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Roy H. Park

Staff Photo by Dave Bentz

Media giant Roy Park shows way to the top

By Chuck Jagoda

Roy Hampton Park, successful media entrepreneur, talked to UNL students Wednesday as part of the College of Business Administration's Visiting Executive program.

Park, who announced in his speech that it was his 72nd birthday, is president of Park Broadcasting, Inc. and Park Newspapers, Inc.

The Park media conglomerate includes 21 radio and TV stations, the legal limit under Federal Communications Commission regulations, as well as 54 local newspapers.

Park is the sole owner of his businesses and conducts the acquisitions of all his subsidiaries. His involvements also include outdoor advertising (which Park approaches as outdoor television), real estate and agribusiness.

Park spoke warmly of Nebraska and Nebraskans, citing his associations with businesses such as The News-Press in Nebraska City and ConAgra, Inc., headquartered in Omaha.

Experience first

In his speech, Park directed many of his observations to matters relevant to students who may be interested in owning their own business. He noted that one out of eight UNL graduates goes on to work for a Fortune 500 company, but few go into business for themselves (Fortune 500 companies are the top companies in the nation in terms of net worth as estimated by Fortune Magazine).

Park advised anyone who wants to go into business for himself to "get located in someone else's business first to get experience." Park added, however, that "you have to ask yourself 'how much do I really want to have my own business'" and that "the options are not as endless as they once were."

Park's solution is for the prospective entrepreneur to "find a need and find out how to fill it." Park's own work history reflects his philosophy: In 1931, after graduating from North Carolina University with a B.S. in Business Administration, he began working for the Farmers Cooperative Exchange and the North Carolina Cotton

Growers' Association as director of public relations.

He noticed that "there was no trade magazine for farm co-op executives, so I started one." He was the editor and published of *Cooperative Digest and Farm Power* from 1939 until 1966.

In 1949, Park founded Hines-Park Foods with the famous restaurateur and gourmet, Duncan Hines.

"Do your homework"

Park cites another of his rules for success ("Do your homework") as the reason Hines was willing to let his name be used commercially. Parks said, "I knew that he never endorsed anything, so I told him I wasn't seeking an endorsement, that I just wanted to name something for him."

Procter and Gamble offered to merge with Hines-Park Foods. Park agreed and joined P and G for 14 years. Park credits that association with his entry into the broadcast field.

"At Procter and Gamble I was very impressed with the advertising power of TV. As I saw more and more dramatic series move off the pages (of newspapers and magazines) and onto TV, I realized it was a growth business and a new technology."

Financial tips

Park summarizes rules he has learned:

"1) Loan obligations are crucial to your credit, so meet payments on time or even ahead of schedule whenever possible.

"2) Banks hate surprises — especially bad ones — so if you can't make a loan payment, let your banker know ahead of time.

"3) Mortgage the limbs but never the trunk. I have used my subsidiaries to raise money, but never the parent company.

"4) Always deal with the top. There are always a lot of people who can say no, but only very few who can say yes and have it stick.

"5) Always pay cash.

"6) Try to avoid tying up personal assets of yourself and your family. Banks never have all the security they want, but try to satisfy them without using your personal assets."

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Voter registration in unions shows good student turnout

By Eric Peterson

Deb Chapelle, interim executive director of the Nebraska State Student Association, gave an update on the efforts to override President Reagan's supplemental spending bill at an ASUN Senate meeting Wednesday night. She noted that the effort was successful, with the U.S. House of Representatives voting 301-117 to override the bill, and the U.S. Senate voting 60-30 to complete the override.

"The bottom line is that over 1 million people in the Pell Grant program will not have their grants reduced this year, and 128,000 people won't have their SEOG (Supplemental Educational Opportunity Grants) eliminated," Chapelle said.

The supplemental spending bill contained substantial funding for both the Pell and SEOG grants, among other programs. Chapelle noted that U.S. Reps. Smith and Bereuter voted for the override, with Daub voting against it; both Sens. Zorinsky and Exon voted for the override.

Andy Carothers, state liaison and voter registration coordinator for ASUN's Government Liaison Committee, reported that 1,233 people changed their voting registration or registered for the first time at the registration tables in both student unions this week. The effort was cosponsored by NSSA and GLC, with help from the Young Democrats and the College Republicans.

Carothers said this was an outstanding result, and noted that the NSSA and GLC sponsors had originally set a goal of only 500 such registrations. The senate passed a resolution congratulating people involved with the registration effort.

Sen. Kathy Roth announced new appointments, which were confirmed by the senate. Frank Podany, a graduate student in business, will be a new ASUN graduate senator. Wendy Miller will be a nursing senator. Connie Eberspacher will be on the Union Board, which Roth said will have five new openings in February. Fran Grabowski will again be on the ASUN constitutions committee.

Sen. Brett Clark announced a new opening on the student employee grievances committee, and asked for people willing to serve on the committee to contact him at ASUN by Friday.

The committee contains members of the Faculty Senate, Business College staff, and UNL administration as well as students. The committee will consider

and arbitrate the grievances of students employed by the university. Clark said there are six student positions which must be filled by currently employed or at least previously university employed students.

Reg Kuhn, graduate senator, said a student legal handbook may be available to students fairly soon. An Omaha organization, the Lane Foundation, has given a \$2,000 grant for the project, which student attorney Shelley Stall is working on.

Sen. Mike Greer said the University Health Center and other groups are coordinating a Wellness Week from Oct. 3 through Oct. 6.

The week will emphasize maintaining healthy lifestyles as a means of preventing illness. The senate passed a resolution Sept. 8 to work with the health center on the project.

Senator John Leif announced that the Committee for Fees Allocation now has another opening, because a representative from the Residence Hall Association has resigned. Any resident of the residence halls is welcome to apply to CFA for the position.



Staff Photo by Dave Bentz

A trip to the Nebraska Union Wednesday to place an ad in the Daily Nebraskan had an unexpected ending for a UNL student. Shortly after 10:30 a.m., the Lincoln Fire Department, UNL and Lincoln police responded to a car fire in the parking lot just west of the Nebraska Union on R Street. The car belonged to Karen Salmonson, a senior interior design major, who was in the Union when the fire started.

Lincoln police said a passerby noticed smoke and reported the fire. No one was in the car. Although the exact cause of the fire in the 1977 Chevrolet Monza was not known, Lincoln police said it appeared a short in the car's wiring may have been responsible.

UNL police officer Dan McEntarffer said damage to the vehicle was "quite extensive."