

# Editorial

**Daily Nebraskan**

University of Nebraska-Lincoln

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## The cover of night Late games trouble-ridden

Incidents listed in the police report in last Tuesday's Daily Nebraskan happened only between the times of 8:30 and 10:30 p.m. — the time of the Nebraska and Oklahoma State football game. And all incidents occurred within the confines of Memorial Stadium:

- Three people were arrested for third-degree assaults.
- One was arrested for littering after throwing trash onto the field.
- A wheelchair was reported stolen from within the stadium.

UNL Police Sgt. Joe Wehner said there was an increase in rowdy behavior and alcohol-related incidents at the night game. Maybe just enough of these incidents will make UNL think twice about scheduling a night game again.

Stadium security have already admitted having problems with enforcement. The night game makes it difficult for officers to see what is happening in the stands. The darkness allows fans

to easily conceal illegal containers otherwise more visible in daylight. Fans also spend their afternoons before the game "priming," consuming alcoholic beverages.

At the game, fans were passing individuals from the bottom to the top, endangering the safety of the individuals and others around. Fans also threw objects onto the field, risking hitting players, officials and others. The behavior was nonsensical and uncalled for and could possibly deter any chance of the Huskers being host to another night game.

Of course, the revenue brought in from televising the game could easily overshadow the problems of stadium security and enforcement. But it still could hurt the chances of another night game. Osborne talked two weeks ago of how South Carolina fans shook the stadium with their support of their team. Nebraska fans can garner the same kind of support without causing problems for the police and others around them.

## And that's the way it was . . . Deregulation means less news in TV

Two years ago the federal government substantively deregulated the broadcast industry; the fruits of this action are now coming to full bloom. One of the most controversial provisions was the elimination of the requirement to air "public interest"-oriented programming. As a result, in both television and radio, news programs in some areas have been cut back and even eliminated.

Of course, broadcasters argue that news programs and public-service shows were not economically profitable. In some cases, they argue, if the requirement was not eliminated so that they could air more popular shows, the station would have gone off the air — thereby serving no one.

The tendency among those that slavishly attend to the news — both written and electronic — is to lament the demise of the news programs. After all, "Wheel of Fortune" is "obviously" not as beneficial as a half hour of local news.

Since its inception, TV and radio have been primarily used as an entertainment medium. As the medium grew older, the dominance of its entertainment orientation grew stronger.

Although a lot of good journalism has been communicated over television and radio, that element of programming could hardly sustain the viability of the sys-

tem: Even the best documentaries attract only a fraction of the more entertainment-oriented programs (although some documentaries have done quite well given a lot of dramatic hype).

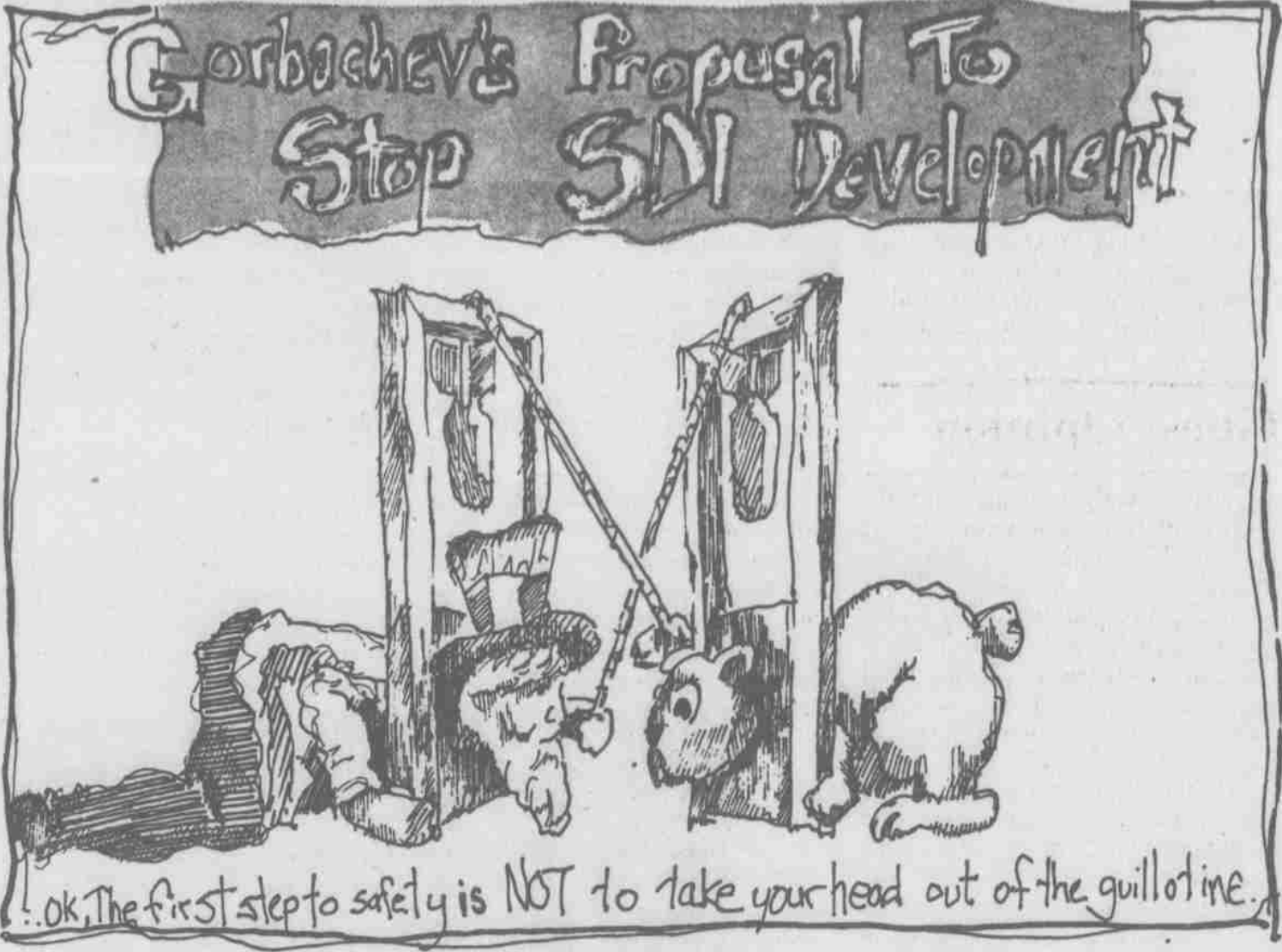
Over the last decade, the dominance of an entertainment orientation among local news programs has grown increasingly noticeable. Lots of quaint chatter among the good looking glossy anchor persons.

Even within the programs themselves sports and weather time allocations added together many times exceed the time commitment to "hard news."

Additionally, vacuous human-interest stories too often take up significant chunks of even this "hard news" portion of the programming.

Because of the dynamics of the electronic broadcast media, programming aimed at the least common denominator is the only game in town. (Cable was supposed to have changed this by offering hundreds of channels, each aimed at an interest group. It has partly succeeded with channels such as C-Span and CNN). The least common denominator doesn't include local news programs in a number of areas.

So is it good or bad? The public gets what it wants and the move really isn't any more lamentable than the demise of the pre-main attraction news movie fillers of the '40s. Que sera, sera.



## No sleep lost over column

Radio names, Lt. Gov. candidates are 'a lot about not much'

Between alcohol policies, summits and whatnot, the editorial columns have been getting much too serious. That means it's time for a few well-worded paragraphs on topics that no one — including myself — really loses any sleep over. Yes, folks, it's another installment of "A Lot About Not Much."

Sure, those flashy nicknames are great advertising ploys. But I prefer those innovative station owners who'd manipulate the call letters themselves to say something cute. We all know about the mythical WKRP (carp), WPIG (self-explanatory) and WREQ ("Wreck Radio") in Cincinnati, but how many of you have heard of those equine lovers in Scottsbluff and Alliance who named their stations KOLT and KP(o)NY?

be held responsible for your ticket's victory or defeat — the other half of the ticket gets that honor. So if someone asks you at a campaign appearance, "Well, why should you be lieutenant governor?" you can say the wrong thing and it won't matter. Makes for a lot more sleep at night, I'd think.

So far, it seems, McGinley and Nichol are keeping their senses of humor about it all. Nichol told the Omaha World-Herald that when he's on the road, he tells people he wouldn't mind taking on McGinley in a debate, "but we didn't know if anybody would come." McGinley says he decided to run for a second term because he thought Gov. Bob Kerrey would run again, but he'd already paid his \$300 filing fee when Kerrey dropped out, "so being a conservative Democrat, I had to stick in there — I couldn't get it back."

What does the winner have to look forward to? McGinley tells of when he was invited to watch a Passion Play performance at a Lincoln school. The day of the show, the teacher asked the kids if they remembered who they were told was coming, and one volunteered, "It might be Pontius Pilate."

Gotta love that western Nebraska humor. And you gotta wonder if Kay Orr and Helen Boosalis wouldn't like that kind of anonymity about now.

Von Kampen is a senior news-editorial and music major and a Daily Nebraskan editorial page assistant.



Todd von Kampen

Radio stations are getting away with murder, and, by gum, it's about time it was stopped.

Long, long ago — I think it was last Wednesday, or was it during high school? — your favorite radio station had a three- or four-letter call sign like KFRX, KFMQ, KEFM, KQKQ and so on. Every hour on the hour (and whenever else they felt like it), you'd hear the familiar jingle and that well-blended chorus singing those telltale letters, "Kay-what-eh-verr . . ." And you knew you hadn't accidentally tuned in to that hated elevator-music station that had the nerve to broadcast just a millimeter away from that frequency.

But what do we have today? Instead of those distinctive call letters, we have to put up with "All Hits 103," "Q-102," "Lite 96" and "Sweet 98." Worse yet, these "hip, now" stations don't have the courtesy even to list their call letters in the telephone book. Really, when you're in a hurry to call WASP-FM and ask them to play "Amanda" by Boston, should you have to remember that the phone book only lists "White 99?"

OK, we've worn out this subject. Let's just hope UNL's own commercial-free KRNU-FM never turns to calling itself "PSA 90.3."

I wonder if Lt. Gov. Don McGinley of Ogallala and Scottsbluff Sen. Bill Nichol feel like the Maytag Repairman at this point in the campaign.

Running for lieutenant governor in this state, which these two men have been doing, seems like a great way to "get away from it all." Your gubernatorial candidate "boss" may give you some important campaign work to do, which gives you some feeling of self-worth. But think about it: You're not going to

## Best-seller 'Mayflower Madam' sells sex from business angle

When you get right down to it, right down to page 41, Sydney Biddle Barrows wants to make sure you understand her modern entrepreneurial spirit.

"As I saw it, this was a sector of the economy that was crying out for the application of good management skills . . . I had never really thought of going into business for myself, but here was a chance to do something nobody had ever done before."

Never mind what the tabloids screamed about the "Mayflower Madam," put aside your prurient interests in the call-girl business. The story told by Sydney Biddle Barrows, 34, descendant of Elder William Brewster of Plymouth Rock, is not about sex, it's not even about money. It's about the joy of running your own business. The Story of B.

Barrows spent much of 1984 on page one. She was arrested when the police shut down her "escort service." She was tried, fined, released and wildly

overreported. She has now firmly reappeared at No. 3 on the best-seller list, telling her own story. Why give it away when you can sell it?



Ellen Goodman

Before reading "Mayflower Madam," I thought the current cult of business had been greatly exaggerated. Until recently, the only way to sell a book about a business magnate was with a sex angle. But today it appears that you can best market a book about a sex magnate with a business angle. The one passion that fills these pages is "A Passion for Excellence."

Barrows talks about selling women the way others talk about selling pork

bellies or BMWs. There is a management team and a marketing strategy (upscale, of course), an agency, clients and even motivation. "I was sure," she writes, "we could provide a dramatic alternative to what was available and I was motivated by the challenge of doing something better than everyone else."

Blame her co-author, William Novak, if you want. Novak also wrote Lee Iacocca's book. Lee and Syd have in common a fervent self-image as merchandisers. Guess which one wrote this: "No matter what business you're in, you've got to know your customer and what kind of merchandise that he or she will like . . ."

It was Syd, the same CEO who also prides herself on being an enlightened employer with part-time, flex-time policies, not to mention her company's comprehensive health policy. I kept waiting to read about her on-site day

## Editorial Policy

The Daily Nebraskan's publishers are the regents, who established the UNL Publications Board to supervise the daily production of the paper.

According to policy set by the regents, responsibility for the editorial content of the newspaper lies solely in the hands of its student editors.