

Fifteen candles burn brightly for USA Today

USA from page 1

features tightly written to let the reader absorb it quickly.

It was this quickness that most critics of the new paper took after. Old-school newspaper hounds attacked the new paper for its brevity, calling it the print version of radio. Even USA Today's own former editor, John Quinn, once quipped that the paper was "bringing new depth to the definition of shallow," and that if the paper won a Pulitzer Prize, it would be for "best investigative paragraph."

"Being brief is not something USA Today started at all," Thien said. "But it got blamed for that in a negative way."

"I didn't expect the establishment press to be so nasty."

But Thien said the one fact that killed critics was that readers liked it. And it wasn't just the paper's target audience that was buying.

"The surprise were the people like my mother who liked it," he said. "My mother was not our audience. Nor were blue-collar workers in Detroit."

That first paper sold more than a

million copies. It had colorful front pages and infographics, short stories, an institutionalized commitment to diversity in the news pages and the now-famous color weather map. Newspapers tripped over themselves to duplicate it all — sometimes with disastrous results — and the upstart sent ripples through an industry steeped in tradition.

Keith Woods, a researcher with the Poynter Institute for Media Studies, said USA Today pioneered those areas, and the fact that the paper is still in existence stands as a testament to the impact it has made.

"A 15-year-old newspaper is a huge accomplishment by itself," he said. "If you went around the country and looked at the front pages of newspapers ... before USA Today, you would see that profound change."

And USA Today is not finished changing.

Thien said the teen-ager is growing up. Woods said it is starting to delve deeper into the news and is making a play for more national respect.

USA Today's longest stories when it started were the cover stories,

which were kept short by many standards. Now, the paper has cover stories with considerable length and many separate stories to supplement the main story.

That move toward depth, Woods said, has given the paper more esteem in the national news scene. However, he said, USA Today will never be a New York Times or a Washington Post.

"It won't hit that level of esteem in

the public mind," Wood said. "It remains very, very wide, but not very deep. You sacrifice one for the other."

"They are not going to try to be both. Why should they, since it succeeded?"

Thien went back to South Dakota in July 1981, when his job in Washington was done. From there he taught at the University of Kansas, then was the editor of the Iowa City

Press-Citizen, and in 1991, he came to UNL.

From his office in Avery Hall, Thien has not been afraid to call USA Today executives and let them know what he likes and doesn't like. He still watches Neuharth's baby, his nephew.

"I've just seen it grow up where it isn't so schizophrenic out front," he said. "Maybe that is like someone growing up."

Daily Nebraskan

Editor: Paula Lavigne
Managing Editor: Julie Sobczyk
Associate News Editor: Rebecca Stone
Assistant News Editor: Jeff Randall
Assignment Editor: Chad Lorenz
Opinion Editor: Jessica Kennedy
Sports Editor: Mike Kluck
A&E Editor: Jim Goodwin
Copy Desk Chief: Nancy Zywiec
Photo Director: Ryan Soderlin
Design Director: Joshua Gillin
Art Director: Aaron Steckelberg
Online Editor: MaryAnn Muggy
Asst. Online Editor: Amy Pemberton

Questions? Comments? Ask for the appropriate section editor at (402) 472-2588 or e-mail dn@unlinfo.unl.edu.

General Manager: Dan Shattil
Publications Board Chairwoman: Melissa Myles, (402) 476-2446
Professional Adviser: Don Walton, (402) 473-7301
Advertising Manager: Nick Partsch, (402) 472-2589
Assistant Ad Manager: Daniel Lam
Classified Ad Manager: Tiffany Clifton

Fax number: (402) 472-1761
 World Wide Web: www.unl.edu/DailyNeb

The Daily Nebraskan (USPS 144-080) is published by the UNL Publications Board, Nebraska Union 34, 1400 R St., Lincoln, NE 68588-0448, Monday through Friday during the academic year; weekly during the summer sessions. The public has access to the Publications Board. Readers are encouraged to submit story ideas and comments to the Daily Nebraskan by calling (402) 472-2588.

Subscriptions are \$55 for one year.

Postmaster: Send address changes to the Daily Nebraskan, Nebraska Union 34, 1400 R St., Lincoln, NE 68588-0448. Periodical postage paid at Lincoln, NE.

ALL MATERIAL COPYRIGHT 1997
 THE DAILY NEBRASKAN

YOU DEMAND POWER, SPEED, AND MOBILITY.

\$300 cash back*
 Power Macintosh 6500/225
 32/5GB/12KCD/33.6 Modem
 Multiple Scan 15AVL2Kbd
 Now \$2,198 (or \$41/month)** BEFORE REBATE

\$200 cash back*
 PowerBook 3400c/200
 16/2GB/12KCD/12/12.1" TFT display
 Ethernet/33.6 modem
 Now \$4,149 (or \$77/month)** BEFORE REBATE

\$100 cash back*
 Power Macintosh 4400/200
 16/2GB/8KCD/Multiple Scan 15AVL2
 Ethernet/Kbd
 Now \$1,798 (or \$34/month)** BEFORE REBATE

Save another **\$50 cash back***
 LaserWriter 4/600PS
 Now \$79** BEFORE REBATE

got it yet?

WANT SOME CASH TO GO WITH THAT?

Now is the right time to get an Apple Power Macintosh or PowerBook. Because in addition to getting the computer that lets you do more than you can imagine, you can save big time. For a limited time, students are eligible for special cash rebates.

*This is a limited time rebate coupon offer. See your Apple campus reseller today for complete details.

UNL Computer Shop

501 Building (501 N. 10th Street)

Mon - Fri 8:00am-5:00pm, extended hours on Tue until 6:00pm

(402) 472-5787 • <http://compshop.unl.edu>

**Offer expires October 10, 1997. No payment of interest will be required for 90 days. Interest accruing during the 90-day period will be added to the principal and will bear interest, which will be included in the repayment schedule. For example, the month of May 5, 1997, had an interest rate of 11.00% with an Annual Percentage Rate (APR) of 13.82%. A monthly payment of \$40.00 for the Power Macintosh 6500/225 system is an estimate based on a total loan amount of \$2,198.43, which includes a sample purchase price of \$2,198 and a 6% loan origination fee. Interest is variable based on the Prime Rate as reported on the 5th business day of the month in The Wall Street Journal plus a spread of 3.5%. The Apple Computer Loan has an 8 year loan term with no prepayment penalty and is subject to credit approval. Monthly payments may vary depending on actual computer system prices, total loan amounts, state and local sales taxes and a change in the monthly variable interest rate. ©1997 Apple Computer, Inc. All rights reserved. Apple, the Apple logo, Mac, Macintosh, PowerBook, Power Macintosh and System7 are registered trademarks of Apple Computer, Inc. OneScanner and QuickTake are trademarks of Apple Computer, Inc. Apple mail in rebate offer valid from July 12, 1997 through October 10, 1997, while supplies last and subject to availability. Void where prohibited by law. See participating reseller for further rules and details. All Macintosh computers are designed to be accessible to individuals with disability. To learn more (U.S. only), call 800-660-4868 or TTY 800-755-9601.



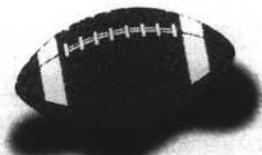
SEPTEMBER 1997

Wanted: 1997 Swoosh Team. I'm looking for volunteers who love sports and want to have a great time creating NIKE events around campus. Interested? Drop me a line at steve.saylors@nike.com



S	M	T	W	T	F	S
		16 WOMEN'S GOLF/V AT TEXAS TECH 8:00 AM Co GOLF TOURNAMENT/I ENTRY DEADLINE	17	18 WOMEN'S SOCCER/V VS. IOWA STATE AT ABBOTT SPORTS COMPLEX 7:00 PM	19 WOMEN'S VOLLEYBALL/V AT MADISON, WI 5:00 PM	20 MEN'S & WOMEN'S CROSS COUNTRY/V NEBRASKA INVITATIONAL AT PIONEERS PARK 10:00 AM
21 WOMEN'S SOCCER/V VS. ARKANSAS AT ABBOTT SPORTS COMPLEX 1:00 PM	22	23 MEN'S & WOMEN'S FAST PITCH SOFTBALL TOURNAMENT/I ENTRY DEADLINE MEN'S & WOMEN'S FLAG FOOTBALL/I ENTRY DEADLINE	24	25 WOMEN'S GOLF/V AT NEW MEXICO 9:00 AM	26 WOMEN'S GOLF/V AT NEW MEXICO 9:00 AM WOMEN'S SOCCER/V VS. BAYLOR AT ABBOTT SPORTS COMPLEX 7:00 PM WOMEN'S VOLLEYBALL/V AT KANSAS 7:30 PM	27 WOMEN'S GOLF/V AT NEW MEXICO 9:00 AM MEN'S & WOMEN'S CROSS COUNTRY/V AT UNK 9:45 AM
28 WOMEN'S SOCCER/V VS. TEXAS TECH AT ABBOTT SPORTS COMPLEX	29 WOMEN'S GOLF/V AT COLORADO 9:00 AM	30 WOMEN'S GOLF/V AT COLORADO 9:00 AM MEN'S & WOMEN'S INDOOR SOCCER/I ENTRY DEADLINE	Co=Corecreational / V=Varsity / C=Club / I=Intramural			

IN CREATING SPORTS1/2PAGE, NIKE MAKES EVERY EFFORT TO BE ACCURATE. WE REGRET ANY ERRORS. IF YOUR TEAM WASN'T COVERED, LET YOUR NIKE STUDENT REP KNOW AND WE'LL TRY NEXT ISSUE.



Hi, I'm Steve Saylors, your NIKE student rep. You're looking at the first issue of Sports1/2Page. Our goal is to plug you into upcoming sports and NIKE events around campus. Check here every two weeks or so for the latest and greatest student sports stories at Nebraska. If you have an event to tell me about or know of an athlete or team you think deserves a mention on Sports1/2Page, email me at steve.saylors@nike.com.