. "If we like what an artist is doing in India, we let him know by clapping or making noises with our mouths as he performs."

Americans always wait until the performance is over before expressing

their appreciation, she said.

Likewise, sitars, tablas and dholaks (rhythm instruments), harmoniums and sarangis (accompanying instruments) are common to Indian music but foreign to American music, she said.

The winner of the 1972 All-India Radio contest in Delhi, India, Sahasrabudde will appear Dec. 17 at 7:35 a.m. on KOLN-TV's "Morning Show."

Sahasrabudde and her husband, Hari, moved to Lincoln seven months ago through a UNL computer science department exchange program. Whether she and her husband return to India after the one-year exchange is still undecided, she said.

"If we return to India, I'll continue my musical career," she said. "But I don't see how I can expand my career if we stay in America."

Sahasrabudde gives introductory lectures and lessons on Indian music to UNL students in a "Music of the World" class, taught by Priscilla Parson.

"The university already had two sitars and tablas when we got here," she said. "They just didn't have anyone to teach how to play them."

### UNL interim trip to Israel

## Ag students to study techniques

Sixteen UNL students enrolled in Agronomy 402, crop production and soil management will spend the interim in Israel with their professor Leon Chesnin and his wife studying the country's agricultural techniques.

Israel's various land and climate conditions were major reasons for studying there, Chesnin said.

Northern Israel receives 30 inches of precipitation annually and two inches of precipitation falls in the desert. Winter temperatures range from the 70s on the coast, 85 degrees F. in the Dead Sea area and in the Jordan Valley and 50 degrees F. in the Golan Heights. In the hills around Jerusalem, it snows and the temperature drops drastically at night.

"In order to see this range of conditions, from desert soils to peat soils, a class like this would have to travel all over the United States," he said.

"Well over 60 different important crops—some that also are raised in Nebraska—are raised in Israel."

The class will leave Lincoln Dec. 26, stop over in London and arrive at the Agricultural Research Organization Volcani Center Dec. 28.

### Research program continuing

Establishment of a cooperative research program which allows persons from both institutions to do research at the other institution is continuing, Chesnin said.

Plans for the trip were started last December, he said. Chesnin, who was in Israel at the time, made arrangements involving course planning and living

accommodations with the Ministry of Agriculture.

A contract covering air fare to and from Israel, transportation in both countries, rooms, meals, sight seeing, guides and tips, tuition and all fees was arranged, he said.

The cost per student for the trip is approximately \$1,090, he said.

### 'Like Nebraskans'

"Israelis are a lot like Nebraskans were 100 years ago," Chesnin said. "They're a pioneering people, and their agricultural methods are extremely efficient. They take techniques from all over the world and adapt them to their own situations."

The Volcani Institute is one of the leading agricultural research centers in the world, he said.

The climate and natural resources are used so effectively that they have, in many crops, the highest record yields in the world. The basis of this is the close relationship between independent farmers or farm communities and the recommendations given them by the extension specialists of the Ministry of Agriculture backed up by the education and research program of the College of Agriculture and research programs.

"If Nebraska farmers followed the recommendations of the University of Nebraska Institute of Agriculture and Natural Resources as closely as the Israelis follow their Ministry of Agriculture, Nebraska would be the number one state in agriculture production and income in the United States."

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Israeli embassy agriculture attache Gideon Cohen, left, talking with UNL students and Leon Chesnin, professor of agronomy and his wife about interim study trip to Israel.