

Daily Nebraskan

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Jesse for mayor

Washington would be a testing ground

Washington Mayor Marion Barry is in trouble. Barry, 53, a prominent figure in the black civil rights movement, was arrested Thursday for allegedly buying and smoking crack cocaine at a Washington D.C. hotel. He now faces a federal misdemeanor charge, and some of his aides have said he will not seek reelection after three terms as mayor. Barry was scheduled to announce his reelection campaign Sunday but called off the event.

Barry has been in hot water before, and has always persevered to this point. If, however, his aides have accurately described his plans; America could be offered a wonderful opportunity -- not through Barry's downfall, but through Jesse Jackson's possible success.

In 1989, when there already was some speculation that Barry would not seek reelection, Jackson seemed to express interest in the Washington job and even took up a residence there.

When it became apparent that Barry would run, however, Jackson backed off, saying that he would run only if Barry did not. Now it appears that Jackson has his chance.

Jackson lost the Democratic presidential nomination in 1984 and 1988, partly because of his lack of experience in an elected position. Rightly or wrongly, the press and voters continuously questioned Jackson's qualifications. To many, he was a great speaker with little substance to back up the demagoguery.

If any place could be a testing ground for Jackson's domestic policies, Washington is it.

With drugs and drug warfare on much of Washington's streets, the capital is perhaps the biggest challenge available to the proposals Jackson made so much a part of his campaign rhetoric. True, much of the drug problems in America's major cities probably stem more from lack of funding at the federal level than from local inaction, but Jackson has demonstrated his ability to put pressure on President Bush and other national politicians. Jackson almost surely would be as much a lobbyist as a pure politician.

Crime per se in Washington also is a huge problem. In a city of 620,000 residents, 369 murders were committed in 1988, along with 165 forcible rapes, 321 arsons and 12,295 burglaries.

There are homeless people sleeping on steam vents within a block of the White House.

Nebraskans have little or no influence over who will be Washington's next mayor. They will, however, be asked to vote for a president in 1992. Short of endorsing Jackson for the presidency, the Daily Nebraskan instead urges its readers to watch Washington's streets and crack houses as closely as its White House.

If Jackson can wake hope from the dead in D.C., he certainly can keep it alive elsewhere.

-- Brandon Loomis for the Daily Nebraskan

Reader calls for acts of love

The only thing I dislike more than an obnoxiously evangelical Christian is a smug Christian.

A lot of people would agree with Mark Budka when he said that selfless love is the greatest love of all, rather than me-ism (DN, Jan. 19). But, unlike Budka, most of us aren't actually looking forward to Armageddon.

The average mortal will not be swept up by God's heavenly rapture, unlike Budka, who seems to see things from a higher vantage point than most. Why are you so anxious to go, Budka?

Is it because you need to make yourself feel spiritually superior to others by drawing your own personal divisions between the saved (you and yours) and the damned (them)? Is it a hidden death wish? Are you, like so many others, resigning from life while you pray and wait for the pie-in-the-sky?

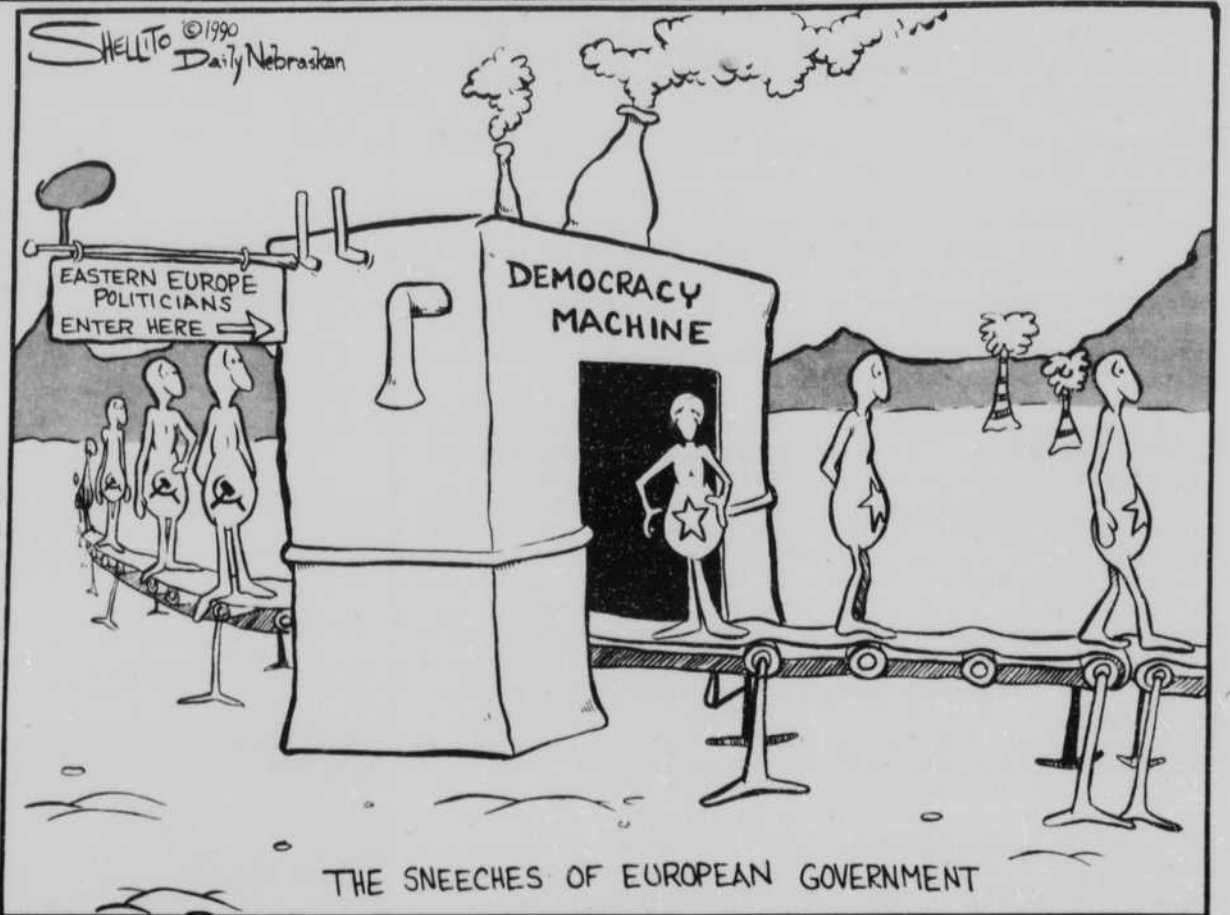
Most importantly, have you "fought the good fight" or are you throwing

in the towel before the first round?

You see, your claims of piety don't impress me. They don't mean anything unless you act on them. I'm extremely curious to know if you engage life with the love, trust and tolerance of Jesus, or if you only claim to be righteous so you can pathetically bemoan the state of the world.

Why should you look forward to Armageddon? What makes you so sure that you'll be going where you want to? Just because you can refer to the Bible and enjoy STYX and Air Supply doesn't mean you've got a V.I.P. express ticket to heaven. And if I were you, I'd hesitate to call for an end to God's creation, not to mention all the vitality and goodness here and now on earth, rather than hold my breath and wait for the hereafter.

Joe Bowman junior anthropology



Democratic reforms good, bad

Yugoslavia's language differences could mean nightmarish ads

I've watched the democratic reforms in Eastern Europe with great interest because I've been there.

Well, I wasn't exactly in the heart of the Eastern Bloc, but I went to Yugoslavia once.

For those of you who know Yugoslavia only as the home of oversized go-carts, let me fill in some gaps. First, Yugoslavia is stuck alongside Austria, Hungary, Romania and Bulgaria with the Adriatic Sea slapped up the other edge. The United States considers it communist, but our tour guide informed me that to the Soviets, Yugoslavia is capitalist. "Where East meets West," our tour guide said.

I mention all this because, from my limited tourist viewpoint, I could find little wrong with Yugoslavia. Only after I returned to the good ol' U.S.A. did I learn about Yugoslavia's internal ethnic problems.

As far as I was concerned, the biggest problems in Yugoslavia were chairless, Turkish toilets. The men in the party didn't mind, but...

Anyway, I've watched the democratic reforms in Eastern Europe with great interest because I've been to a part of it at a time when that part was already reforming.

One of the most fascinating aspects of my visit to this foreign land was the television. A few of the posh, metropolitan hotels we stayed in were equipped with beautiful TV sets with which I tried to decipher the news, soapoperas and, yes, even "The Love Boat."

I never figured out which language the shows were broadcast in, but it probably didn't matter much to the Yugoslavians. Our tour guide informed me that Yugoslavia is the land of six states, five nationalities, four languages, three religions, two alphabets and one wish: "Live a good life and don't work too hard."

Misrepresentation key to pro-life strategy

Jerry Paul Kreps' argument against abortion (DN, Jan. 18) was just the latest in a series of pathetic attempts to misrepresent the pro-choice view. It seems, however, that misrepresentation is the only hope the pro-life minority has in its attempt to enforce its will over the pro-choice majority. Unfortunately, insulting our intelligence isn't helping their cause one bit.

It is not a scientific fact that human life begins at conception. The next time you hear a pro-life advocate claim it is a fact, just consider the source. These are the same people

Our tour guide himself spoke seven languages fluently and "a small degree" of Italian, too. From his example, I got the feeling that each TV station in Yugoslavia could have broadcast in a different language, and the people wouldn't even care.

As an advertising major, the whole situation baffles me. If Yugoslavia continues to progress toward capitalism and commercialism, advertising will have to take on new dimensions there. Yugoslavian ads will have to transfer into Croatian, Slovenian, Serbian and Turkish, yet still retain



Jana Pedersen

the same, basic message.

And where will Yugoslavians turn to accomplish this goal? Where else but to the most wonderful word-turners in the world -- American advertising agencies.

American ad women and men will be the ambassadors of consumerism, dropping fabulous and market-worthy phrases throughout the land. Give American ad agencies five years in that country, and they will turn Yugoslavian television into a consumer's dream.

On the other hand, maybe it would be a nightmare.

When I was in Yugoslavia, I learned that Slovenian, Croatian, Serbian and Turkish don't translate perfectly into American English.

Our multi-lingual tour guide talked of "nature's beautiful creatures, the stalactites and stalagmites;" of Lake Bled, where they allow no motorboats "in order to prevent nature;" of the "extremely experience of sailing

on the Adriatic;" and of a Dubrovnik party that promised to be "an evening of gorgeous enjoyment, lasting until the small hours of Sunday."

Yes, I got the message, and I respect the guy for kind of knowing so many languages. But the flowery translations lost a little along the way.

And likewise, I'm sure English translates no better into the many languages of Yugoslavia.

It makes me wonder how well American slogans will work in the land of two alphabets.

Maybe if I returned to Yugoslavia after letting American ad agencies take over for a few years, I'd find a very different place.

A place where "Tastes great -- less filling" is an ad for Crest Toothpaste.

Where "Have you driven a Yugo lately?" fills the airways.

Where the Yugoslavian water polo team shows us their Jockeys.

And where "Just do it" is an ad for Trojans.

Now that I think about it, maybe I won't return. After five years of American ad agencies and mutated translations, Yugoslavia could be a really bad trip.

I'm afraid the world's greatest word-wonder-workers would leave the land of four languages more confused than I was while staring at a roast tuna rotisserie during the small hours of a Sunday in Dubrovnik.

But that's another story.

Instead, I think I'd rather leave the fate of advertising in Yugoslavia up to a native son who knows of all of the four languages -- my old tour guide.

After all, who else but a native son would know how to sell an extremely experience of gorgeous enjoyment?

Pedersen is a sophomore advertising major, a Daily Nebraskan night news editor and editorial columnist.

Constitution only recognizes people who have been "born," so invoking it to support your argument may not be such a good idea.

The issue of abortion is a very emotional one. However, it is not the only issue facing today's society. I want everyone to keep that in mind for the upcoming elections. Please vote, but voting on the basis of a single issue will do more harm than good.

Keith Richter sophomore anthropology