

'Coalition for Worse Television has new idea

One of the biggest entertainment news items of the summer has been the attempt by the Coalition for Better Television to influence programming on the three major networks by threatening to boycott the products of advertisers who sponsor shows which they disapprove.

pat clark

This seems like a lot of trouble to go to in the name of better television. I mean, better television does not sound like a very

difficult thing to favor. Corner top executives from NBC, ABC and CBS and you probably would not have to torture them to get them to admit that they are for better television, too. It is an easy thing to demand, but a difficult one to define. For me, better television begins the moment Florence Henderson goes off the air. For the Coalition for Better Television, better television begins when *Three's Company* goes off the air. Ultimately, everyone defines "better television" as "the shows I want to watch" which is why the boycott threat is as misguided as it will be ineffective.

The problem with the plan that the Coalition for Better Television has in mind

is that boycotting the advertisers on shows to which they object will not remove the demand for those shows.

Three's Company stays on not because ABC wants to undermine the nuclear family and corrupt the youth of America, but because it gets ratings. And as long as it gets ratings, as long as advertisers know that there are millions of idiots out there willing to put up with a message from the makers of Brand X in return for 23 minutes of Joyce DeWitt, they will bankroll trashy television with or without the blessing of the Coalition for Better Television. And that's the way it should be.

With that in mind, let me take this opportunity to announce the formation of the Coalition for Worse Television. The very small but loyal membership of this organization believes firmly that most television seems to have been designed for the IQ of an after-dinner mint, but will defend without hesitation your right to watch it.

We work from the sneaking suspicion that what the Coalition for Better Television has in mind is hour upon hour of the kind of television shows that everybody hopes somebody else will watch.

The Coalition for Worse Television will make no effort, however, to flush programming of which we don't approve off the air, because with the growing interest and investment in cable systems and home videodiscs, there is room for everybody on the airwaves.

Why worry about influencing programming on the three "free networks" when there could be fifty in a decade? An organization as large as the National Federation for Decency (of which the Coalition for Better Television is a part) and as well-financed as it seems to be could put together its own network via cable. Then, if they wanted to air 24 hours worth of nonstop Florence Henderson, they could do so.

"Bud" Night

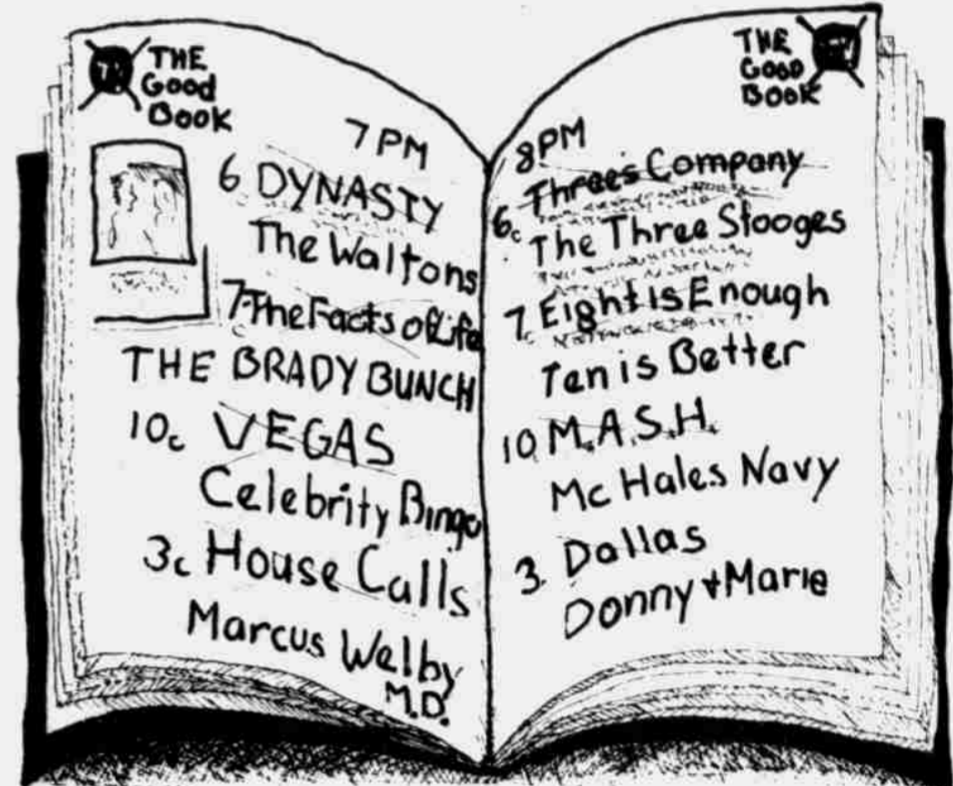
Wednesday, August 19th

35¢ draws
\$1.60 pitchers

Bud and Natural cans
55¢

BRASS RAIL

1436 "O" St.



THE NEW T.V. GUIDE



Yellow submarine

sandwich Deli

101 West "O" - Lincoln, NE
& 1101 Arapahoe

& pinball petes

game room — 476-9476

NOW 2 LOCATIONS
with over 20 video games and pinball machines
also pool tables

BRING THIS AD IN AND:
Buy 1 sandwich at full price and get 2nd one free!
Try one of our 30 different sandwiches

- also -
ALL PINBALL MACHINES SET AT 5 BALLS PER QUARTER
ALL VIDEO GAMES SET FOR MORE PLAYING TIME

★ Offer good thru Sept. 15, 1981 ★

MEET YOUR FRIENDS AT

Duffy's

1412 "O"

Specials August 19 through 22, 7 p.m. to 1 a.m.

- \$1.85 pitchers
- 35¢ draws
- 75¢ bar drinks
- \$1.10 call drinks
- 25¢ pitcher of beer or pop with any large pizza from Duffy's Pizza (bring receipt)

Try a Delicious

DUFFY'S PIZZA

112 N. 14 435-8370

Free Delivery to Campus (\$5.00 minimum)

	SMALL	MED.	LARGE
Cheese & 1 item	\$4.75	\$6.50	\$7.75
Deluxe	\$5.25	\$7.50	\$9.50
Vegi	\$5.25	\$7.50	\$9.50
Taco	\$5.50	\$7.75	\$9.75

- also serving -
Pizza by the slice, tacos & burritos & nachos chips with cheese dip.

* Bring your receipt, for any large Duffy's pizza, to Duffy's Tavern for
25¢ PITCHER OF BEER OR POP