

the glassy eye



Mike Kluck

Ads make Super Bowl a winner

I'm sorry, but it's too late. For people who have a product to sell and want to advertise it during Super Bowl XXX, the most-watched sporting event of the year, the deadline has passed. Those advertising spots were sold out two weeks ago.

But don't worry, those people who didn't get their ads on television are probably not too disappointed because of the million dollars they saved.

Over the past few years, as more and more Super Bowls have gone from super build-up to super dud by the second quarter, the only entertainment fans watching the game have found are the commercials aired throughout the game.

That is why advertising executives have made or lost careers on commercial gimmicks they have used to fill that 30-second/million-dollar spot.

It is also the reason that Super Bowl Sunday could be called premiere night for new commercials.

Last season, Pepsi scored big during the Super Bowl with its boy in the bottle commercial.

For those of you who don't remember the commercial, a boy is using a straw to get the last drop of Pepsi from the bottom of the bottle. But in the process, he sucks himself into the bottle.

The commercial was also a success for the video technology it used to produce the commercial's images.

But this advertisement was part of a rebounding gimmick for Pepsi. Two years earlier, Pepsi built up the idea of having a three-dimensional commercial during halftime of the game.

But that one bombed as people were unable to see the 3-D effects, and another executive learned 3-D wasn't going to make a comeback.

Budweiser was one of the early products to have huge success with advertising for a Super Bowl commercial.

In the late '80s, the "King of Beers" introduced the nation to the pastime of "Bud Bowl." For weeks leading up to the real game, Budweiser promoted its advertising game to create suspense for the event.

Then, at various commercial breaks throughout the Super Bowl game, the "Bud Bowl" would take place. In the beginning the Bud Bowl was complete with bottled coaches throwing clipboards, the quart bottle (nicknamed the Fridge) running in for a touch-down and trick plays.

As that year's Super Bowl score grew farther and farther apart, the "Bud Bowl" became more and more exciting until Budweiser produced a dramatic come-from-behind victory.

As the years have gone on, the "Bud Bowl" has dwindled in both popularity and creativity.

Budweiser, realizing this drop-off, again came up with a creative new advertisement last year by using toads to promote Budweiser. This ad has taken off throughout the past year with various creative versions being added to it.

So no matter whom you root for or how bad the score becomes in the game, probably the best debate on the day after the game will be who won best commercial.

Kluck is a graduate student in Journalism and a Daily Nebraskan senior reporter.

Old-time humor

81-year-old comedian likes to get the laughs



Travis Heying/DN

L.D. Focht, 81, spends part of his retirement years doing comedy. Focht said he believes comedy has done a lot for him.

By Gerry Beltz
Senior Reporter

George Burns, look out. L.D. Focht is coming. Focht, 81, takes part of his time to do stand-up comedy in and around Lincoln.

"I just fell into it," he said. Focht, a 1948 graduate of UNL in business administration, said he first discovered his love for evoking laughter after he retired from the postal service in 1973.

"One funny thing about that," he said, "my final title with the postal service was 'Chief Personnel Director,' but I was never called that. 'I was called a lot of other things, but never 'Chief Personnel Director.'"

It was a Nebraska summer to thank for Focht's desire to be a comedian, he said.

"One hot summer, I went out without wearing a hat," he said, "and I've been thinking funny ever since."

Focht has performed his impressions of Rodney Dangerfield, John Wayne and W.C. Fields in a plethora of surroundings, including senior diners, conventions, banquets, parties and even a

fraternity at UNL, he said.

"I'll do an act at the drop of a hat," he said. Focht even took his act to the waves once, when he filled in for the regular entertainment on an ocean cruise.

"The emcee almost died, but I went up and helped him out a couple of times," he said.

"Eventually, someone in the audience yelled out 'Hey, get Leonard to tell another joke,' so I hopped back on stage and said, 'and now, back by popular demand ...'"

Being a comedian has brought Focht no regrets, he said.

"It really has done a lot for me," he said. "It loosens a person up and improves the personality."

"It makes my day every time I go out. I'm kind of a ham; I like to get the laughs."

But when it comes to the younger generation of comedians, Focht isn't very impressed. Today's comedians lack the style of their predecessors, including the likes of George Burns and Jack Benny, he said.

"Some of them today are so rapid-fire," he said. "Their timing just isn't as good as the old-timers."

Focht did have some advice for those who were thinking about pursuing his line of work.

"If you flub a joke, you have to have something ready to throw in there to cover it up," he said. "If you're playing the piano and hit a sour note, it just kind of hangs out there."

The usual fee for Focht's 20-minute act is \$25. But that figure is negotiable and, in certain cases, unnecessary, Focht said.

"Those people down at the senior diner don't have a treasury," he said, "so I just perform for free."

"I really don't care if I get paid or not. If anybody asks me, I'll entertain 'em."

Any plans on quitting anytime soon? "Absolutely not," he said. "I'm 81 years old and don't feel a day over 90."

"It's like George Burns said: 'If I quit, I'd die.'"

Benoit to play at Zoo Bar



Photo courtesy of Justice Records
Blues man Tab Benoit will bring his guitar-driven style of jazz/blues/rock 'n' roll to the Zoo Bar tonight.

By Cliff Hicks
Music Critic

Southern shotgun-style blues master Tab Benoit will blast out his jazz/blues hybrid tonight at the Zoo Bar, 136 N. 14th St.

Benoit is only 28 years old, yet with three full releases under his belt, as well as an appearance on "Baywatch Nights," Benoit has been there and done that.

Both his first and second releases, "Nice and Warm" and "What I Live For," have garnered praise from many critics. But the response to his latest album, "Standing On The Bank," has been even better.

Ever since he learned to play guitar in his hometown of Baton Rouge, La., Benoit has been playing wherever he can, starting at weddings

See BENOIT on 10

UPC sponsors juggling event at Union tonight

From Staff Reports

Ron Pearson, juggler extraordinaire, will throw his stuff around the Centennial Room on the second floor of the Nebraska Union tonight at 8.

Pearson, who regularly appears on the Encore channel and will appear in the upcoming Leslie Nielsen film "Spyhard," combines juggling and comedy in his performances.

This event, sponsored by the University Program Council, is free to students with identification and \$3 for non-students.

University Program Council

