

Daily Nebraskan

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University of Nebraska-Lincoln

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EDITORIAL

Giving them away

Free tickets mean lost money for NU

Apparently the easiest — and cheapest — way to get tickets to Nebraska football games is to get elected to the state legislature.

While average Nebraska fans have combed the streets around Memorial Stadium to buy tickets at inflated prices, several officials have taken advantage of this state government's most valuable perk — free football tickets.

But the perk lasts beyond the fall.

In the past year, state officials accepted more than \$12,000 worth of tickets from the University of Nebraska to football and basketball games and events at the Lied Center for Performing Arts.

For years, it has been a tradition for state officials to be offered free tickets; until this year the value of the tickets was not disclosed.

But a ruling by the Nebraska Accountability Disclosure Commission required the university to report its entertainment spending under state lobbying laws.

Last year's totals, released Friday, include:

- \$9,792 worth of season football tickets.
- \$187 worth of single-game football tickets.
- \$1,316 worth of basketball game tickets.
- \$750 worth of event tickets from the Lied Center.

The tickets amount for most — but not all — of the university's \$13,183 entertainment budget.

That total, most likely, will continue to climb.

Ticket prices continue to rise and the demand certainly has not fallen off.

Football fans have bought up every ticket to Nebraska's home games since 1962, basketball crowds have consistently grown as the Cornhuskers have improved into an NCAA-caliber program, and patrons of the arts have begun to notice the high caliber of shows being offered at the Lied Center for Performing Arts.

But university officials would like people to believe that the money isn't being lost.

"The university is not actually spending the money," said Richard Wood, NU's chief legal counsel, "it is only the value of the tickets."

It is, however, money the university could be making by actually selling the tickets instead of giving them away as door prizes to the 49 members of the Legislature and six state constitutional officials.

OTHERS' VIEWS

Trivial talk

Soundbites seem to have no real purpose

Turn on the evening news, and they turn out everywhere. Soundbites. Long or short sentences, sometimes only mere phrases, generally intend to boost a candidate's name in the polls. A good soundbite may spell election success; a bad one may backfire, surely tarnishing the future of a political career.

That's why it is so essential to emerge victorious in the war of soundbites. From an embarrassing vice-presidential "potatoe" to an election-winning "read my lips, no new taxes," the soundbite has increasingly become the queen of newscasts' lead stories and front-page headlines.

Unfortunately, the notoriety has not been well deserved. The actual content of the soundbites is appallingly small.

Their purpose seemingly is to satisfy the audience craving the quick applause and acceptance.

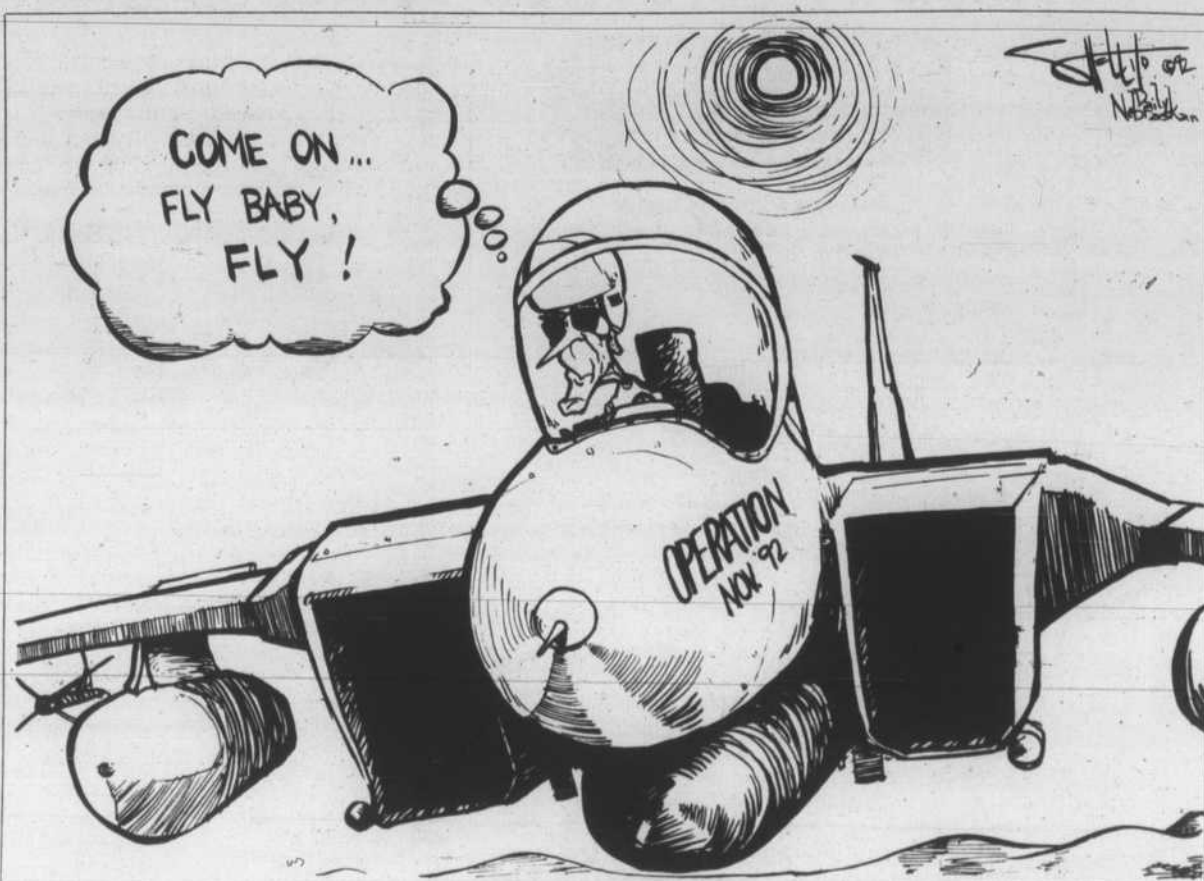
—The Daily Iowan

EDITORIAL POLICY

Staff editorials represent the official policy of the Fall 1992 Daily Nebraskan. Policy is set by the Daily Nebraskan Editorial Board. Editorials do not necessarily reflect the views of the university, its employees, the students or the NU Board of Regents. Editorial columns represent the opinion of the author. The regents publish the Daily Nebraskan. They establish 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 students.

LETTER POLICY

The Daily Nebraskan welcomes brief letters to the editor from all readers and interested others. Letters will be selected for publication on the basis of clarity, originality, timeliness and space available. The Daily Nebraskan retains the right to edit or reject all material submitted. Readers also are welcome to submit material as guest opinions. The editor decides whether material should run as a guest opinion. Letters and guest opinions sent to the newspaper become the property of the Daily Nebraskan and cannot be returned. Anonymous submissions will not be published. Letters should include the author's name, year in school, major and group affiliation, if any. Requests to withhold names will not be granted. Submit material to the Daily Nebraskan, 34 Nebraska Union, 1400 R St., Lincoln, Neb. 68588-0448.



ALAN PHELPS

MTV News nothing but flash, fluff

I don't think I watched MTV at all this summer. But with the beginning of classes, I moved in with my roommate, who tunes in to the pop channel all the time.

I don't sit down and stare at it with him, but on occasion I catch a glimpse. It's painful, but it happens.

One of the biggest babblers on Music Television is Kurt Loder, weeny star of "MTV News." When MTV



first began to air this pseudo-news program, it was all about music. Kurt would go out and talk to bands; discuss concert dates, tattoos and makeup; give us the lowdown on Madonna; and generally glorify MTV.

Nowadays, I've found, "MTV News" has expanded its coverage. As MTV has grown and started to think of itself as some kind of generational leader, Kurt and the boys have taken up the pursuit of real news.

But it's a long way from CNN.

When you tune into "MTV News," you are treated to a decidedly different slant on world events. Loder and his partner, "that MTV News girl," continually update us on the MTV Agenda, in which George Bush is a bad guy, Dan Quayle is an idiot, Democrats are cool and Slash's opinion on world events really DOES matter.

The news segments are flashy, with all kinds of neat camera angles and slices of groovy dance music looping in the background.

I've never understood why MTV cameras can't be still, why they always float around. Perhaps it somehow adds a cool factor to the person who is speaking, simply because people who wobble around and turn on their sides for no reason are great.

I know I am impressed when I talk with people who are able to lean at incredible angles without losing their balance. It's even better if they can move close to me, then rush back, then rush up again at the same time.

"MTV News" did a lot of this

camera trickery during the party conventions. I saw one during the Democratic National Convention in which a couple of no-name glam-band members interviewed some of the Hollywood fare who always show up at Democratic functions. The convention looked pretty exciting with everyone leaning this way and that over a funky beat.

The subjects "MTV News" usually concerns itself with are the standard issues we young people are supposed to be concerned with—censorship, the abortion battle, racism, sex, the environment and sex in different environments.

It gets old after a while.

Actually, it gets old rapidly. The amount of repetition on "MTV News" is overwhelming. But then, it probably takes awhile for Kurt to beat his views into the MTV-heads.

But when a new segment is about to be produced, the MTV "newsroom" must be a beehive of activity. I'm sure the brains behind it all is Kurt Loder, the man who decides what news is fit to run.

Kurt: Well, what's in the news today?

Nameless MTV weasel: Hmm. A quarter-million homeless in South Florida, death in Somalia, Yugoslavia, Afghanistan, Azerbaijan and Iraq ...

That MTV News Girl: Hey, what does Axl Rose think of Roe v. Wade?

Kurt: That death thing, there might be something there. All right, it's settled then—another segment on the evil Tipper Gore and her anti-American ways and how the government is out to silence rap stars.

Kurt always delivers the "news" in a very serious way, rather Dan Rathersque, but with that hip edge that only Kurt has. Kurt is a self-styled crusader, battling daily against those who would keep Flavor Flav's opinions from us. Kurt's fighting a war, and he's taking no prisoners.

I'd like to see Kurt go one-on-one against, say, Peter Jennings. Kurt could even have the girl for a tag

team. Then we would see who was the real journalist.

I suppose "MTV News" is good in some small, insignificant way, because at least the MTV-heads get a little dose of the real world, however slanted it may be. MTV has made the news—some of it, anyway—entertaining to their target audience, and that is an accomplishment. Few who stay locked into Cablevision's channel 25 ever drop to 24, and MTV might be their only window to the outside.

However, when that window is painted over by Kurt Loder, it's hard to see the truth.

I wouldn't have a problem with "MTV News" if it didn't pretend it was news. If it was called "MTV Stuff" or "What Kurt Loder Thinks," that would be peachy. I've written columns before that I think Kurt would agree with, but they always appear in the opinion section of the paper.

Our landlord came over last week to spray our house for cockroaches. I wish he could spray for MTV.

Like the German roach, one of Lincoln's most numerous varieties, MTV likes to hide in cracks and behind cupboards. It drinks water from the pipes under your sink, scrambles across your floor and into your dirty clothes hamper, and then—bam!—The Week in Rock.

MTV breeds in a 30-day cycle. The egg bundles are easy to recognize if you know what you are looking for. After you have sprayed in the corners and baseboards of each room, set off a bug bomb and get out of the house.

I guess I'm just tired of MTV and its pretentious assumption that it actually matters. I'm tired of hypocritical rock stars telling me to vote; I'm tired of little kids wearing their clothes backwards; I'm tired of a channel that is basically one long commercial for jeans.

Phelps is a junior news-editorial major, the Daily Nebraskan wire editor and a columnist.

P.S. Write back

The Daily Nebraskan wants to hear from you. If you want to voice your opinion about an article that appears in the newspaper, let us know. Just write a brief letter to the editor, sign it, (don't forget your student ID number) and mail it to the Daily Nebraskan, 34 Nebraska Union, 1400 R St., Lincoln, Neb. 68588-0448. Or stop by the office in the basement of the Nebraska Union and visit with us. We're all ears.