

Political science major gets experience in Washington

By Kathy McAuliffe

Imagine yourself for a moment in this situation. It's the end of the semester and you realize you will finally be able to graduate in another year.

Then you get a phone call from Sen. Ed Zorinsky, asking you if you would like to come to Washington D.C. to work for him.

What do you say then?

For UNL student Kent Wolgamott, "yes" was an easy answer. The political science and geography major had campaigned actively for Zorinsky in the fall of 1976, and a chance to work closely with Zorinsky in Washington seemed a good way to increase his knowledge about the

legislative system. Instead of returning to school in January, Wolgamott joined the Washington political scene.

Much of the work he does, Wolgamott said comes directly from Zorinsky. For instance, if the senator wants to learn more about a certain bill, Wolgamott said, he researches it for Zorinsky. Wolgamott also said he works with the Senate, the press and helps answer mail.

Despite having to commute to work and the long hours (he often works from 8:30 a.m. to 7 p.m.), Wolgamott said he really enjoys his job.

Washington has impressed him as a "very fast-paced, politically-oriented" city, he added.

Wolgamott spoke of his admiration for Zorinsky. "He runs a very open office. Anyone on the staff can go in and talk to him any time he's free. He literally has no door on his office. Some people have said it's just show, but it's not," Wolgamott said.

He also spoke about the prestige of his job.

"I can see how someone could get an inflated sense of self and self-importance, but that's not why I'm here. I'm

here to represent Zorinsky, to help him represent the people of Nebraska.

"I feel when you take that attitude (inflated sense of self) you lose contact with the people you're here to serve."

Wolgamott's decision to go to Washington may have changed his life. He said he would like to work for Zorinsky for about a year before returning to school. After graduation, he said, he hopes to return to work in the nation's capital.

For those interested in politics, he said, the chance to learn legislative process from a first-hand viewpoint is an interesting and intricate experience.

However, he said he would not encourage everyone to apply for work in Washington because the number of jobs is limited.

About his own experience, Wolgamott said, "I think this is really a great opportunity and I'm really thankful I got the chance to come out and be a part of it."

Early-bird voters get free soft drink from JULIUS

By Betsie Ammons

Students from Cather-Pound residence halls received a free soft drink at the halls' snack bar for voting in Wednesday's ASUN election.

Signs posted in the halls stated that the first 333 persons who went through the dinner line and proved they voted received a ticket for a free drink.

The drink offer was originated and funded by JULIUS, the Cather-Pound government, said Wendy Buettow, JULIUS president. She said Alan Nelson, JULIUS representative from Cather 6th floor, presented the idea at Monday's JULIUS meeting.

The offer is "just to get people from residence halls out to the polls," Buettow said Tuesday. She emphasized that they did not back any particular candidates.

Nelson, who helped to develop the plan, said residents were checked while going through the meal line for the hand stamp which indicated they had voted.

He said he also checked their meal ticket numbers for proof that they live in Cather or Pound and issued tickets at that time.

Past experience

Nelson said he presented the plan because "past experience has shown that few residence hall people vote in the election."

Also, he said, he thought the offer might have offset some of the votes created by a list of Greek candidates which was distributed to fraternities and sororities before the scheduled March 16 election.

"Even though the Greeks said they had no slate, they did come up with that Greek list," he said. "I'm really not hot on the idea of them taking the election by those means."

Nelson said he got the project approved by the snack bar manager before he presented the plan. He added that he also spoke to a member of the UNL Student Court to assure the legality of the offer.

"I didn't want any other factions screaming that we did this illegally," he said.

Nellie Holic, UNL administrative assistant for food service, said she thinks the plan is legal. Holic is supervisor of all UNL snack bars.

All would benefit

"We wouldn't be violating any rules or be unfair to any candidates, because all of them would benefit," she said.

Although the JULIUS council voted against the plan, Nelson said its executive board will allocate \$50 to pay for the drinks.

Nelson explained that the JULIUS executive board can spend up to \$50 without council approval.

The money came from a JULIUS contingency fund, he said. The UNL housing office allocates a certain amount of money each year to UNL residence hall governments.

Nelson said the drinks were given on a first come basis.

However, he said Tuesday, "I'd be surprised and happy if we have to turn people away, because that means a lot of people will have voted."

Advertiser says field toughens

By Maxine Kubicek

Working in the advertising field is "like playing in a ball game where the rules become tougher all the time," advertiser Sidney Bernstein said Wednesday.

Increasing governmental restrictions and a trend away from a consumer-oriented society have changed the direction of advertising during the 50 years Bernstein has been in the business, he said. He added that advertising seems to be more sensitive to economics in consumption.

Bernstein, editor of *Advertising Age*, an advertising trade publication, was at UNL April 11 through 13 as a participant in the UNL School of Journalism's Editors-in-Residence program. He is chairman of the executive committee for Crain Communication Inc. of Chicago and was named Communicator of the Year by the University of Chicago Alumni Association in 1975.

Too many advertising students see the advertising agency as the total job market, he said. While the volume of business done by agencies is not declining, the job market within the agencies is. The advertising agencies represent about one-tenth of the total advertising job market, he said.

"Ten years ago, an agency would employ 10 people for \$1 million worth of advertising done," he said. "Today that figure is four people, and soon it will be three. There are jobs with much more potential available which should not be overlooked."

Ag business club presents awards

Five UNL students and a Lincoln agribusinessman have been honored by the UNL Agricultural Economics Agribusiness Club.

At the club's annual awards banquet Tuesday, the 1976 Outstanding Senior Award went to Thomas Goding, Glenville, an agricultural economics major. The Outstanding Junior Award went to Kathy Votaw, Wellfleet, an ag honors major.

These awards were given on the basis of academic record and participation in the club's activities, according to Prof. Maurice Baker, club adviser.

Burdette Swanson, president of the Lincoln Federal Land Bank Association, received the 1977 Service to Agriculture Award for his leadership in agribusiness and contributions to Nebraska agriculture, Baker said.

Other awards and recipients are: Timothy Hoxworth, Bridgeport, the *Wall Street Journal* Award; Carl Fosler, Milford, the Western Agricultural Economics Association Award; and Christine Dubs, St. Edward, honored as the senior with the most outstanding contributions. All three students are agricultural economics seniors.

Bernstein said alternatives to advertising agency employment are the advertising depts. of retail stores and media advertising depts. in newspapers, radio and television.

Advertising is not the "all-powerful" force most people believe it to be, he said.

"You can only get people to do what they sort of want to do anyway," he said. "Advertising must travel in the mainstream of public opinion and taste; it's hard to buck the trends."

Bernstein cited the advertising campaign to promote the wearing of seatbelts as a basically ineffective effort. Less than 50 per cent of available seatbelts are used following the campaign, he said.

A successful advertiser needs to have "an interesting awareness and a built in psychological ability to mesh," he said. Some basic natural ability is necessary, but Bernstein said a great deal of learning is equally important.

FAB agenda

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| The Fees Allocation Board will meet at 6 tonight in the Sunflower Room of the Nebraska East Union. | III. Major fee users subcommittee recommendations on fund A |
| I. Approval of minutes | IV. Other business |
| II. Subcommittee recommendations | V. Announcements |

Sorry, Beta Sigs

Beta Sigma Psi fraternity and Chi Omega sorority jointly took the award for best Greek Week banner. It was incorrectly reported last Friday that only Chi Omega won.



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Background or Majors in Home Ec and Agriculture, see Lester Breidenstein, Ag Hall Rm. 101 C, Ph. 472-2373 East Campus MTWF 8-11 a.m. M & W 1-3 p.m.

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