


SOME PEOPLE RETIRE WITH MORE THAN JUST A GOLD WATCH.

Over the next several years the American Cancer Society will be conducting more research into certain lifestyles and exposures which could increase cancer mortality.

AMERICAN CANCER SOCIETY

How you live may save your life.

TONIGHT!!



FROM EUGENE OREGON

THE INCREDIBLE ROBERT CRAY BAND

9-1:00, \$3 COVER

"ONE OF THE BEST BLUES BANDS CURRENTLY TOURING THE COUNTRY!"

THE ZOO BAR, 136 N. 14th

Summer Moving Sale!

6-pc. Family Room Set

Sofa, Chair, Rocker, Two End Tables & Coffee Table.



\$299.95
reg. \$499.95


FREE GIFT
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Matress & Box Springs



TWIN ... \$99 set
FULL ... \$129 set
QUEEN... \$149 set

FURNITURE SURPLUS 611 N. 27th 476-1522



Rent Due?

Don't be caught short at the end of the month. Become a plasma donor today!

\$10 is paid for each donation and you can donate twice a week (but please wait 72 hours between donations).

That's up to \$100 a month we'll pay you. So you can pay your landlord.

New donors bring this ad for an additional \$2 for your first donation. Call now for an appointment.

University Plasma Center
1442 "O" Street 475-8645

OPEN: 7:30 am to 7:00 pm MON., TUES., THURS., FRI.
7:30 am to 6:00 pm WED. AND SAT.

FEDERALLY INSPECTED

Broadcast media trustworthy enough for deregulation

As the primary election in Nebraska draws near, political advertising will begin to pick up.

All's fair in love, war and politics — but not necessarily political advertising. Unlike other media, broadcast media are governed by federal regulations to provide rights and privileges to candidates they may not expect elsewhere. This is not to say they won't get fair treatment elsewhere; candidates just won't have the assurances they do with radio and television stations.

message. Nothing crude or tasteless or otherwise loathsome can be edited out. During the last presidential election, a candidate from back East somewhere included a tasteless, if not crude, statement in a network ad that ran in countless cities via the radio.

One of my favorite rule is the personal attack rule, which states that if a person's or group's honesty, character, integrity or other personal qualities are attacked during the discussion of a controversial public issue, the station has to notify that person and give him a reasonable opportunity to respond. If someone attacks you in print, and you miss it, you're out of luck.

JoAnne Young

For example, if the station allows any legally qualified candidate to use its facilities for any reason, it is obligated to give all other candidates for that office equal opportunity. That means if a station sponsors a mayoral forum, all candidates have to be invited. As long as they are legally qualified, meaning on the ballot or publicly committed as a write-in, they have to be invited — even if they are somewhat off-the-wall or otherwise disgusting to the general public. It's the American way.

The Federal Communications Commission is undertaking a discussion on the Fairness Doctrine to determine if it is really necessary. The doctrine is a federal mandate that speaks to equal opportunity for presentation of contrasting views on controversial issues. The trend with the FCC has been deregulation of the broadcast media. It's true that the public can own the airwaves — but let's be reasonable. If the print industry can act reasonable and fair to political candidates on its own, so can the broadcast industry.

Candidates also have the right to the cheapest rate the station offers, even if it's not on the rate card. As one broadcaster put it, this rule just means that the rich candidates can buy more ads. Not only is the station required to sell cheap ads, there is the "reasonable access rule": stations must make time, even prime time, available to the candidates to run those cheap ads.

KLMS, the station that year after year brings home awards for its news coverage, has garnered five more from the Nebraska Associated Press. The station won four first-place awards Saturday night in Lincoln for best spot news, best feature, best series and best newscast. The station also received a second-place award for spot news.

And here's the good one — the station has no power of censorship over what is contained in the candidate's

That's the good news. The not-so-good news is that the station is losing two full-time news people and maybe a third. Pat Schmid, who has worked at KLMS for seven years, has resigned as of the end of April. Relative newcomer John Fricke will leave at the end of May.



467-5579

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—HOURS—
Sun. thru Thurs. 4 p.m. to 12 midnight
Fri. & Sat. 4 p.m. to 1 a.m.

FREE DELIVERY

<p>Ramo's Pizza Pizza</p> <p>2 Medium Pizzas (Cheese & 1 Item) Round Only</p> <p>\$6.99 plus tax — No Limit — Additional Items at Additional Cost exp. 5-11-84</p>	<p>Ramo's Pizza Pizza</p> <p>2 Small Pizzas (Cheese & 1 Item) Round Only</p> <p>\$5.99 plus tax — No Limit — Additional Items at Additional Cost exp. 5-11-84</p>	<p>Ramo's Pizza Pizza</p> <p>2 Large Pizzas (Cheese & 1 Item) Round Only</p> <p>\$8.99 plus tax — No Limit — Additional Items at Additional Cost exp. 5-11-84</p>
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