

third dimension | public radio, t.v.

# Broadcasters opposed to public radio

By Liz Crumley

Objections to public radio in Nebraska include no need or demand for public radio, its cost and possible stronger governmental controls for broadcasters.

Some opponents to public radio thought it would be unfair for the government to compete with tax dollars against commercial stations.

According to three Lincoln radio station owners and managers, public radio would serve too few people.

Norton Warner, owner of KLIN radio said he thinks the concept of public radio is not a problem.

"It's the need I would question," he said, adding that public radio programming would serve a limited audience with limited appeal.

Roger Larson, manager of KFOR radio station agreed, saying he thinks there is "absolutely no need for public radio."

Larson added that Nebraska citizens are offered a "wealth" of programming choices by commercial radio. If a large number of people wanted a certain type of programming, Larson said, then commercial broadcasters would have to provide it. He added that because public radio would appeal to a small number of people, he considers public radio very low on the list of priorities in Nebraska.

Warner agreed, saying that for the small audience public radio would reach, the expenditure required does not warrant public radio's establishment.

Harley Lampman, manager of KLMS radio station, said he thinks there is nothing wrong with the concept of public radio, but added that the public should decide—not broadcasters.

He added that the public should be told the exact cost of establishing a public radio system, including the cost of an expansion plan.

Robertson Associates, Inc., a Florida-based consulting firm, was commissioned by the Nebraska Educational Television (NETC) Commission to study the feasibility of public radio in Nebraska. Their study was made public in October, 1975.

Their report said the development, production and transmission of the type of broadcasting public radio would provide is "simply not feasible for commercial broadcasting to undertake to the degree that the public is sufficiently well served."

Public radio could include Congressional hearings, lecture series, adult education courses and special programs for the handicapped, the report said.

It added that, in limited areas of the state where Nebraskans can hear public stations from adjacent states, they support public radio for Nebraska.

The Nebraska Broadcaster's Association (NBA) is opposed to the development of public radio in the state, according to Joe Stavas, NBA president.

The NBA opposes public radio in Nebraska primarily because it would cause added taxation for "minimal service," he said.

"Nebraska is covered with excellent radio service," Stavas said, adding that commercial broadcasters feel they are adequately serving the state. He said the NBA believes public radio would serve too few persons.

NETV has named a committee to study public radio in other states to determine if it would be desirable in Nebraska. The report should be completed by September, he said.

The NETV Commission does not know if it has the power to establish public radio in the state, said Philip

Heckman, chairman of the commission.

They currently control public television in the state, Heckman said, but added the Nebraska Legislature or the attorney general will decide if that jurisdiction includes public radio.

If the commission agrees public radio is feasible for Nebraska, and if it is agreed the commission has the power to implement it, they will probably ask the 1977 Legislature for an appropriation to finance public radio for Nebraska, Heckman said.

If the decision whether to establish public radio in Nebraska is delayed, problems with cost and availability may arise.

Rising equipment cost, the Robertson report said, could raise the capital outlay needed to start the radio system by 15 per cent annually.

Also, Nebraska has an unusual opportunity to apply for frequencies which are powerful enough to reach virtually everyone in the state, the report said.

If any of these frequencies is assigned to another qualified applicant, the opportunity to reach all the people in the state is "effectively and economically eroded," it said.

NETV will have  
new logo  
in two weeks

It looks as if everyone wants to get into the act of designing a new logo for the Nebraska Educational Television (NETV) Network, said Ron Hull, NETV program manager.

Hull said he has received designs for a new logo from persons living in all parts of the nation. The proposed designs vary from slight changes in the old logo, to an elaborate N in the shape of the state of Nebraska.

NETV and the National Broadcasting Company (NBC) were using almost identical logos, a geometrical N, and it was recently decided in an out-of-court settlement that NETV would discontinue use of the logo. All forms of the logo must be removed from NETV property by April 1, Hull said.

NBC is giving NETV station equipment in compliance with the settlement.

The NETV art staff is designing a new logo, Hull said. The station staff will vote on a new design within two weeks, he said.

## TOGETHER

The Hitchin Post 'n Wooden Nickel are getting ready with the splashiest, springiest fashions you've seen in a long time. Colors that put sunshine in your life. Fabrics and fit that are soft and inviting. A total look that is definitely Hitchin Post 'n Wooden Nickel. When you're ready to look great for spring and for each other, shop together at the Hitchin Post 'n Wooden Nickel.

The Hitchin Post for guys, the Wooden Nickel for gals. We're ready for spring. We're ready for you.



Hitchin Post & Wooden Nickel  
144 North 14th

## BRANDEIS Travel Service

presents

### The Europe Combo

#### Charters

...weekly from Chicago - Special Omaha departures

Prices Start at \$315.

#### Eurail Passes

...unlimited Rail transportation from \$145.

#### You Must Book Early

For Information Call Collect 346-7171 or 391-8500

### ★ VALUABLE COUPON ★

COCA-COLA • QUART BOTTLES  
SPRITE •  
DR. PEPPER • 4 for \$1.00 plus dep.

Good Only At MR. "B" IGA DOWNTOWN 1020 "N" ST. (in Brandeis)