

Officials doubt company's motives

Benetton's advertisements featuring death row inmates raise questions

By Michelle Starr
Staff writer

United Colors of Benetton released a controversial ad campaign this month featuring death row inmates; local opinions vary as to why or how the advertisements were made.

The ad campaign against the death penalty includes two inmates from Nebraska, Jeremy Sheets and John Lotter. Their pictures are on billboards and news publications across the world. The clothing company based in Italy said in a statement it wanted to "aim at giving back a human face to prisoners on death row."

Christy Hargesheimer, local coordinator of Amnesty International, said it wasn't unheard of for companies to tackle social issues. She cited The Body Shop, which has previously teamed with Amnesty International.

Hargesheimer said she has had contact with Amnesty activists in Italy where the death penalty doesn't exist, and they were appalled that the United States kills its citizens.

Sheets was sentenced to death for the 1992 racially motivated rape and murder of Omaha teenager, Kenyatta

Bush.

Lotter is on death row for the 1993 murders of Lisa Lambert, Philip DeVine and Teena Brandon near Humboldt.

J. William Gallup, Sheets's attorney, said he did not understand the use of inmates for the advertisements.

"I don't know anyone that's going to buy clothes because of a convicted death row inmate," he said.

Steve King, director of planning for the State Department of Correctional Services, said he was not aware of the ad campaign when the inmates were interviewed and photographed.

Inmates have the constitutional right to have access to the media. But King said if he would have known the intended use of the photographs, he would have been more cautious out of respect for the victims' families.

After seeing the ads, an aunt of victim Kenyatta Bush called King and said she was concerned and that they bothered her, he said.

"I felt we were misled," King said. "It was not to my understanding that it was to be used in a campaign in this country having the overtones that it did."

King said he received a letter Oct.

18, 1999, from a lawyer saying photographer Oliviero Toscani was doing a photo essay on death row inmates that would appear mainly in Europe and Africa, he said.

He was shown an example of photographs of scenes containing children and nuns and was lead to believe the project would be of a similar nature, not used to sell clothing, King said.

He was told the project would be partially funded by a clothing company, Benetton.

The photographs were taken at the penitentiary within about a month of King receiving the letter; none of the inmates received money.

All of the images appeared in this month's Talk magazine, along with interviews of the inmates by freelance journalist Ken Shulman.

"We cannot control the interview, and we cannot control the outcome," King said.

Benetton officials could not be reached for comment.

Hargesheimer, an opponent of the death penalty, said the resulting ad campaign was a reminder that inmates are people.

"(The ad campaign) is not to diminish the victims; we hold them first and

foremost in our hearts and prayers. No one has suffered like these people," she said.

On behalf of the National Association of Criminal Defense Lawyers, Speedy Rice contacted and negotiated with prison authorities and inmates' original lawyers or another lawyer, according to Benetton's Web site.

Gallup, like King, said he did not fully understand what was being asked of his client, he said.

Sheets called Gallup, his lawyer, because he was contacted by a different lawyer about the project and needed counsel, Gallup said.

Gallup said at the time of the decision, the only thing his client knew was that people opposed to the death penalty wanted to interview him and take photos.

Gallup did not have any objections because Sheets has firsthand knowledge of life on death row, Gallup said.

The first time Gallup heard of the clothing campaign was last week, he said.

Sheets was not trying to be a public figure, Gallup said. Instead of controversy, Sheets needs to be focusing on his appeal, he said.

Police seize 2 pounds of methamphetamine

By Michelle Starr
Staff writer

Police said they won a small battle in the continuing war on the methamphetamine trade Wednesday with the arrests of two people and the seizure of two pounds of the drug.

An investigation that lasted several months lead to information about the possession and delivery of methamphetamine from the suspects' home at 2661 S. 14th St., to Save-Mart at 11th and Belmont streets, Lincoln Police Ofc. Katherine Finnell said.

Officers arrested two men, Juan Padilla, 28, and Marco Quintero, 26, for possession of a controlled substance and intention to deliver.

A confidential source, who had provided reliable information in the past, gave told investigators how the drugs were transported, a police report said.

Officers observed the men carrying bags from their residence to their white Chevrolet Blazer.

The officers pulled the men over for a traffic stop on Adams Street, between 13th and 14th streets, and searched the car. They found two pounds of meth.

Though this was not the largest quantity seized by police in Lincoln — some cases have involved more than 50 pounds of the drug, Capt. Duaine Bullock said — the arrests were significant. Court records indicated the men purchased the drugs about two weeks ago and were planning to sell them.

The two men were charged with a Class I felony. A \$250,000 bond was set for each of the men in court Thursday.

The Lincoln-Lancaster County Narcotics Task Force, along with the FBI, conducted the investigation.

Both men will appear in court for preliminary hearings Feb. 18.

Corrections and Clarifications

The second vice presidential candidate for the ASUN Impact party is Amy Ellis. The candidate's name was wrong in Thursday's Daily

Nebraskan.

Former University of Nebraska football coach Tom Osborne is considering running for a seat in the U.S. House of Representatives.

Daily Nebraskan, Lied budgets OK'd by CFA

By Sara Salkeld
Staff writer

The Committee for Fees Allocation approved the proposed budgets for both the Daily Nebraskan and the Lied Center for Performing Arts at Thursday's meeting.

The Daily Nebraskan's request for \$50,863 in student fees was approved unanimously, and the Lied Center's request for \$75,000 was approved with a vote of 8-1.

"(The Daily Nebraskan) efficiently used last year's increase," CFA member Jason Mashek said, referring to the 6 percent increase the Daily Nebraskan received for 1999-2000.

With the increase, the newspaper promised 60 extra pages of news in one semester, and it exceeded that by producing 100 pages.

CFA member Kurt Ramaekers spoke on behalf of the subcommittee for the Lied Center budget.

The committee approved the Lied Center's request for \$75,000, a

decrease from last year's \$99,120. The decrease is because of an overall drop in ticket sales.

"They expect the decrease to continue. It will probably go up in a few years," Ramaekers said.

CFA member Noah Gaskill spoke in favor of the Lied Center.

"I am very supportive of the budget the Lied Center brought in," he said. "The decrease shows a fiscal responsibility."

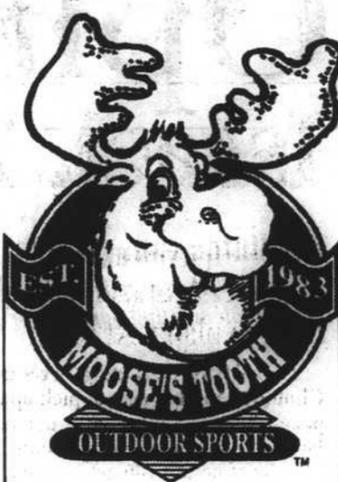
Last week in its presentation, the Lied Center didn't show a need for as much money as it received for last year.

"There is no way they could have asked for the same amount. The committees wouldn't have approved it," Ramaekers said.

CFA member Scott Peterson was the sole member who voted against the Lied Center's request.

He said he agreed with the decrease but disagreed with the amount of student fees.

Peterson said the Lied Center should put more money toward the discounts instead of relying on fees.



winter Clearance SALE

Friday...

20% OFF

Saturday...

30% OFF

Sunday...

40% OFF

All Winter Goods including fall & winter clothes for kids to adults.
*Some exclusions apply.

The Moose's Tooth outdoor company
27th & Vine
475-HIKE

Omaha: 2449 S. 132nd St. • 330-4448

Diamond Education 101

Economics: Quality she Deserves at a Price You Can Afford



How do you bring her the very best on a limited budget? At Sartor Hammon we work with students by offering special financing and discounts. That way you can afford to give her nothing less than the diamond she deserves.

Sartor Hammon
JEWELERS

12th & O St.

Gateway Mall

d

It looks like the perfect d. The only problem is, it's a p.

It's dyslexia. A reading disability where some kids confuse their d's with p's, b's and q's. But, with help most of these kids can go on to do well in school. Call 1-888-GR8-MIND now. There's no reason to be held back.

Ad Council

COPE

Check out this week's movie and music reviews at ...
dailyneb.com