

Editorial

Game coverage must bring NU most for money

The lawsuit filed over Nebraska football and basketball broadcasting rights raises questions about the university's profits from intercollegiate sports.

Musicradio of Nebraska Inc., which operates radio station KZKX in Seward, seeks damages of at least \$450,000 from the NU Board of Regents, KFAB Broadcasting Co. and KFOR Radio.

The lawsuit alleges that KFAB, which owns exclusive rights to broadcast Husker football and basketball games, acts as a "wholesaler" of Nebraska sports broadcasts.

KFAB then resells the broadcasting rights to members of its Nebraska Football/Basketball Network and earns substantial profits by selling advertising for the network, according to the suit.

Don Bryant, UNL sports information director, said that until 1982, when the exclusive contract was made with KFAB, four stations had broadcast rights and the university received a total of about \$30,000 to \$40,000 a year. The four stations did not compete for the rights — they had always had them, he said.

The regents decided to change to an exclusive system to earn more revenue, and also because it was tough to get pressbox space for four stations at away games, Bryant said.

KFAB won the contract with a high bid of about \$500,000 a year, Bryant said.

Bryant said UNL could not make money by eliminating the middle man (KFAB) because no one would bid half a million dollars for non-exclusive rights.

True, no single station would bid that much, but the bids of four stations probably could surpass half a million dollars.

The university must maximize its football and basketball profits so the money can be used to support other sports and university programs.

But the broadcast rights issue goes beyond money for the university.

The lawsuit alleges that KFAB's Nebraska Football/Basketball Network restricted the territories in which radio stations can sell advertising for UNL football/basketball broadcasts.

For example, KZKX was not allowed to sell ads in Lincoln because that was KFOR's area.

If advertising areas are being restricted, the football network is violating anti-trust laws. Radio stations in low advertising areas are at a disadvantage because they cannot sell ads in nearby lucrative cities.

The regents have nothing to do with the advertising restrictions, but they should consider their policy of granting exclusive broadcasting rights.



Voucher system increases quality, lowers cost Teachers want the goodies

If one were to pay heed to the typical teacher union prattle, the past and future of U.S. political culture owes itself to continuing "public" education, as it is wrongly called.

Strangely, "mere" education is not sufficient, according to these insular pundits. This is because the salvation of the state rests only in a particular species of education; namely, government-controlled education.



Jim Rogers

The messianic claims of the National Education Association about "public" schools notwithstanding, most Americans see education as a goal and public education is merely one way of reaching it. Thus, irrespective of whether "public" schools are — the bumper sticker says — "an American tradition," many Americans are committed to education, not just to the preservation of public schools.

Perversely enough, however, proponents of "public" education speak disparagingly of the notion that educating the young is the primary purpose of public education, when they simply are talking among themselves and not to parents.

For example, R. Freeman Butts, a professor at Columbia Teachers College wrote in a 1979 issue of Phi Delta Kappa that "the idea of public educa-

tion was not to give parents more control over education, not to promote the individual needs and interests of children, not to prepare for a better job, not to get into college." Rather, he wrote, "the prime purpose for a public rather than a private, education was political . . ."

Similarly, says economics professor Charles Baird, teacher unions and "especially the NEA, have let it be known that they are really not concerned with the education of children." He cites a bulletin sent out by a local chapter of the Oregon Education Association that stated: "The major purpose of our association is not the education of children; rather, it is or ought to be the extension and/or preservation of our members' rights. We earnestly care about the kids and learning, but that is secondary to the other goals."

Now, it certainly is not inherently wrong for teacher unions to be concerned with their members' pay and working conditions over children's education. Yet don't let them pretend otherwise when they participate in the political decision-making process surrounding state-sponsored education. The public and policymakers must be aware that teacher unions are not interested in true educational reform; that they are, at root, interested in manipulating political control over education to deliver more goodies to themselves.

Recent public opinion polls have, for the first time indicated greater public support than opposition for the use of educational vouchers in educational finance. An educational voucher sys-

tem would give children's parents a piece of paper representing dollars for education. The parents then would use the voucher at any school of their choice. The school would redeem the voucher for payment from the state.

In 1977, British Columbia implemented such a plan. According to economist Baird, the people there "have enjoyed lower educational expenses and substantially improved educational quality as a result of the plan."

Similarly, the President's Advisory Panel on Financing Elementary and Secondary Education reported in May 1983 that non-state schools provide a "competition base" which positively influences the quality of public education.

Also, by eliminating the unfair double taxation on parents who opt out of the state school system, a voucher system would promote the discharge of parental responsibility in education.

Of course, teacher unions vehemently oppose voucher systems, despite increased educational quality, lower costs to society and liberty and fairness interests in allowing real educational choice.

The teacher unions' intentional obstruction of educational reform is outrageous. Other labor unions, in pursuit of insular gain, may add a nickel or so to the cost of a loaf of bread. But teacher unions, in their opposition to vouchers, attack the interests of the United States in the succeeding generation. To the teacher unions the United States can only say, "kindly step aside." Rogers is a UNL graduate student in economics and a law student.

USSR ignores human rights pacts

It has been said there are two ways to combat darkness: Be a candle or the mirror that reflects it. At the summit, President Reagan must be the mirror reflecting the few candles not yet snuffed out by Mikhail Gorbachev's neo-Stalinism. One such flame flickering low is Sergei Khodorovich.



George Will

In 1977, Khodorovich became manager of the Russian Social Fund. That post was open because the previous occupant had been arrested. The Social Fund, based in Zurich, is a charity

founded in 1974 by Aleksandr Solzhenitsyn and funded by worldwide royalties from "The Gulag Archipelago." It does nothing other than support families of prisoners of conscience in the Soviet Union, all of them victims of Soviet disregard of the Helsinki accords.

On March 1, 1983, after 15 months in a KGB investigation prison, Valeri Repin, manager of the fund for Lenin-grad, was put on Soviet TV to make one of those "confessions" that loom so large in the Soviet charade of justice. Appearing broken, Repin said he had confessed "with the help of an investigator." He "confessed" that the fund is, as the Kremlin constantly has charged, a "Western spy organization." Five weeks later Khodorovich also was arrested.

In the years before the arrest, Repin had been fired from his job, harassed in

his home and propped in the streets by KGB thugs posing as thugs. In prison he was beaten regularly by people gifted at leaving no visible traces on victims. His face was unmarked. The rest of his body was almost entirely black and blue. Ribs were smashed.

Repin received a "light" sentence of three years in a "strict regime" concentration camp on the Arctic coast. That term is due to end next year. But in a transparent trick to confuse foreign critics, the Kremlin has amended the criminal code to permit arbitrary extension of "light" prison terms. Vicious sentences are imposed piecemeal under a law concerning "malicious insubordination to the demands of the administration of a corrective labor institution."

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 34 Nebraska Union
 1400 R St., Lincoln, Neb. 68588-0448

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