

## arts/entertainment

## Insured concerts could end drought—Kolnick

By Bob Crisler

The University of Nebraska has not played host to a rock and roll performer since April 19, 1978, when Jethro Tull performed at the Bob Devaney Sports Complex.

University Program Council Director, Stu Kolnick, cites the principal reason for the concert drought as harassment directed at the audiences of The Electric Light

## concert review

Orchestra and ZZ Top during the bands' performances at Pershing Auditorium several years ago. More than 50 patrons were arrested at each show, mostly on marijuana-related charges.

As a result, Lincoln quickly fell from its position as a favored stop for rock performers.

"Number one, the people didn't like it. Number two, the promoters didn't like it, so I guess they started looking for an alternate site," Kolnick said. "And since the revenues were very good, Omaha management has been anxious to book rock shows."

## Big business

Rock concerts are big business, at times profiting \$35,000 for a single sold-out show. Sell-outs are not the order of the day, however, and the local promoting organization must guarantee the performing group a set sum before they'll so much as set foot in town. According to Kolnick, Fleetwood Mac commanded a \$50,000 guarantee for their August 21 appearance at Omaha Civic Auditorium.

At the moment, UPC simply has no money to back up a guarantee to a big-league rock performer," Kolnick said. "We haven't done anything to prove that if we had more money, things would change. People haven't come in here wanting to do shows," he said.

"What it boils down to is that we are in no position to simply buy a concert, so right now we are trying to coerce promoters to bring a show to Lincoln."

## Promoter-insured

In such a situation, UPC would rent the hall (likely the Sports Center), while the promoter provided the guarantee and insurance, and the two would share in the gate receipts.

However, in a state preoccupied with sports, such as Nebraska, time in the Sports Center is not easy to come by, according to Kolnick.

"It's a sports center. Athletics have first priority," he said.

Martin Wood, acting program coordinator for the UPC, goes further. "They (Sports Center staff) are completely athletic-oriented, and their philosophy is that that's what the Center was built for, and that other activities should take a backseat to sports."

Jim Ross, Sports Center director, disputed Wood's contentions.

"It depends on what the possibilities of making a profit are. If it was John Denver, we'd probably rent the building. But if it was just an average rock band, we'd be a lot more reserved with an answer."

## Others successful

Because Iowa State has a more lenient policy toward non-athletic activities in their arena, they were able to book The Who last spring. Other Big Eight schools have been similarly successful in recruiting shows. Perhaps the most successful is Colorado.

CU program council director Bob Webster, has brought some of the most luminary performers to the Boulder campus often doing the show outdoors in the football stadium. The CU council co-sponsors, with Feyline (a regional production company), the Colorado Sundays and has presented shows featuring the Rolling Stones and the Grateful Dead, among others.

UNL Athletic Director Bob Devaney takes a dim view of the possibility of Memorial Stadium rock shows "because these people just raise hell. I've never heard of a college that has been satisfied with a rock concert."

"I think people associate rock shows with pot-smoking and taking drugs. It's a case of a few spoiling it for the rest, but I'm just not sure of how people would react to a rock show in the stadium," Devaney said.

Logistical problems that would arise in Lincoln have already been dealt with in Boulder. The stadium Astroturf is tarped, and the neighborhood surroundings the stadium is provided with ample security the night of the show, Webster said.

"We have a whole system worked out, and we've got a real good relationship worked out with both the people in the neighborhood and the athletic department," Webster said. "The athletic department makes a pretty penny from the shows."

According to Webster, that pretty penny works out to \$60,000 for stadium rental for a single days' activities, at no risk to the stadium owner. "If the Astroturf gets ripped up, then the promoter pays for it."

Devaney said he wouldn't consider renting the stadium for \$60,000, but that a bid of \$100,000 "would be a different story."

Damages at the Colorado shows have averaged approximately \$2,000 a show, but "we just call up Physical Plant and tell them to go to work and to send the bill to the promoters," said Webster.

Devaney was not aware of the standard promoter-insured practices, saying again that stadium insurance would create "a different story."

Less-popular cultural events are supported at CU by the large profits from the rock events, much as baseball and womens' sports live off the football program at UNL.

The CU council sponsors the largest university film collection in the nation, with three theaters on campus, Webster said. All of this takes place on a program

that receives no money in student fees, yet handles a half-million dollars a year, mostly in rock concert-derived profits.

Despite the generally negative atmosphere in Lincoln, Kolnick retains some optimism for the future.

"I'd like to see a couple of shows in the spring and a couple in the fall. There are a lot of people in Lincoln who like to see a good show now and then, and I am hopeful we can bring them one."

Still, Devaney is doubtful.

"I'd like to treat it on an individual basis, but generally, I'm against the idea," he said. "I'm not against providing entertainment on campus for the students, but I'm not sure that this is the best way to go about it."

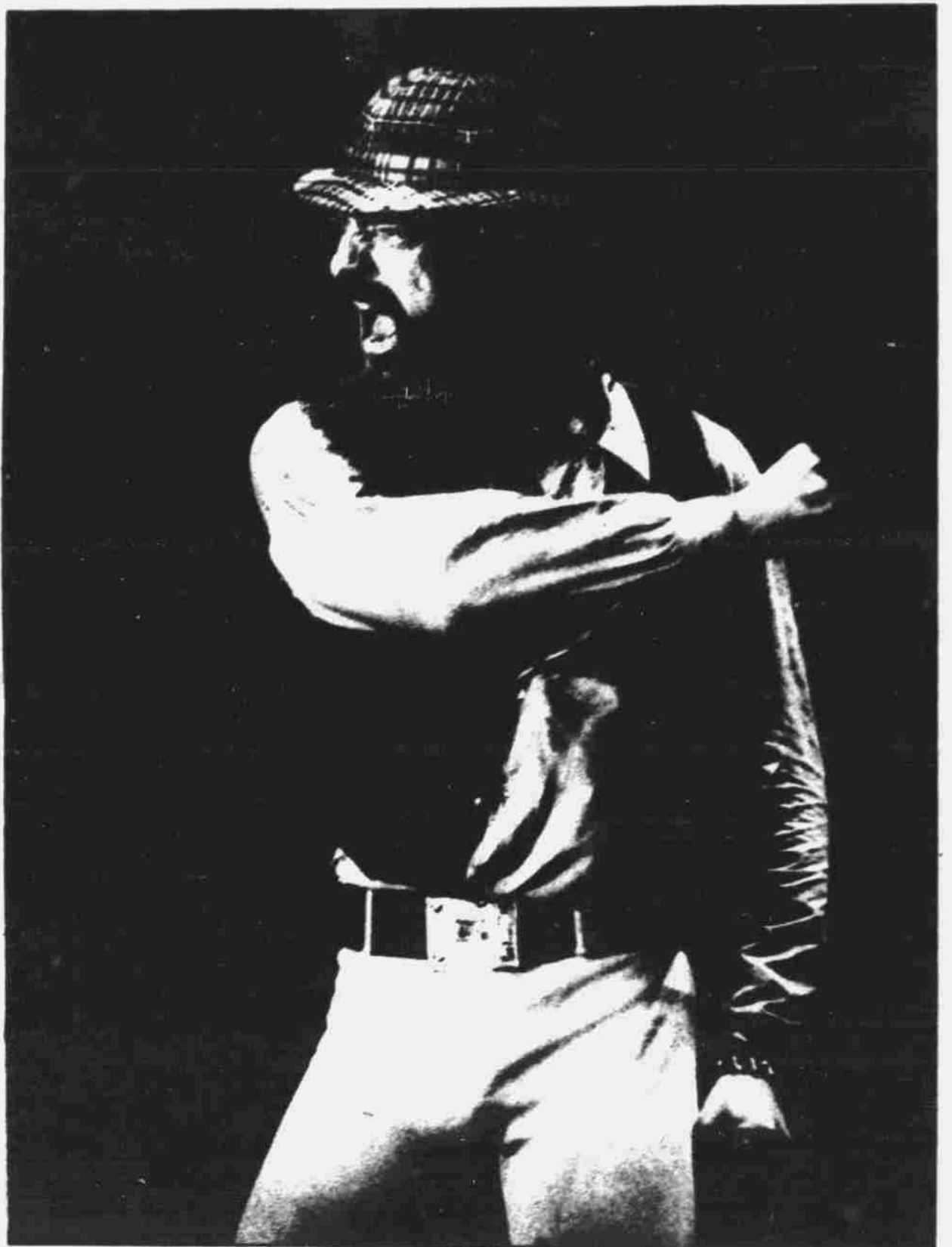


Photo by Mark Billingsley  
Jethro Tull was the last rock performance brought to Lincoln by UPC in April 1978. Ian Anderson reflects the mood of local concert goers frustrated by the local concert drought.

## And you thought the 70's "me" generation was bad

By Brian McManus

I was watching the Donahue show the other day. Why not? I had time between classes, and sometimes the show gets some entertainingly belligerent housewives on it.

That day, however, he had a very concerned sociologist on, who was explaining to all the housewives and college students cutting classes that the 1970's was the "Me" generation. The 60's had been the Rebellious Generation, but during the 70's, people became more concerned with their own personal lives — therefore tagged the "Me" generation.

I was surprised old Phil didn't come charging down the aisle (as he does so often), to ask this woman how she could have the audacity to put such a broad classification on an entire decade.

## humor

This went far beyond stereotyping a race, an age group, even an economic strata — this woman had stereotyped the entire civilization of a decade.

What's worse, she told us about a decade that was over and done with. What good is that? People want to

know what to expect, not what's already happened to them.

Therefore, I talked with several leading social scientists and compiled some theories about what the 80's generation has in store for it. Here are a few ideas about what the "Me" generation will become:

**The "Being There" Generation** — With the increase of television watching and the decrease in television quality, there will be several strange repercussions felt in our society.

For example, maternity wards will notice that the most popular names given to babies born in the 1980's will be Lenny and Squiggy.

**The Cowboy Generation** — the Urban Cowboy trend, with its cowboy hats and mechanical bulls, is just a beginning. After Ronnie Reagan is elected this fall, we will return to a Golden Age. As he has promised, life will become simpler — before his second term is over, everyone will be riding horses and carrying six-shooters.

**The Radical Accountant Generation** — Jerry Rubin, ex-yippie radical leader of the sixties, is now working for an investment firm in Wall Street. People have interpreted this to mean that he has sold out and joined the "other side."

Not so. It's all part of a larger plot. The 60's hippies have all cut their hair and gone underground in the past decade,

and secured themselves responsible jobs. Why? so that by the mid-80's, their hands will totally be at the controls. Once they've accomplished this, they'll purposely start making bad business decisions so widespread that there will be a huge economic collapse. Their plan is to overthrow the Establishment from within.

**The "Boy, Is My Face Red" Generation** — Phyllis Schlafly and her troupes turn out to be absolutely right. The working woman causes the total breakdown of the family structure. This causes an entire generation of children to become rapists and heroin addicts. So, in 1989, we'll have to put them all "to sleep," like so many rabid dogs, and try again — this time with our women chained in the kitchen where they belong.

**The End of the Game Generation** — After one too many Donahue shows, people will suddenly become fed up with pompous authors giving cute names and classifications to cultural groups, age groups, and even decades.

Carrying placards saying, "I'm OK — You're OK — We're All OK, except for those Damned Sociologist Authors," the frustrated masses will rise and rebel.

This rebellion against authors will soon grow to include hatred against all college educated people, and by 1990 there will be a full-scale revolution.

So, if you plan on finishing your education, it would probably be a good idea to go out and buy yourself a gun.