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Beer, women, cars, chainsaws — sports commercials have it all

On Saturday, during a break in the telecast of the Nebraska basketball game, a friend said to me, "Sports commercials sure are a lot more interesting than regular ones."

I can't print exactly what I replied because it was dirty, but it was fairly accurate. But the basic gist of my reply was that commercials during sports events are aimed primarily at males and primarily at what can be called their "baser-instincts."

When you think about it, they never advertise anything on TV that you really need, anyway. So they have to make you think you need it. And the only way to make you think you need something that you don't is to create a situation where the item is necessary.

Advertising companies exist, obviously, to sell products. To sell products, you need to know who your audience is. Advertisers for sports commercials have probably spent long hours trying to determine their audience. That's where this whole business can get downright insulting to the U.S. consumer who happens to like sports.

These advertisers must feel that sports fans are a bunch of overweight, belching, beer-swilling sexual perverts who spend all their spare time playing with power tools.

While this may describe me fairly accurately, many of my fellow sports fans might be offended by such a description.

To understand what I'm saying, one need simply examine sports commercial content.

By far, most sports commercials deal with beer. Who are these commercials

for? By now, all the people old enough to drink have decided which beer they like. A new commercial for Miller or Budweiser probably won't alter that much. I read somewhere that beer commercials are really aimed at 14-year-olds, and that makes a lot of sense.

But it still seems that advertisers think that people who watch sports have a high interest in beer. Then why advertise it? Wouldn't it make more sense to put beer commercials on during soap operas to reach an audience that doesn't drink as much beer? It's like all those Army ads. If the Army is such a great place to start, then why do they have to advertise so much?



Bill Allen

In most sports commercials, women are either excluded or presented as sex objects. The best examples of this are the many car commercials with a woman in a long green gown rubbing her hands sensuously over leather interior upholstery.

This of course, among other things, sets up the old line, "Does the woman come with the car?"

The answer of course, is no. You get high-monthly payments and a limited warranty. But it is implied that if you buy this car, women will want to hop in

and paw the leather interior upholstery. Talk about false advertising.

In the first place, I'm not sure I would want to go out with a woman who wears long green gowns and likes to massage leather interiors, but that's just me and I suppose General Motors knows more about what American men want than I do.

And then there's this power tool fetish with sports commercials. Tools like chainsaws. I've never seen so many chainsaws in my life as I do during a football game. And it's always some well-dressed guy driving a compact pickup. When I think back over my life to all the people I've known that own chainsaws, none of them were nice dressers or drove compact pickups.

I'm just afraid some Wall Street wizard is going to get the bright and scary idea of combining all these elements into one comprehensive sports commercial, throwing in a sports star to top it all off.

I can see it now. William "The Refrigerator" Perry waddles to a brand new Cadillac and throws a woman wearing a green gown into the back seat. She immediately begins to paw the leather upholstery. He tells her to stop doing that and go buy him a case of Lite. She comes back carrying one of those Fourth of July sparklers that little kids like.

"Bud Lite," the Fridge says, starting up a chainsaw and advancing toward her...

It gets too ghastly from there. Allen is a senior English major and the Daily Nebraskan arts and entertainment editor.

Husker women hope to raise rating against improved Iowa State team

Probable Starters Nebraska (11-13, 4-7)

F — Shelly Block	5-9 Jr.
F — Stephanie Bolli	5-10 So.
C — Angie Miller	6-0 Jr.
G — Maurice Ivy	5-9 So.
G — Amy Stephens	5-6 Fr.

Iowa State (17-7, 6-5)

F — Sandy Hafner	5-9 Jr.
F — Monica Missel	5-11 Sr.
C — Stephanie Smith	6-1 Jr.
G — Etta Burns	5-7 So.
G — Jane Lobenstein	5-7 Sr.

By Todd Aron
Staff Reporter

With the Big Eight conference race drawing to a close, the Nebraska women's basketball team is hoping for a

top-four finish.

Nebraska coach Kelly Hill said the players still play with confidence, despite being in seventh place in the conference.

The importance of a top-four finish is that those teams will be host of the first round of the Big Eight tournament March 4. The semifinals and finals will be played at Kansas City's Kemper Arena March 6 and 8.

On Saturday, the Cornhuskers will travel to Ames, Iowa, to play an improved Iowa State team. Iowa State coach Pam Wettig has brought last year's last-place team into a three-way tie for third going into the Nebraska game.

Iowa State's success is due in part to junior college transfer Stephanie Smith. Smith, a 6-1 junior, provides a strong inside game, averaging 17.1

points a game and 11 rebounds a game.

But Hill said she is most concerned with Jane Lobenstein, who averages 12.4 points and 4.4 rebounds a game.

"She really runs the floor well," Hill said. "She is a good passer and a good scorer."

Nebraska also must pressure 5-7 sophomore Etta Burns, Hill said. Nebraska needs to create Iowa State turnovers with tough defensive pressure, she said.

Despite Nebraska's 1-11 road conference record in the last two years, Hill said she thinks Nebraska has a good chance.

"We've played well there in the past," Hill said.

Earlier this season Nebraska lost by only five points without their starting center, Angie Miller.

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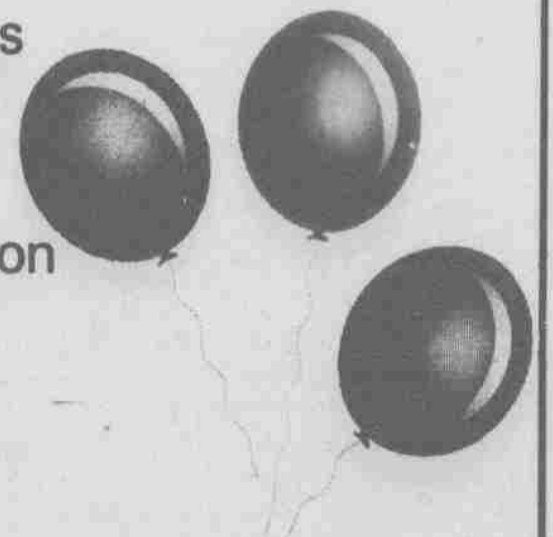
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