

Reality show to revisit viewers

BOOK from page 8

Nor is there any point in recounting all of the promotional appearances by the 16 castaways, dispatched by CBS to its fellow Viacom-owned outlets and beyond, like members of a speaker's bureau from hell.

Everyone remembers how, all summer, each ousted castaway not only popped up on "Late Show With David Letterman," but also rotated through CBS News' "Early Show."

Local CBS newscasts jumped on the bandwagon: "From the nation's large markets to the small," reports Broadcasting & Cable magazine, "CBS affiliates rallied behind 'Survivor' to swell the audience bases for its newscasts."

Dandy. Whip up entertainment you can cover as news. Then cover it by being part of the entertainment package. Perfect circularity.

It's even dandier if you can lay claim, as CBS can, to your own in-house "independent" analyst. Last month, CBS' top publicist Gil Schwartz did an interview on National Public Radio - but as his alter ego Stanley Bing, a wry observer of corporate life whose credits include books and a Fortune magazine column.

Bing was invited to discuss what "Survivor" revealed about office politics, and he happily complied. But the NPR reporter didn't know she was really talking to Schwartz, the "Survivor" network's ranking mouthpiece. And "Bing" didn't tell her.

A wised-up (and irked) NPR issued a clarification on the next day's "Morning Edition."

Now here's a larger issue deserving clarification: The essence of an enterprise like "Survivor" isn't entertainment in hour-long installments.

Instead, "Survivor" in its purest state is a plasma rush channeled through the marketplace, sweeping you from one "Survivor" come-on to the next.

The purpose of "Survivor?" Not to please you, but to sell you. Over and over.

Sponsors' beer, cell phones and running shoes. CBS' fall lineup (look for Gervase in a commercial for "Judging Amy" and Rich touting "Bette").

Official T-shirts and bandannas you can order on the CBS Web site.

Letterman and Bryant Gumbel. They have all been hawked through the carefully orchestrated graces of "Survivor."

This is nothing new or even unusual. In children's TV, practically every series aims to give its moppet audience the plasma rush. Books, toys, macaroni and cheese - how many ways can "Rugrats" close a sale?

Of course, "Rugrats" happens to be great TV. So is "Survivor."

But in a world where an analyst and a spin doctor are sometimes just two sides of the same coin (or psyche), the audience is faced with a new set of rules. The challenge becomes less one of choosing between good and bad than of separating substance from puffery and profiteering.

With "Survivor," watch the show. Read the book. And avoid all the rest. Just try.

Mastermind of reality TV to launch new space series

THE ASSOCIATED PRESS

NEW YORK — NBC is hoping for a ratings liftoff from "Survivor" mastermind Mark Burnett.

The network has agreed to pay nearly \$40 million for the rights to Burnett's "Destination Mir," a reality series that would launch an everyday American into space for a rendezvous with the Russian space station Mir, according to Tuesday's Daily Variety.

The series would follow a group of would-be cosmonauts from space camp to launch pad over 13 to 15 episodes, culminating with a dramatic live broadcast in which a winner is picked and sent into space.

The \$35 million-to-\$40 million price tag includes the nearly \$20 million Burnett will pay to MirCorp, a Russian company that has leased the use of the space station from RSC Energia, the private firm which now controls what was once the Soviet space program, Daily Variety reports.

NBC hasn't scheduled the series yet, Daily Variety said, although it quoted Garth Ancier, the network's entertainment president, as aiming for a fall 2001 premiere, with the actual launch into space taking place by early 2002.

The series would follow the contestants through space boot camp, with one participant eliminated every week by Russian space officials.

The live, two-hour conclusion would gather several finalists on a launch pad, where the winner would be announced and then climb aboard a Soyuz space capsule for the 10-day round trip.

Burnett, who cooked up the series, gave CBS sky-high ratings this summer with his 13-episode "Survivor," in which 16 volunteer castaways were marooned on a tropical isle, where they competed on camera for a \$1 million prize.

Tell us what you think about issues that affect you
online @ dailyneb.com

(402) 472-2588
FAX: (402) 472-1761
dn@unl.edu

\$5.25/15 words
\$3.50/15 words (students)
\$0.15 each additional word
\$0.75 billing charge
\$0.75/line headline
Deadline: 4 p.m. weekday prior

200s for sale
All 2000 Models On SALE
Specialized Kona
Cycle Works, 27th & Vine, 475-2453

205 Bicycles For Sale
All 2000 Models On SALE
Specialized Kona
Cycle Works, 27th & Vine, 475-2453

220 Furniture For Sale
Full and Queen size mattress sets. New and in plastic. Never used. 10 years warranty. Retail for \$189.95 to \$239.95. Call for \$165 for the Full, Queen \$195. 477-1225.

240 Misc. For Sale
BARTENDERS MAKE \$100-\$250 PER NIGHT! NO EXPERIENCE NEEDED! CALL NOW!! 1-800-981-8168 ext. 9073.

270 Ticket Exchange
Former UNL students need 2 tickets for Nebraska/Iowa State. Call (217)429-1586 or adtsch@mail.milkin.edu.

270 Ticket Exchange
I need four validated tickets to the Iowa game and you need rent/food/beer money. Let's talk. (970) 229-9825. (Hi, Nancy)

270 Ticket Exchange
I need two tickets to the Nebraska/Iowa game on September 23. Please call 474-6269 and ask for Ellie or leave a message.

270 Ticket Exchange
I need two tickets to the Nebraska/Iowa game on September 23. Please call 474-6269 and ask for Ellie or leave a message.

270 Ticket Exchange
I need two tickets to the Nebraska/Iowa game on September 23. Please call 474-6269 and ask for Ellie or leave a message.

270 Ticket Exchange
I need two tickets to the Nebraska/Iowa game on September 23. Please call 474-6269 and ask for Ellie or leave a message.

270 Ticket Exchange
I need two tickets to the Nebraska/Iowa game on September 23. Please call 474-6269 and ask for Ellie or leave a message.

270 Ticket Exchange
I need two tickets to the Nebraska/Iowa game on September 23. Please call 474-6269 and ask for Ellie or leave a message.

270 Ticket Exchange
I need two tickets to the Nebraska/Iowa game on September 23. Please call 474-6269 and ask for Ellie or leave a message.

270 Ticket Exchange
I need two tickets to the Nebraska/Iowa game on September 23. Please call 474-6269 and ask for Ellie or leave a message.

270 Ticket Exchange
I need two tickets to the Nebraska/Iowa game on September 23. Please call 474-6269 and ask for Ellie or leave a message.

270 Ticket Exchange
I need two tickets to the Nebraska/Iowa game on September 23. Please call 474-6269 and ask for Ellie or leave a message.

270 Ticket Exchange
I need two tickets to the Nebraska/Iowa game on September 23. Please call 474-6269 and ask for Ellie or leave a message.

270 Ticket Exchange
I need two tickets to the Nebraska/Iowa game on September 23. Please call 474-6269 and ask for Ellie or leave a message.

270 Ticket Exchange
I need two tickets to the Nebraska/Iowa game on September 23. Please call 474-6269 and ask for Ellie or leave a message.

270 Ticket Exchange
I need two tickets to the Nebraska/Iowa game on September 23. Please call 474-6269 and ask for Ellie or leave a message.

400s Housing
400 Roommates
Female roommate needed to share 5 bedroom house. Walking distance from campus (1324 Clermont). \$210/month + utilities. Call Armi 436-0489.

400 Roommates
Looking for a responsible female roommate to share an apartment at 2335 W Street. \$200+1/2 utilities. Call 498-5157.

400 Roommates
M/F roommate needed to share 3 bedroom apartment. Near East Campus. Call Scott, 484-6879.

400 Roommates
Male to share 3 bedroom, newer home in SE Lincoln, includes room, utilities and many extras. 10 minutes from campus, on bus and bike trail. Available NOW! Call 421-0977 for details. Leave message.

400 Roommates
Male/Female roommate needed ASAP to share 3 bedroom, 3 bathrooms, W/D. \$240. Call Denise or Beth 742-7422

400 Roommates
Mature female nonsmoker to share 2 bedroom duplex. Southwood. \$300 includes utilities, cable and W/D. 328-8336.

400 Roommates
Roommate needed close to East Campus. \$220/month + 1/2 utilities. Call Scott, 416-0973.

400 Roommates
Roommate needed for a 4-bedroom duplex. Utilities included. \$250/month. 438-6207.

400 Roommates
M/F roommates to share 3 bedroom house located near Wesleyan University. \$250 a month and utilities split 3 ways. Call and leave message 467-1243.

400 Roommates
Roommate wanted to share Large Apartment 5 minutes from campus, central air, off street parking, other perks. \$217.50 477-6665.

420 Rooms For Rent
Room for rent in 3BR house, five minutes from campus, \$350/month. 476-5580. Leave message.

430 Houses For Rent
Large 4+2 bedroom, 3 bath. Central air, dishwasher, porch. 835 S. 12th. \$995. 435-2532.

430 Houses For Rent
Three and four bedrooms near stadium. Central air. Washer/dryer included. Lawn mowed. \$600/700 489-9294.

440 Duplexes For Rent
\$820. 1135 North 32nd, 4 bedroom, 2 bath. Dishwasher, W/D, new carpet & paint. Pictures at www.geocities.com/webwinters. No pets \$80-1121.

450 Apartments For Rent
Efficiency Apartments
Close to City Campus
Water, Heat, and Gas Paid
Available now. Call 477-4490.

450 Apartments For Rent
4 bedroom, 1 1/2 bath, 6 blocks east of main campus on bus route. \$650/month plus utilities, deposit \$500. No pets. 525-6771.

450 Apartments For Rent
** Surf's up...
Welcome Back**
640 South 20-2BR \$439 up, Pool
2301 A Street-1BR \$439 up
475-7262

1810 H Street/Secure Bldg.
1BR/5-plex. \$410 plus electricity. Includes utilities/cable. Balcony, laundry, parking. 488-6707, 450-8895.

5043 HURTINGTON
Studio apartment off street parking. Rent \$365. 5 bedroom air conditioning. Rent \$365. One bedroom across the street from Wesleyan. E.O.H. 475-8776.

HIP
HOLLYWOOD INVESTMENT PROPERTIES
AVAILABLE NOW!
1, 2 and 3 Bedrooms
402-465-8911
www.HIPrealty.com

AVAILABLE NOW!!!
1630 & 1640 North 56th Street, 2 bedrooms \$460-\$475 electric only - off street parking N.P.O.H. 475-8776.

AVAILABLE NOW—studio close to campus, 405 N. 25th, large deck, central air, laundry, parking 475-1449.

★ EXTRA NICE 1BR ★
Spacious layout, appliances, dishwasher, blinds, 3 closets, paved parking, laundry, central air, gas heat/water/trash paid, central location between campuses, outdoor pool, 3 or 6 month lease, \$355. 1109 N. 28th Street. 489-4857.

TRI-WIN
PROPERTIES
One, two, three bedroom apartments available. 438-0948.

450 Apartments For Rent
Clermont Park Apts. 2 or 3 BR available immediately. Call today 474-7275.

Studio and 1 BR
Vintage-studio and 1 BR close to both campuses. \$300-\$350. 432-2288.

Two bedroom. Nice. Washer/dryer. 2335 W. \$395. 429-0128. 466-5626.

CENTURY
SALES AND MANAGEMENT CO.
We provide:
• Locations throughout Lincoln
• 24-Hour Emergency Maintenance
• Professional & Personable Leasing Staff
Call us today!
402-437-8300

500s Jobs
500 Help Wanted
\$10.00 PER HOUR
NU On Wheels cap driver needed. Must be 21 years old. 10:30pm-3:00am Thursday-Saturday. Call Donna at 477-4111.

500 Help Wanted
\$10.00 PER HOUR
NU On Wheels cap driver needed. Must be 21 years old. 10:30pm-3:00am Thursday-Saturday. Call Donna at 477-4111.

SUPER SAVER
27th & Pine Lake Road
Deli Clerks-PT(evenings)
Dairy/Frozen Foods Clerks-FT
Grocery Clerks-PT(weekends)

A variety of opportunities, with PAID TRAINING!
Minimum Age: 18 (Grocery Clerks: 15). Weekend availability required. We are an EOE offering 401K, profit sharing, health, dental insurance, tuition reimbursement, direct deposit, and much more. Stop in and apply today, or contact Kelli at 420-2000 for details.

Agee's Towne Parking
Lincoln's only valet parking garage is seeking flexible part-time help. Apply in person 1313 M Street downtown Lincoln.

ALL STUDENTS
47 part-time positions available in local customer service/sales department.
\$13.10 Base+App.
No telemarketing. No experience necessary. Scholarship-conditions apply. 477-8663.
www.workforstudents.com/cp

Attention
Need 31 people who seriously want to lose weight. Great business opportunity. Flexible hours. Call (402)730-3745 or 1-888-390-5645.

BREWSKY'S
Is now accepting applications for part-time/full-time day and evening line cooks. Please apply in person at: 2662 Cornhusker Highway, 1602 South Street or 2840 S. 70th.

Bridal Shop
Are you a dependable, energetic, punctual person? Do you enjoy working in a happy, friendly atmosphere? Please apply at Elegant Occasions Bridal Shop, 3920 North 27th Street.

Broadmore Development is seeking an outgoing, detailed, professional individual to fill the position of a part time leasing consultant (20-25 hours a week). We are willing to work with your college schedule. Please apply at Highpointe Apartments, 4607 Old Cheney Road.

BUM STEER
Now hiring all positions. Apply in person between 2pm and 4pm. 6440 "O" Street.

CHILDRENS DISCOVERY CENTER
Is now accepting applications for part-time teacher aides. Apply in person at 265 South 84th or call 489-9102.

Children's Discovery Center now looking for part-time afternoon teachers. Shifts available: 1-6 and 3-6. Apply in person at 2205 Highway 2. Call 402-423-8557 for more information.

Christian child care needs early morning and/or afternoon help. Great work environment with good pay. Experience with children and background in education preferred. Applications at Kids First 6024 L Street (Northeast door), 489-8866.

Clinical Research Opportunities!
MDS Harris has exciting opportunities to be involved in clinical research for many of the top pharmaceutical and biotech companies in the world! MDS Harris has several positions available in our clinic:

Clinical Service Technician-Full-Time Monitors study events, involved in training staff and providing leadership to the clinic team. Experience with phlebotomy, dosing and processing of biological samples preferred but will train if necessary. We prefer a B.S. in life sciences or equivalent experience.

Phlebotomist-Part-Time Perform timed blood draws, process samples for clinical research. Phlebotomy experience is required. Hours vary, weekend availability required.

Clinical Conduct Associate-Part-Time Assisted with the participant check-in process, handles/process samples, monitor study participants and record raw data. Some post High School education in the life sciences or medical environment preferred. Hours vary, weekend availability required.

Production Nurse-Part-Time Perform events according to study protocol and as assigned by the study manager. Includes performing vital signs, ECG's and blood draws, as well as identification and reporting of adverse events.

MDS Harris
Human Resources-CM
821 Rose Street
P.O. Box 80837
Lincoln, NE 68501
FAX: 402/476-7598
E-mail: crm@msharris.com
AAVEOE

500 Help Wanted
Counselors and substitutes for K-6 grade before and after school child care program. Excellent for education and child development majors. Hours 7-9 am and/or 3-6 pm. Apply at northeast YMCA 2601 North 70th. 434-9267.

Downtown YMCA hiring swim instructors for evenings and Saturday mornings. Apply at 1039 P Street. 434-9232.

EDUCATION MAJORS
Want to work with kids? Gain valuable experience? Lincoln Parks & Recreation has openings for Before and After School Recreation Leaders. This is an opportunity to work inside Lincoln Public Schools. Plan games and activities in a recreation environment. Work only days that LPS is in session. For more information call 441-7952 or apply at 2010 Van Dorn Street, Irving Recreation Center.

Energetic Person Outside Job
Security officers are needed. Part-time shifts available. Sunday 6:30am-2:30pm. Saturday 2:30pm-10:30pm. Must be 21. Call 438-0586 or 473-4631.

Excellent pay. Student sponsor group needed. Call Wendy at 438-8076.

FBG Service Corporation
Immediate openings for full-time and part-time custodial positions. Flexible hours and competitive wages. Apply at 3815 Touzalin Avenue, Suite 106.

Frontier Harley Davidson is now taking applications for part-time retail sales help at their Southpoint Pavilion shopping center, 27th & Pine Lake Road, location only. Applicant should be neat, personable, honest and dependable. Experience helpful, references required. Evening, weekend and holiday availability a must. If interested, please pick up an application at either location and return it to Dave Fischer at the main shop at 2801 N. 27th.

Great Part-time Job
Child Care Staff needed for before and after school program in Elementary School. Varied days available. Call 475-0805.

Grow Your Career With One of America's Fastest Growing Restaurants!
New to Lincoln, locally-owned Culver's is an upscale quick service restaurant featuring American cuisine and our famous frozen custards. We are looking for quality individuals to join our fun, friendly team!

Looking for a great PART-TIME job? You will enjoy the benefits of:
*Earning up to \$8/hr. based on experience
*Honor roll students earn Chamber gift certificates
*Flexible Scheduling
*Free Uniforms
*VIP Scholarship Program

Looking for a great FULL-TIME job? You will enjoy the benefits of:
*A Full training program
*Health, Dental & Life Insurance
*A Fun, Friendly Work Environment
*Career Advancement Opportunities
Call now to get an application and to schedule your personal interview! 402-792-2917, 1500 Old Cheney Rd.

Hate working at a desk?
Like working around BIG trucks? Work part-time and earn cash for school at the Walker Tire Truck Center, I-80 and 58th Street, Lincoln. Call Bubba at 464-3500 Monday-Friday days.

Hillcrest Country Club
Hillcrest is a private club that is looking for individuals who are leaders, self motivated, and who can solve problems. We are taking applications for the positions of full and part time servers, banquet attendants, and party staff. We offer great pay plus Health, Dental, and 401 K options. If you wish to work in an environment that pays you for your positive can do attitude please apply at 8801 O Street, Tuesday through Saturday 1-4p.m.

Ilene's Colossal Cookies in south Lincoln looking for dependable part-time help. Day hours Monday-Saturday. Four and six-hour shifts available. Call 421-8609 to set up an interview.

IMMEDIATE OPENINGS!
Transfiguration INC, 1316 N Street, Suite 102
Providing services to people with developmental disabilities. We are looking for caring, dependable, hardworking people to join our team. Hiring day, banquet attendants, and party staff. We offer great pay plus Health, Dental, and 401 K options. If you wish to work in an environment that pays you for your positive can do attitude please apply at 8801 O Street, Tuesday through Saturday 1-4p.m.

Jabry's Childcare Center
Now hiring full and part time teachers and teacher assistants. Call 423-7148.

LA PAZ
Now taking applications for AM/PM servers, 50% meal discount, insurance plan and fun work environment. Apply in person, 321 North Cotner.

La Petite Academy is accepting applications for full and part-time teachers. If you enjoy working with children, please pick up an application at 2700 Jameson North.

Lawn Care
Personal needed. Full and part time positions available. Must have good driving record and neat personal appearance. Call 432-5632 to apply.

LensCrafters
Fun and rewarding part-time employment. We'll train you to be part of the Lenscrafters team. Lab technician positions open. Evening and weekend shifts available. Apply in person, LensCrafters, 27th and Pine Lake Road, Southpointe Pavilion.

LITTLE KING 10TH & SOUTH
Part-time days, evenings and weekends help needed. Must be dependable, please apply personally after 1:30 pm at 10th & South location.

500 Help Wanted
LOOKING TO GAIN VALUABLE ADVERTISING EXPERIENCE & GET PAID?

The Lincoln Journal Star Classified Advertising Department has a part-time Classified Sales Consultant position available in our advertising department. You will be helping our customers create effective ads to sell their items through the pages of the Journal Star Classifieds. In addition, you will gain valuable experience working on various special promotions produced by our newspaper.

The right candidate should possess good people skills, have good abilities for attention to detail and be a highly motivated individual with a must! Pay starts at \$5.25 per hour plus commission and quarterly/annual bonuses. Our top performers have made as much as \$800 in commissions for a month!

Applications will be accepted 9am-4pm at the Lincoln Journal Star, 2nd Floor, 926 P Street, or call Chris at 473-7157 for more details.

THE LINCOLN JOURNAL STAR
EOE

Love kids? Need nights and weekends free? Superior Child Development Center has a PT teacher, Monday-Friday, 3-5:30pm. Only a short drive from campus 476-8600.

Loving Hearts CDC hiring part-time afternoon teacher. Must be 19. 4710 North 10th, 434-2824.

Need now LPS middle school coaches for volleyball and flag football. Hours 3 to 5 M-F and Saturday 7:30 to noon. Potential coaches needed for basketball, wrestling and track. Call 436-1603 or 436-1611.

Needed immediately: Team manager for the UNL Women's Soccer Team. 10-15 Avery Ave. to complete an application.

No Nights No Weekends!
Flexible hours allow you to work around your class schedule. Work as few as 18 flexible hours per week, between 8-5, Monday-Friday. *We are only a few blocks from UNL campus! *Casual attire-no fast food uniforms! *Best student job in Lincoln!

Receive incoming calls and call prospective customers from established leads. Continue ongoing customer relations through orders and follow-up. Requirements: High school diploma, strong verbal/written communication skills and attention to detail.

Apply at 1550 N. 20th Circle (20th & Holdrege) or send resume to Senior Technologies, Inc., HR/Tabs Sales PT, P.O. Box 80238, Lincoln, NE 68501 or email kwHITE@senioritech.com. *PHYSICAL: Visit us on our website at www.seniortechnologies.com.

Not Going to the Husker Games?
Staff is needed for Jr. Blackshirts held during home football games at Blackshirts held during home football games at Blackshirts held during home football games. Supervise children at recreation activities while parents attend the game. \$6.50 per hour. Apply at 44 Campus Recreation Center or at 32 East Campus Activities Building or CALL 472-3467.

Not Sure What You Want Your Degree In?
Take a year off and become an AmeriCorps Vista. AmeriCorps Vista Inc. is recruiting one Vista member (volunteer in service to America) to join our two current vistas. Benefits include an educational stipend, a monthly living allowance and paid health insurance. Contact Patti at 477-3951 for additional information.

Part-Time
MDS Harris, a leader in the Pharmaceutical Research Industry, has immediate openings in our Call Center. We are looking for:

Study Participant Representatives: Interview and provide information to primarily inbound callers who are interested in clinical study participation. This position requires excellent communication skills and data entry skills. Part-time position, daytime hours. Data entry skill required, one-year telecommunications experience preferred but not required.

Telecommunications Associate: Direct calls, relay messages and assists clients. Will assist with screening individuals over the telephone to match criteria for clinical studies. Part-time position, daytime hours. Data entry skill required, one-year telecommunications experience preferred.

MDS Harris
Human Resources-CSPR
821 Rose Street
Lincoln, NE 68501
FAX: 402-476-7598
E-mail: crm@msharris.com
AAVEOE

PERFECT HOURS TO FIT YOUR BUSY SCHOOL SCHEDULES
P/T WAREHOUSE
We have the perfect job for your busy school schedules that you have. We have openings in our busy Warehouse for second shift Order Selectors. The starting wage for these positions is \$8.25 an hour with 20-30 hour work week available. Our jobs do require that you must be able to:
PASS A COMPANY DRUG SCREEN AND
MUST BE ABLE TO LIFT 100LBS
BE AT LEAST 18 YEARS OF AGE
If you meet these requirements please come in and apply today with food.

PEGLER-SYSCO FOOD SERVICE COMPANY
1700 Center Park Road
Lincoln, NE 68512
1am-5pm Monday-Friday

500 Help Wanted
Now hiring part-time cashiers, flexible schedules, weekends required, apply in person at Payless Cashways, 33rd and Highway 2, EOE/M/F/N/D.

Part-time help needed at Wand's Nature Farm Foods. Located next to city campus, we offer flexible hours, relaxed environment, and no telemarketing! Call Wendy at 474-7576 extension 10 for more information.

Publishing Opportunity
The Marketing Department of the University of Nebraska Press is looking for student clerical support. Duties including maintaining databases, preparing bulk mailings, filing, photo copying, and packing exhibits. Attention to detail and ability to handle multiple projects important. Familiarity with word processing and database software preferred. \$5.90/hour, minimum 15 hours/week. Please call Tish at 472-4627 to apply. Our offices are located in the Historical Haymarket District at 233 N. 8th Street, just five minutes from the southwest corner of campus.