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TUESDAY



WEATHER:

Today - Mostly sunny. Hot.
South wind 10 to 20 mph.
Tonight - Mostly clear. Low
70 to 75.

August 22, 1995

Retailers say Herbie still husking big green

By Paula Lavigne
and Trevor Parks
Senior Reporters

His job was to excite fans on the sidelines, but the key to Herbie Husker's survival depended on whether he excited fans in the stores.

Athletic administrators announced their decision to replace Herbie this summer, but they had been talking about it since February, said Al Papik, senior associate athletic director.

INSIDE:

■ Please see page 6 for more Herbie Husker coverage.

A new mascot will be approved by Athletic Director Bill Byrne, who was out of the country Monday.

Chris Anderson, director of Nebraska Sports Information, said the decision was based on a survey of 900 season ticket holders and recruiting, marketing and public feedback.

City mourns slain Omaha police officer

By Steve Kline

The Associated Press

OMAHA — For the first time in more than 20 years, Omaha will bury a police officer killed in the line of duty.

Officer James Wilson Jr., a 24-year-old, third-generation police officer, was shot in the head about 8 p.m. Sunday when he stopped a van to check its registration. He was declared brain dead about an hour later but was kept on life support until 5 a.m. Monday, said a University Hospital spokesman.

Two men were arrested about 9:30 a.m. Monday at a south Omaha housing project about six miles from the residential neighborhood where Wilson was shot. They were being questioned about the shooting. Police said a third man later surrendered.

Their names were not made public, and no formal charges had been filed late Monday.

"What a tragedy for the police department, his family, for everyone in Nebraska," Gov. Ben Nelson said.

"We just don't know what to think when we see this sort of thing happen in Nebraska," Nelson said. "It's senseless. It's cowardly."

Wilson had stopped the van, which he suspected was stolen, a few miles northwest of downtown.

Before he could get out of his patrol car, he was struck by shots fired from the van, witnesses said. The van sped off, and neighbors called 911.

"I am outraged by such a cold-blooded act," Omaha Mayor Hal Daub said.

Daub said officials believed an automatic or semiautomatic weapon was used.

Wilson had been on the police force for about a year. His father, James Wilson Sr., and grandfather, Walter Olson, also had served with the Omaha Police Department. Fellow officers, including many off-duty officers, volunteered to help search for suspects.

Police searched for the van using the description from one of Wilson's last radio calls. When two officers spotted the van and tried to stop it, at least two men fled from the van and ran into the Southside Terrace Homes.

Through the night and into the morning, police stopped every vehicle that tried to enter or leave the Southside Terrace Homes area.

The last time an Omaha policeman was killed in the line of duty was June 5, 1974, when officer Paul Niels was shot by a man with a shotgun who had barricaded himself in a home.

Wilson was the 22nd officer to be killed in the line of duty in the 129-year history of the department. The mayor asked citizens to fly flags at half-staff in honor of Wilson.

"They'll still buy Herbie. He's still the mascot in the fans' eyes."

■
JIM CORNELL

Nebraska bookstore general manager

Physical appearance, age, gender and racial issues made Herbie's popularity wane.

"People felt he was very outdated," Anderson said. "He was a misrepresentation of farming and agriculture."

Anderson said Herbie didn't sell, but representatives at local retail stores said sales showed otherwise.

Jim Cornell, general manager of Nebraska Bookstore, said Herbie sold on everything from coffee mugs to golf club covers.

"Herbie's always sold well," Cornell said.

Gwen Plummer, assistant manager at University Bookstore, said out-of-state customers recognized Herbie as the Nebraska mascot. He

sold better to those customers than to college students, she said.

And Herbie merchandise has always moved off the shelf at the Big Red Shop, selling as well as other Cornhusker items, said manager Loraine Livingston.

After the announcement was made that Herbie's mascot days were over, Cornell said, sales at Nebraska Bookstore "shot through the roof."

"People are seeing them as collector's items," he said. "They'll still buy Herbie. He's still the mascot in the fans' eyes."

Nebraska fans, regardless whether they're nostalgic about Herbie, are encouraged to offer

NEW MASCOT SUGGESTIONS

Marketing Director Heidi Cuca said a committee was taking ideas from the public and The 21-year-old mascot will remain a licensed logo of the University of Nebraska-professional marketing agencies.

Cuca said the athletic department had an outline of what to look for in the new mascot.

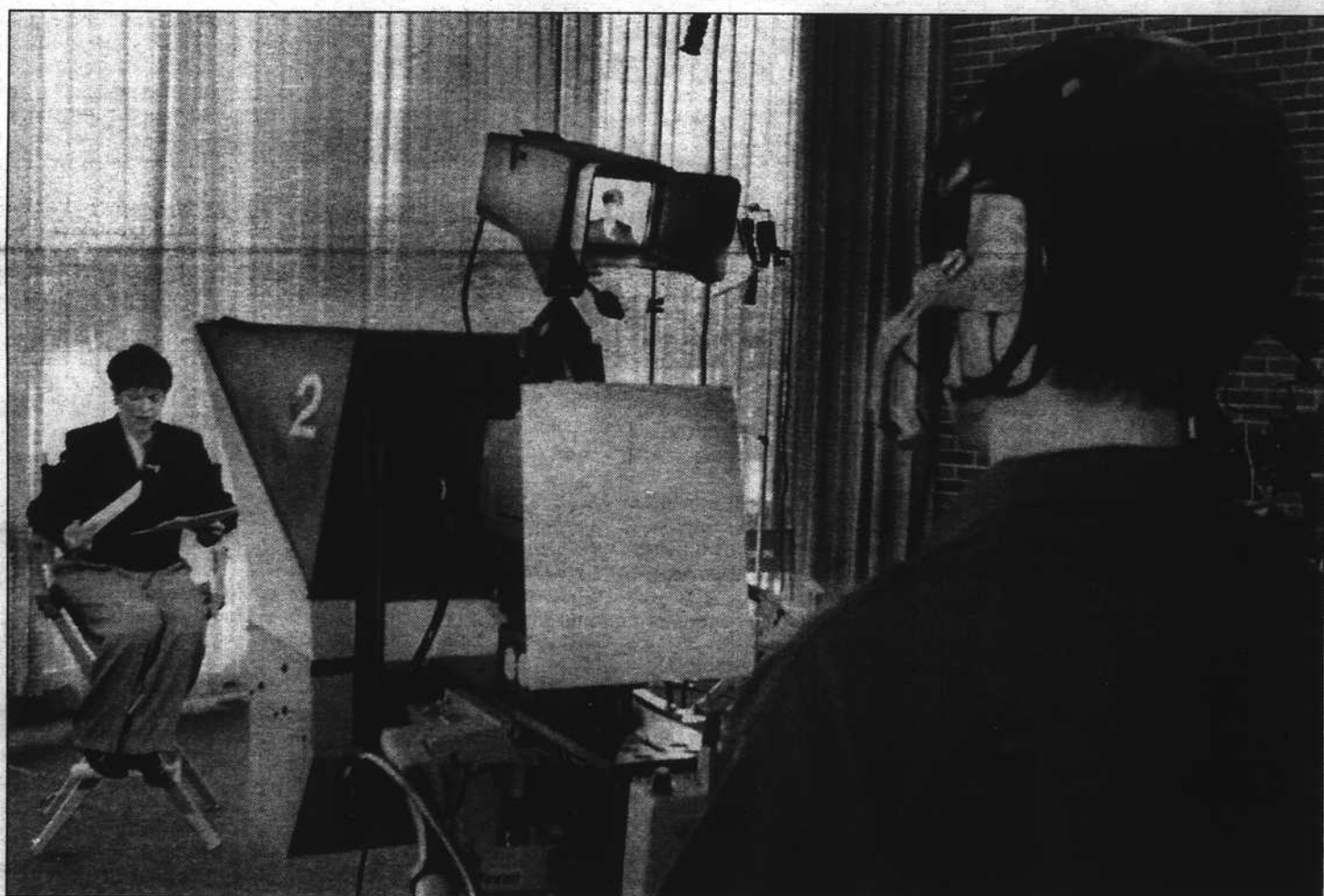
"We're looking for something that's athletic, we're looking for something that's strong, we're looking for something that's powerful and can entertain," Cuca said. "We want something that will represent Nebraska well anywhere whether it's New York City or Lexington, but we're kind of struggling."

Lincoln Athletic Department, Anderson said.

Herbie merchandise still will be produced. And Herbie will continue to exist — off the field.

The department's research found Herbie appeals to children. He will greet people outside the stadium before football games and continue to be involved in youth activities, Papik said.

"Herbie's not dead."



Jon Waller/DN

Camera operator Lawrence Gibbs goes through microphone, lighting and script checks with anchorwoman Deb Collins before the KOLN-TV (Channels 10/11) newscast at 6 p.m. Monday in the Nebraska Union.

Broadcast eye shines live from union

By Matt Woody
Senior Reporter

Lincoln's only commercial television station is taking its show on the road.

First stop: the Nebraska Union.

Beginning with its 5:30 p.m. newscast Sunday, KOLN-TV (Channels 10/11) has been broadcasting its news live from the heart of the University of Nebraska-Lincoln campus.

Glen Mabie, newsroom manager, said while the television station was retooling its newscast set, it needed a temporary home. And UNL was an easy choice.

"The thousands of students and staff make it a city unto itself," Mabie said. "And there's a lot of interest in what goes on there."

But the 10/11 News team found out what looks good in theory does not necessarily work well in practice.

"Let's call it a logistical nightmare," Mabie said.

Although the cast and crew is experienced in doing remote broadcasts, he said, "I don't think any of us have undertaken something like this."

Some of the arrangements include finding adequate power for the remote truck, a location for the makeshift studio and support for engineering and production.

The television station got all the help it needed from the university.

Phyllis Larsen, UNL public relations director, said the office was sponsoring the effort, making all the arrangements in only a few days.

"The union was very cooperative and excited about them coming in and using their space," Larsen said.

Public relations paid a nominal amount to cover rent for the space, but Larsen said it was money well spent.

"What we get out of it is a lot of great air

TV participation thrills new student

By Matt Woody
Senior Reporter

The temporary relocation of KOLN-TV (Channels 10/11) on the University of Nebraska-Lincoln campus had a personal impact for one new student.

Courtney Shaw, a freshman from Lincoln, was the subject of a story that will air today.

Shaw said she was filmed Wednesday as she moved into her room in Selleck Hall and met her roommate, Gloise Hunter. She also was filmed as she made her way around campus Monday.

See BROADCAST on 7

See SHAW on 7