

OPINIONPAGES

OUR VIEW

Beer (\$) chaser Alcohol advertisers to drink up opportunity

Just when you thought you had seen everything there was to see on television, along comes the Distilled Spirits Council of the United States to bring on a whole new prime-time lineup.

The council recently decided to lift its 50-year-old self-imposed ban on broadcast advertisements for hard liquor, setting the stage for big-money ad battles for consumers' alcohol dollars.

But while TV junkies may look forward to the Budweiser Frogs going head-to-head with Wild Turkey's wild turkeys, not everyone is applauding the council's action.

In fact, President Clinton has said that he hopes the council will reverse its decision. Others have followed suit, arguing that TV time for hard liquor sends the wrong message to America's children.

At the same time, it's doubtful that the ads will run during Saturday morning cartoon time. What's more, beer and wine ads, long allowed and accepted, have become increasingly pervasive on the airwaves — yet they seem not to be an issue in this debate.

Also conveniently left out of the mix is our old friend the First Amendment, which the Supreme Court interprets as saying advertisements, as long as they are true, are a protected form of speech.

So whether the ads send an unwelcome message — to children or to adults — is not the issue. At issue is a company's right to advertise a legal product.

And, of course, the viewing public's desperate need for something new to watch.

BRIEFLY

Time for support

Tracy Jensen has spent more than two years trying to raise the spirit of the University of Nebraska-Lincoln. Now the students of this school should try to return the favor.

Jensen, a junior from Lyons, is a UNL cheerleader. She injured herself during practice last Wednesday when she fell on her neck while attempting a round-off to a back handspring to a single back tuck.

She has been in critical condition at Lincoln General Hospital since the accident.

The university and students should support Jensen, her family, friends and fellow members of the UNL Yell Squad during the athlete's recovery — especially during the holiday season.

We hope everyone will keep Jensen in their thoughts, send flowers and cards to the hospital and attend the benefit concert that has been planned by local radio stations and Jensen's Delta Delta Delta sorority sisters. The concert will held at the Royal Grove at 9 p.m. on Thursday.

Jensen's medical bills could run into the millions of dollars. Tickets for the 19-and-over show are \$5. That's a small price to pay for someone who has given her all for her school.

MEHSLING'S VIEW



LETTERS

R-E-S-P-E-C-T

It's a matter of respect.

Evidently Klaus Marre (Letters, Dec. 10, DN) did not read Sonia Hollimon's column to completion, or simply refused to think from the perspective of another person.

Hollimon's point seemed clearly aimed at a "subset" of that group which borrows or adopts the trends of another culture. She pointed out that some have adopted such traits through actual living proximity to another culture. Thus many "white" people listening to rap and using "black" lingo are respectfully participating in genuine cultural borrowing.

Hollimon is focusing on the subset — that group which trivializes another culture by superficially using the concept of cultural borrowing.

If you are a member of a particular culture (which applies to all of us!) you can recognize genuineness and sincerity — you feel the comfort that comes from respect. You also can recognize the opposite, the discomfort that comes from lack of respect.

Hollimon has obviously encountered both, and chose to express her frustration with the latter. Let's not condemn her for pointing out a most common experience of people within her culture. She is a journalist with a responsibility to write about that which she feels is pertinent to her world. This issue — so closely related to racism itself, makes us feel very strongly and deserves intelligent discussion. I would say that Hollimon would be perfectly comfortable with the Waverly boys had they treated her like another person, as opposed to giving her the "look over" as if she were some "homegirl" who would automatically accept them because of their ability to "act" the way they "believe" she wants. They are "assuming"!

Klaus simply took the opportunity to attack and express a few stereo-



MATT HANEY/DN

types — a common reaction from majority members who find it difficult to deal with minority expression.

Keep it up, Sonia, most of us know exactly who you're referring to, and the same crowd irks us too.

Jon Appleget
freshman
music

"WANNABE" A RACIST?

I am writing in response to Sonia Hollimon's column, "Don't make me get ethnic, fool," (DN, Dec. 9).

I know the type of people that Sonia is talking about, and I can also see her point on how silly these people may appear, but Sonia ... can you get a little more racist? Just because these two "wannabe ... white boys" were listening to rap music doesn't mean that they "wannabe" African-American. I would think that you would appreciate them opening their eyes to a different culture.

Sonia contradicted herself in her final paragraph. She wrote how she enjoyed country swinging and English tea, and how she is not trying to "be white." Well, Sonia, quit

flattering yourself. These two "wannabe ... white boys" weren't trying to be black. They were enjoying a different culture, just like you like to do.

David J. Pedersen
sophomore
broadcasting

HARSHNESS

In response to Sonia Hollimon's column, "Don't make me get ethnic, fool," (DN, Dec. 9) I found the whole commentary extremely harsh. I didn't think it was very fair to people who quite possibly are just trying to be themselves.

Sonia, you said yourself that you didn't want to be accused of "acting white," but you turn around and accuse whites of "acting black."

In my own opinion, there are a slew of social options that people are trying to fit into as they come of age in the '90s. Black or African-American, though admittedly prevalent, is just one.

Furthermore, in my view, imitation is the highest form of flattery. Obviously, pretending to "pack" a weapon is not something most people admire, but there are things about black culture that people find "cool" and want to assimilate into their own lives — much like words from foreign languages have been assimilated into the English language. Is that so wrong?

You were right to be upset about a couple of guys who assumed you were "hot to trot." But you know what? They've probably done it to other girls/women who weren't black. Likewise, it's not appropriate for them to assume anything about a person exclusively by the color of their skin, whether black, white or whatever. If there's anything we've learned over the past decade of political correctness, I hoped it was that.

Rachael Seravalli
Lincoln

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