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Press coverage for NETV increases because of strike

By Patty Pryor

The Nebraska Educational Television Network perhaps gained the most in the recent Screen Actors' Guild strike, without even being directly involved, Ron Hull, program manager for NETV, said.

In general, public television received more attention from national press as a result of the strike, he said. The national press includes TV Guide and various entertainment supplements in the Sunday editions of the newspapers. Free publicity for public television was available because of the

absence of programming from the three national networks.

"There was much less competition (in television), both for promotion and the viewer," Hull said.

As a result, NETV's first season presentation, *Cosmos*, which began Monday night, made the cover of TV Guide. This is highly unusual for a public broadcasting show, Hull said.

NETV was able to continue functioning through the strike because actors are hired on a different basis than in the network system, Hull said.

For instance, Hull said, during the filming of a second Mark Twain series this past summer, Pat Hingle and other actors stayed on through the completion of the project despite the actors' strike. NETV made an agreement not to pay the actors according to the new guidelines that have been established by the strike, which were not in effect when production began.

"We don't sign actors under Actors' Equity or SAG contracts," said Hull, but salary rates set by these unions are usually followed.

Hull said there is not much of a problem in attracting major actors for educational television. Some actors, he said, valued the connection of the broadcasting system to the university, while others feel there is "more integrity" in the writing in public television. Actors sometimes feel that the writing more closely follow the original intent of the story it is based on, Hull said.

The cost of hiring actors is minimal in relation to the total production costs, Hull said.

As another example, in the "Anyone for Tennyson?" series, which has been discontinued, Hull said, a well-known actress such as Valerie Harper was hired for \$1,200 plus expenses, while the total cost of producing one show was \$25,000.

Hull cited such factors as shooting on location and extensive royalties as major expenditures. He said script writing, especially, is "very expensive, ranging from \$5,000 to \$10,000 a script."

Because NETV sells no advertising, the system must rely on other means of income. Some of these include state and federal allocations, grants from the university and other foundations, and funds raised from the private sector. The Mark Twain series was funded from various foundations and the "Tennyson" series was funded entirely by other PBS stations, Hull said.

NETV does not function as a part of a larger, nationwide network. National programs are fed to NETV out of Washington D.C. by satellite, but in other aspects, the public system is completely independent in operation, Hull said.

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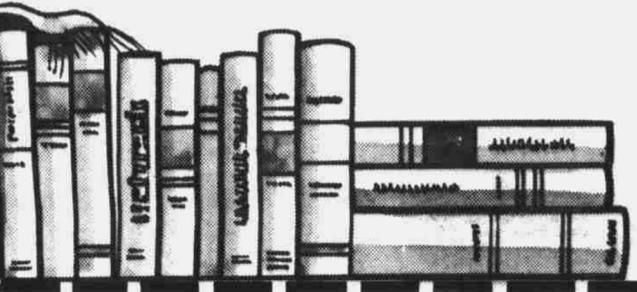


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UNL livestock judging team takes 12th place

The UNL livestock judging team placed 12th among 23 schools participating in the Mid-South Livestock Judging Contest in Memphis, Tenn.

Team members Mark Rosenquist of Stromsburg and Sally Klein of McCook placed 25th and 26th respectively of 136 students entered in individual competition. Klein also placed fifth in beef judging out of 136.