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EDITORIAL

Turn on radio

UNL should ignore TV sports coverage

It's a little late in the game for UNL to be looking at a bid for exclusive television rights to Cornhusker football games. Especially when radio is a sure winner.

Last week, Omaha's WOWT-Channel 6 offered the University of Nebraska-Lincoln a proposal for television rights, beginning in the fall of 1993, to all Nebraska football games not carried on network TV.

Under the proposal, WOWT would pay \$1.8 million for the rights over a five-year period.

Kim Phelps, assistant vice chancellor for business and finance at UNL, said university officials had listened to the proposal, but had not given the station a response.

Not enough time has passed, Phelps said, for WOWT's proposal to work its way "through university channels."

Granted, "university channels" could mean another 20 years before anything more is heard of WOWT's proposal.

But forget TV channels, folks.

Radio is the ticket.

UNL is about to score a touchdown with a radio contract that could bring in \$800,000 annually as part of a three- or five-year deal.

KFAB currently broadcasts Husker games, but its contract expires July 31, 1993. The station is attempting to have that contract renewed.

Two other Omaha stations — WOW and KKAR — are competing with KFAB for the exclusive radio rights to Nebraska football and men's basketball games.

The contract is to be awarded today. The NU Board of Regents then will have to approve it.

A five-year contract for radio rights would generate \$4 million for UNL, while a bid from WOWT would net only \$1.8 million.

At the same time, if the university accepted the television offer, KFAB would reduce its bid, said Bob Sweet, the station's general manager.

Sweet also warned that the other radio stations most likely would follow suit.

Cornhusker radio rights after a television contract was awarded to Cornhusker football and basketball would be "nowhere near worth \$4 million," he said.

"Do they want to generate revenue off of radio or television? They cannot do both at this level."

And what would expanded television coverage do to already dwindling student football ticket sales?

This year, 7,500 student tickets were sold, 500 less than last year — a trend that has continued for the past 10 years, said Joe Selig, Nebraska's athletic ticket manager. With Nebraska football always on television, UNL would risk losing more students, and other fans, to the comfort of their living room screens, especially on those chilly November afternoons.

Nebraska's major football games — the ones worth watching into the second half — already are televised by the networks.

So why bother?

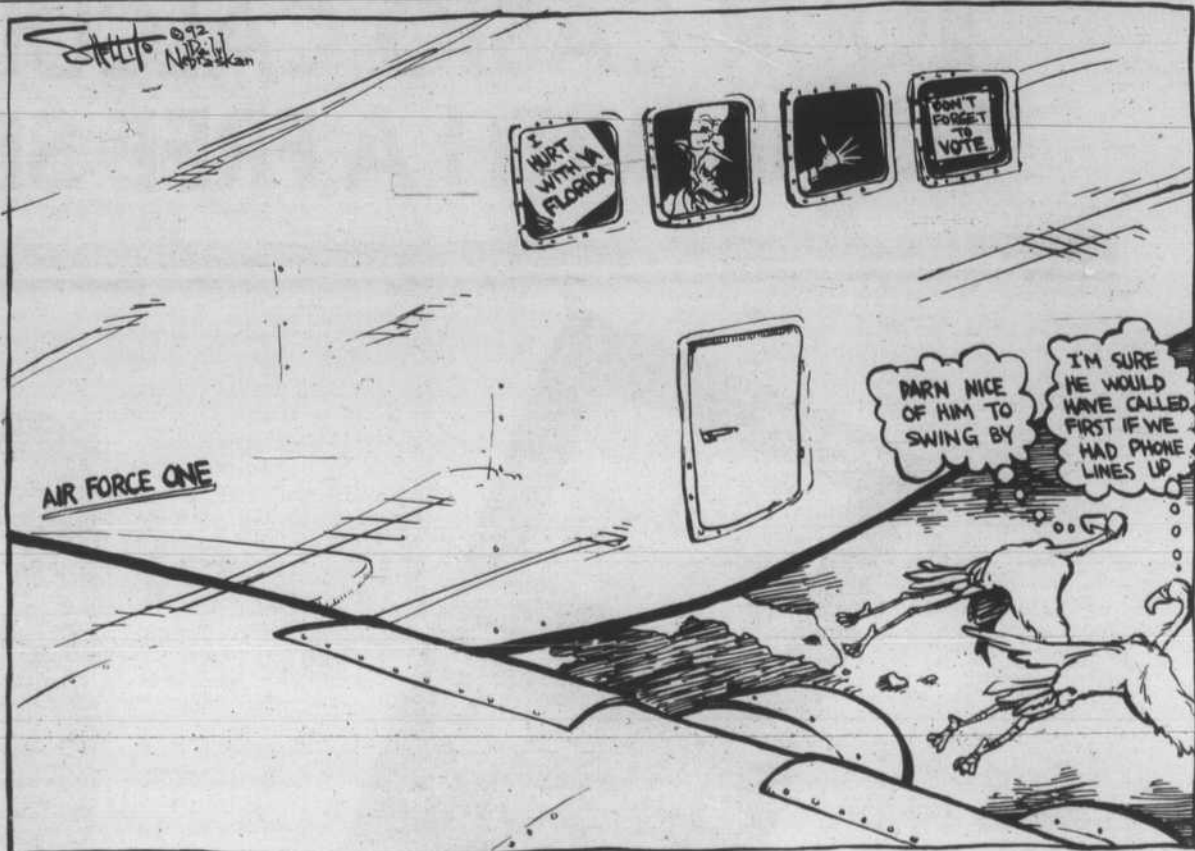
If UNL officials are keeping score, they'll realize that a television contract is a waste of time.

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.



CRAIG HECKMAN

Republican Party angers women

"... encourages women to leave their husbands, kill their children, practice witchcraft, destroy capitalism and become lesbians." — Pat Robertson

This quote by the Rev. Robertson does not refer to cults, Satan or indeed any religious topic. This is how Robertson described the feminist movement.



Robertson has some sort of bizarre fear of feminists.

The quote might have passed into obscurity but for one very important factor: Robertson was recently a featured speaker at the Republican National Convention.

His appearance highlights an important development in the Republican Party. It has ceased to be the "big tent" party and now increasingly caters to the radical far right.

In the process of this change, the party has alienated a large segment of the American population: moderate women voters.

In addition to Robertson's comments — about which little else needs to be said — the party's platform includes a plank on abortion calling for a constitutional amendment to end abortion once and for all.

A majority of Americans does not approve of changing the Constitution in this matter.

The plank would outlaw abortion in all cases except where the life of the mother is in danger. This policy ignores the very important exceptions of abortion in the case of rape and/or incest.

Many anti-abortion advocates will agree that a 13-year-old who has been raped by her father may have a right to an abortion. Many of the people who

feel this way are women who are naturally closer to this issue than the men who wrote this plank of the platform.

The rigidity of the Republican Party's stand on abortion does not sit well with many of the Reagan democrats who also voted for Bush four years ago.

Many of these voters may shift back to the Democratic Party that realizes abortion is a problem that needs solved. The Democrats also accept the fact that this is a real-world problem that cannot be solved by forcing abortion underground — out of sight, out of mind as it were.

The talk of family values has also created a sore spot. It seems that those preaching family values are really saying that women need men and cannot survive without them. While it is important for children to have positive male role models, the single mother does not need a husband to raise a family.

Both the outright attacks on a successful working mother, Hillary Clinton, and the veiled threats directed at her, seem to be saying that she, and in essence, all working mothers, cannot be as good as the mothers who stay home.

Marilyn Quayle, in her speech to the convention, indicated that women get more satisfaction from raising a family than do men. This may be true for her family, but it does not apply to all families.

She also patted herself on the back for giving up her successful law career to follow her husband and raise their family. Again, good for her, but what she was really saying is that women who do otherwise are not as good, or as loving as women who stay home.

These views may have been the norm in the 1950s, but they have very little in common with the 1990s. The changing demographics of the family and the increasing number of women in the workplace have changed the reality of the American family.

The leadership of the Republican Party, in adopting its rigid stance, has

proven itself to be out of touch with mainstream America in general and specifically with women.

It is not only the radical party leadership that has alienated women. The Anita Hill/Clarence Thomas hearings showed America just how certain U.S. senators feel about women.

Sens. Alan Simpson of Wyoming and Arlen Specter of Pennsylvania provided what should be considered some of the lowest, sleaziest and most sexist comments ever to air on television.

Hill, who had nothing to gain, came out with her accusations and was vilified on national television while Thomas, who had everything to lose, was believed to the point that he now has a lifetime appointment on the most important court in the land.

This was a dramatic step backward for all women. With one vote, the Senate did more to harm women in the workplace than had been done by the previous 11 years of Reagan/Bush, which were significant in its own right.

Luckily, Specter is facing a very tough battle for re-election. Lynn Yeakley entered the race in large part because of Specter's actions during the hearings and proceeded to win the Democratic primary.

Hopefully the voters of Pennsylvania will see Specter for what he really is: out of touch, misguided, sexist and just plain against women.

President Bush has done a remarkably poor job backing up his family values rhetoric with meaningful action. He has vetoed a recent family leave bill and has threatened to veto a similar bill this year. He doesn't appear to support equal pay and opportunity for women in the workplace.

As a potential parent, I would rather place my faith in a party and a leader who not only support women's rights, but also back up their actions with concrete deeds. I have great respect for a woman and working mother who is not afraid to voice her opinions as Hillary Clinton has done.

Heckman is a graduate student in political science and a Daily Nebraskan columnist.

P.S. Write back

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