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Broadcasts of UK sports pull advertising dollars

By JAY FOSSETT
and SALT TARHAN
Staff Writers

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On any given fall, winter or spring weekend, hundreds of thousands of televisions and radios in Kentucky and surrounding states are tuned to the well-modulated, evenly paced voices of Caywood Ledford, Ralph Hacker, Denny Trease, Tommy Bell and Randy Waters.

UK's sports — more specifically,

UK Sports

No other business is so closely related to the UK athletic program as the broadcasting industry. More than any other business, the broadcasters see UK as a revenue source.

But the relationship between

UK's basketball and football — are on the air.

Large amounts of money are involved in the broadcasting of UK basketball and football, both from local and national sources. UK's regular broadcasters pay UK more than \$225,000 and the broadcasters, in turn, make over \$1 million from the games.

But UK is not unique. The amount of money involved in national intercollegiate sports broadcasting is surprisingly large.

Last year NBC paid the National

Collegiate Athletic Association a staggering \$4.5 million for the rights to the 1978 college basketball regular season and tournament. Similarly, this year ABC is paying \$530,000 to the college football team's telecasts nationally. Both networks, though, will make a handsome profit from the advertisers which, in turn, profit from consumers. And by watching the games, the consumers justify the networks' advertising rates. It's a system of interlocking wheels powered by consumer dollars.

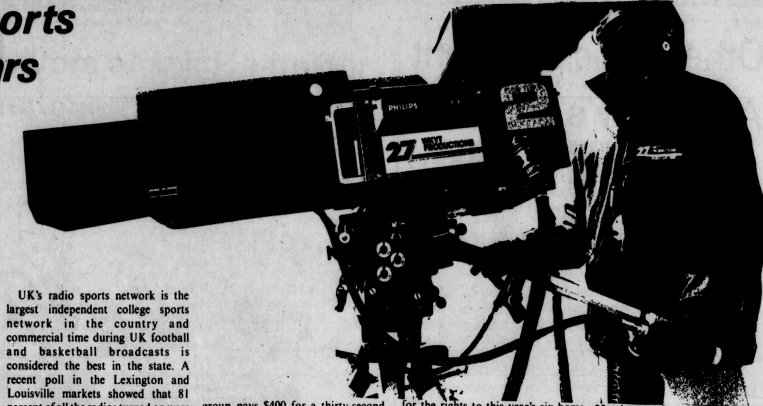
Although UK occasionally receives

intercollegiate sports programs and broadcasts is unique — the colleges look to the broadcasters as a source of money for tight athletic budgets.

In this article, the second of a two-part series, *Kerbel* staff writers Jay Fossett and Salt Tarhan examine the relationship between UK and local broadcasters.

money for national television exposure (last year the basketball Wildcats were telecast nationally in two regular season games and in the NCAA Basketball Tournament), it receives most of its broadcasting income from local sources.

Radio broadcasting is controlled by Jim Host and Associates, which annually pays \$83,500 to UK's Athletic Association. The Lexington-based public relations firm holds the radio broadcasting rights for all UK football and basketball games until 1980.



UK's radio sports network is the largest independent college sports network in the country and commercial time during UK football and basketball broadcasts is considered the best in the state. A recent poll in the Lexington and Louisville markets showed that 81 percent of all the radios turned on were tuned to UK sports.

The radio network contains 114 stations — including two 50,000 watt stations, WKCY in Cincinnati and WHAS in Louisville — which broadcast the late afternoon and night games. The network reaches stations in 30 to 40 states, and there are stories of listeners as far away as Honolulu. Host said companies often buy commercial time on the broadcasts just to be associated with UK sports.

"It's plain good business because of the local feeling for the Cats," he said. Host said 20 minutes of commercial time are allotted for football games and 16-18 minutes for basketball games but refused to reveal the network's advertising rates.

However, a spokesman for the Kentucky Coal Association, an advertiser on the network, said the

group pays \$400 for a thirty-second spot during the football season. It buys two spots per game and buys ads for all eleven football games of the season.

Assuming the rate paid by the Kentucky Coal Association is average, Host and Associates derives about \$530,000 from advertisers on UK's 11 football and 26 regular season basketball games. In addition, the network carries separate coaches' shows for which it sells advertising.

Television broadcasting of UK's two money sports is handled by two state television stations. WKYT, Channel 27 in Lexington, is the originating station of the football network and WAVE, Channel 3 in Louisville, is the base of the basketball network.

According to Al Taylor, general manager at WKYT, his station paid the UK Athletic Association \$66,684

for the rights to this year's six home football games and \$5,000 apiece for four away games. This is only the second year UK football has been telecast and the first year an extensive network has existed.

Taylor said WKYT's football network is carried in every market in Kentucky plus four additional states, including stations in Huntington, W. Va.; Cincinnati, Ohio; Evansville, Ind. and Nashville, Tenn.

Taylor said WKYT sends the football telecast to its network stations on a barter basis. In this system, the network stations receive the telecast free of charge from WKYT but must insert a set number of commercials originating from the flagship station in Lexington along with their own commercials.

Taylor said during a three-hour football game, WKYT carries about

25 minutes of commercials but, like Host, declined to comment on what his station charges for commercials. In addition, companies that advertise on the network also refused to reveal the rates they pay.

Taylor echoed Jim Host's thoughts on why businesses advertise on UK sports broadcasts. "There's a certain amount of attractiveness in being associated with Kentucky sports," he said, "and by advertising, you become associated in an indirect fashion with the sports program."

He said WKYT, which has invested over \$1 million in a new production equipment trailer, is looking toward a bright future with UK football. He said WKYT's involvement in UK sports and the hope that it will grow in the future have caused the station to

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Dean Burch explains administration's action taken against the 'Lexington 11'

By BRIDGET McFARLAND
Staff Writer

Insinuations that UK and the CIA were involved in a conspiracy were called "absurd" by Dean of Students Joe Burch at last night's Student Government Senate meeting.

"One can disagree with my enforcement but to claim this is a conspiracy is absurd," he said.

Burch was speaking to the Senate in

response to a resolution passed at the last Senate meeting which asked Burch and President Otis Singletary to "publicly explain the actions of the UK administration in regards to the case of the 'Lexington Eleven.'"

Twelve persons were arrested at the April speech of CIA Director Adm. Stansfield Turner for disrupting a public meeting. All twelve were found guilty and given stiff fines; eleven were given jail sentences. They were

protesting alleged CIA involvement in Iranian political and military affairs.

Burch said he has been available to discuss the issue and has made several public statements concerning the subject. He added that he had never been invited to speak to the Senate and thus had never refused an invitation.

In regard to the Iranian students Burch quoted the Student Code of the Student's Rights and Responsibilities

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today state

SIGN-CARRYING PARENTS protesting that they said is a lack of discipline at the Phelps school turned back buses at the school yesterday, and only about 100 of the 1,170 students attended, Principal Herschel Morgan said. Larry Kaffer, president of the local PTA and a member of a committee appointed by Concerned Citizens of Phelps to seek improvements, said parents would picket again today at the school in eastern Pike County.

Parents at Concerned Citizens meetings have expressed concern about what they say is a lack of supervision, violence among students, and unsanitary conditions at the school, Kaffer said.

nation

MISSOURI STATE SOCIAL WORKERS joined police in the search yesterday for several elderly patients missing from a suburban nursing home described by an investigator as "horrible... just filthy."

A search of the grounds started when relatives of the missing patients told police they were worried because they could not contact the home during the Thanksgiving holidays. Police found the home unlocked and the patients and staff gone.

Officials were not certain how many patients were missing. State officials said Sunday night that "10 or 12" of 20 missing patients had been located in other nursing or boarding homes, but Manchester police said it was unclear how many patients were at the home when it was closed.

NEW YORK TIMES reporter Myron A. Farber and his newspaper were denied Supreme Court review yesterday of their contempt convictions for refusing to surrender confidential files.

The nation's highest court turned it back to arguments by Farber and the *Times* that the contempt-of-court convictions violated the Constitution's free-press protections and a state reporters' shield law.

None of the court's nine justices went on record as favoring a review of Farber's appeal, but Justice William J. Brennan, took no part in considering the appeal.

The justice's action cannot be interpreted as a statement on the merits of the Farber case. It merely means the court decided not to review the issues presented.

CHRISTMAS MAY BE brighter than ever for Amherst, Ohio because all 10,000 residents will get their electricity free for the month of December.

It's a present from the City Council, which voted earlier this month to forgive electric bills for one month after negotiating a lower rate increase with Ohio Edison, which supplies electricity to many northern Ohio cities.

If Mayor Anthony DePaola has his way, the free December electricity may become an annual present.

world

AMNESTY INTERNATIONAL accused China yesterday of systematically repressing political dissent through abridgment, imprisonment, mental torture and execution since the 1949 takeover.

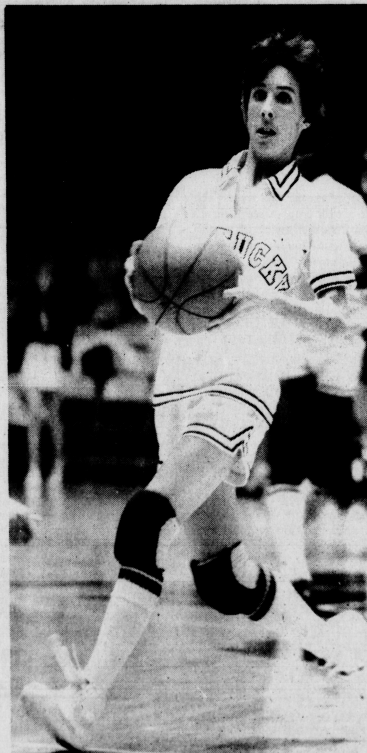
In its first major report on China, the London-based human rights group quoted official Chinese documents indicating the number of people punished for straying from official policy is in the millions.

Amnesty International, which advocates the release of political prisoners everywhere and won the Nobel Peace Prize in 1977, said the report — "Political Imprisonment in the People's Republic of China" — was the result of "several years of intensive research."

Amnesty said it sent a copy of the report in June to China's ambassador to Sweden for correction or comment and decided in August to publish the report when no reply was received. China still has not responded, Amnesty said.

weather

DECREASING CLOUDINESS this morning and becoming partly sunny this afternoon. The highs will be in the low 40s. Generally clear and cold tonight with lows in the upper 20s.



By TOM MORAN/Kerbel staff

Hoop happy

Debbie Mack, a physical education senior from Lexington, charges her way on the court for a Lady Cat lay-up shot while playing against the Lexington Media Maniacs. The Lady Cats lost only by a few points to the Media Maniacs. Mack is five-foot-three, the shortest player on the team, and is a three-year starting guard for UK's team. The Lady Cat's take on the University of Cincinnati team tonight at 7:30 at Memorial Coliseum. Students with validated UK I.D.'s will be admitted free.

San Francisco mayor killed in his city hall offices

By SUSAN AGER
Associated Press Writer

SAN FRANCISCO — Mayor George Moscone and Harvey Milk, the city's first self-proclaimed homosexual supervisor, were shot to death yesterday in City Hall, and a former city supervisor, who had wanted his job back, was arrested 45 minutes later.

Dan White, 32, was booked for investigation of the murders, which stunned a city still numbed by the suicide massacre in Guyana of more than 900 member of the Peoples Temple, based in San Francisco.

The former supervisor had surrendered to police at a station eight blocks from the murder scene.

Police and city officials said White, who resigned from the Board of Supervisors Nov. 10 then asked for his seat back, was meeting with Moscone in a back room of the mayor's office, presumably begging to be reappointed, when the 11 a.m. shooting occurred.

Moscone had scheduled an 11:30 a.m. news conference to announce White's successor, Don Hornanzy, who was waiting in an outer office at the ornate, domed City Hall when the shots rang out.

"We heard shots but we were unaware at the time that the shots came from the room," said Mel Wax, Moscone's press secretary. One of the mayor's secretaries walked to a window, thinking the noise was a car backfiring.

Moscone's bloody body was found lying on the floor when the mayor's fiscal adviser, Rudy Nothenbert, walked in for an 11 a.m. appointment. Police said Moscone had been shot three times, twice in the head and once in the left arm.

Was said White had appeared at the mayor's door about 10:40 a.m. asking to see Moscone without an appointment. He added, "I didn't want them to see each other. I thought that would be a bad scene."

The press secretary said that

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KENTUCKY Kernel

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Other topics warrant Assembly's attention

When the General Assembly convenes Dec. 11, its principal charge from Lt. Gov. Thelma Stovall will be with taxes — how to cut them. Legislators will be confronted with a variety of proposals on this current hot topic, such as the partial freeze on state property taxes proposed by Stovall herself.

Special legislative sessions are supposed to be called for emergencies and urgent problems, but the good conduct of the governor (or acting governor) is really the only safeguard of that.

And while Stovall didn't really abuse the power by calling a special session to lower the tax burden, it's not an issue that couldn't be put off until later. It's even possible that a legislature with more time to study the subject through interim committees could even do a better job.

But the politics of necessity were enough to convince Stovall, a gubernatorial candidate, to capitalize on the nationwide war against taxes. It was an opportunity to get exclusive bragging rights to an issue, and Stovall's political savvy is to be admired.

But it's a shame that in the rush to cut taxes, other subjects of equal (if not urgent) importance are being passed by. Perhaps it's still not too late for Gov. Julian Carroll, now that he's back in the state (virtually imprisoned; he's probably afraid to leave the state again) to add some topics to an extended call of the special session.

One such item that has received frequent mention, including comment from the Governor himself, is the need for including guarantees of First Amendment protection for the press. Because of recent Supreme Court decisions regarding search and seizure restrictions and access to information, there's a real need for a law that spells out what the privileges the press really has.

Another subject would be the "fair-trade" laws that balk Kentucky consumers who want to buy certain exotic luxuries of life, like milk. These laws hike prices to unrealistic levels in an unnecessary safeguard of competition, and could be quickly abolished by the special session.

Also, the legislature could deliver a swift statement of disapproval to similar proposed regulations for selling beer. The suggestions would equalize prices in many areas — at artificially higher levels — in a step to end bootleg sales. That job should be done by the Alcoholic Beverage Control, not paid for by the consumer.

In fact, there are many things that can be done in the general subject of alcohol. The drinking age could be lowered, a policy toward liberalizing bar closing hours could be recommended, and the legislature could finally grant approval for sales of alcoholic beverage at the UK Student Center.

And while we're on the subject of impossibilities, the General Assembly could follow the lead of other progressive states and decriminalize marijuana.

After that, a committee could look into the effectiveness and potential profits of marijuana as a cash crop — see if there's anything to what Gatewood Galbraith has been saying. It's worth a look — Kentucky already maintains a tourist bureau in Europe and has a movie commission to bring in film money. Marijuana revenue, if the plant ever becomes legal, could dwarf income from tourists and films.

But then, all this is probably a little too much to expect. Since it is the holiday season, maybe we should merely be thankful that some of the more noxious subjects aren't being considered by the legislature.

There's no unending debate on the Equal Rights Amendment — including appetizing remarks about gay teachers and unisex toilets. Bibles in classrooms aren't being discussed, and there won't be a civil war over a proposal to institute collective bargaining for public employees.

So be thankful for small favors. The special session could be much worse. Still, there is one thing that could be improved: the way special sessions are called.

The legislature should seriously consider — or at least begin debate — on how to inject more accountability into the special session process. The system of checks and balances can start to break down with the current rules, as Stovall's parliamentary legerdemain attests, and there should be more participation in how the agenda is formulated. It's something worth considering while all those "Aye" votes are being jotted down for the tax-cut measures.



Pro-Life philosophy is striving to exceed conditional life values

BY KAY KAAK

The fact that abortion has become an issue tells us that a lot of people have lost their identity, their vision, their hope and their sense of belonging.

The Pro-Life woman does not see her femaleness as a weakness or a handicap. She has a joyful reverence for the softness, the love, and the life she is beautifully equipped to give. She does not attempt to segregate her sexuality for her procreancy; sex is not a game to her. Due to her respect for herself as life-giver, she exercises "control over her body," in a positive manner, by responsible decisions as to when and with whom she will engage in procreative activity.

opinion

The Pro-Life woman is not fighting for liberation; she is free. She never, denies nor ceases to value her greatest power — the power to give life. She makes her life decisions, even the decision to limit her procreancy, from this positive view of herself. These are the truly liberated women; be they single, married, mothers, childless, career women, or homemakers. The Pro-Life woman does not see the male as her enemy or her competitor, but her partner in the destiny of humanity.

The current methods of sex education and the contraceptive mentality are not consistent with the above view of women, of life itself. They are increasing the numbers of "unwanted" pregnancies in addition to degrading and victimizing women. They are attempts at preventing pregnancy. Until these efforts are based on the reverence for life and a positive attitude toward the life-creating process, they should not be supported.

The Pro-Life woman does not see herself as an isolated, individually oriented person in a world of individual persons. She sees herself as a valued member in the family of men and women. To her, the only alternative to abortion, her bringing the distressed pregnant woman into a loving community where she will receive the support necessary to bring her child to term in dignity. She knows that living out the demands of a difficult pregnancy in such an atmosphere can be a positive experience. An experience in life and love is constructive. An experience in violence and death must always be destructive to some part of our being.

Pro-Life women will continue to support Pro-Life groups and activities. There may be personal differences in culture, education, religion and politics among members of these groups, but these are irrelevant to their basic message. The message is that we all share a common origin and destiny; this is the basis of our equality. There is no justice, there are no rights except those that flow from reverence for life itself. They remind us that the best we can hope for by placing a conditional value on life is conditional love. The Pro-Life vision far exceeds this. We believe the destiny of mankind is to bring creation to a state of perfect peace and unconditional love. It is the function, indeed the obligation, of the churches to uphold the ideal, to keep the path to perfection open to the generations, and to keep the message to hope alive.

Kay Kaak is a member of a friend-to-friend pregnancy assistance service in Lexington.



Satire of attitudes

Punk: The 'new wave' of rock-n-roll

BY TONY BRIGGS

For the past few months, I have been reading the articles that have been printed on "New Wave." You have laughed at punk, sneered at punk and run your ("Your Love Is Like) Nuclear Waste contest. I am tired of this, so I have decided to write this article. The *Kernel* has published their

opinion

opinion not knowing anything about what they're writing.

In the Tuesday, Nov. 14 article by Carolyn Conner, "The Punk Scene," she said she based her whole punk concert experience on one night. In her article she devotes less than three paragraphs to the experience.

Dr. (Donald) Ivey (UK music professor) was also very objective in defending punk in the same article. After only listening to one and a half songs, Ivey seemed to associate anyone listening to punk as a lunatic. With his extensive knowledge of punk, it leads one to believe that for a music professor, he doesn't know what he is talking about. Especially with his brief experience.

When rock-n-roll first started it wasn't played on the radio. It was the outcry of the young. Rock was called jungle music, indecent. People said it would never catch on, but it did, and flourished. Now in the 70's rock has come to a standstill.

Pete Townshend of The Who isn't screaming of his generation any more. Hendrix isn't blowing up his amps. Bands today seem to have no purpose but to sing wimp love songs and make money. Most bands of today have nothing to say. Anyone can take a song like "Alison" by Elvis Costello, sing it like Linda Ronstadt and put it on the radio. The question is does she feel what she's singing or does she just "like" the song?

In England some bands are returning to the roots of rock-n-roll. Bands that stay away from multiple overdubbing and the like. Any band can sound good on record by using hundreds of thousands of dollars worth of equipment. These garage bands use basic three-chord rock and are called by most, Punk.

Punk is a name given by the press to a subculture of English rockers. Individuality is the driving theme. All "punk rockers" are different. But all share the basic thought that our society, "our world," is fucked up! They're angry about it and their music is their way of expressing that anger.

When Johnny Rotten and the Sex Pistols refused to sing with an American accent and to tone down his language on vinyl, it gave the punks a symbol to rally to. In a matter of weeks "Anarchy in the U.K.," the Punks first single, went to number one. Following it (was) "God Save the Queen," (which) also reached number one. With two number one records, the Sex Pistols were banned from playing 15 of 20 concert dates. Neither of their records were ever played on the radio.

This is the kind of suppression punk is against. With millions of people liking the Sex Pistols, banning them only gave the movement more power. Punk became a cult of bands and young rockers, mainly between 14 and 21 years of age. All wanted to meet the heads of the cult, the Sex Pistols.

The Pistols were managed by Malcom McLaren, who owned a clothes shop which specialized in unusual clothing. Bondage wear, leather, etc. For the punks it became a common hang out in hopes of meeting J. Rotten and Co. Thus the reason for punks wearing chains, leather and waxy clothes. A very small percent of punks have safety pins through their nose or lip or wherever. The press are the ones guilty for showing all punks like that.

Punks are for peace! In England, the Teddy Bears, English versions of reedheads, often went around beating up the punks. After a while the punk rockers, in order to defend themselves, started fighting back. These incidents were highly publicized by the press, thus contributing to the violent image of the punks.

Punk is an attitude. Violence is all around us and in each one of us. Punk only satirizes that violence.

Since the recent death of Nancy Spungen, Sid Vicious' girl friend, and Sid's subsequent arrest, it has been drawn to the public eye. Being one of the leaders of the punk movement, he is being crucified by the press.

In the November issue of *Rolling Stone* magazine, the facts in the case are explained and it does bring out some room for doubt in Sid's guilt. Even if Sid is guilty, it makes no difference because he is only one man and to put down punk because of the transgressions of one is wrong. If Dolly Parton killed her boyfriend, would people put down country music?

Punk is a lot of things to a lot of people. Whatever it is, it must be judged on its own merits by each individual. Don't take anyone's word on what punk is, unless it's a punk! There's much more that could be said, but the poem below sums it up.

If a man does not keep pace with his companions, perhaps it is because he hears a different drummer. Let him step to the music he hears, however distant or far away.

Tony Briggs is a Lexington resident and involved in local punk rock music.



San Francisco mayor and superintendent shot in city offices

Continued from page 1
although it was normal procedure for a Moscone aide to sit in on every meeting, this time "George said there was no need for that."

Police said after the shooting, White left Moscone's office through a back door and ran about 100 yards down the hall and into the supervisor's offices where he allegedly shot and killed Milk, 48, in what had been his own office before his resignation.

Moscone turned 49 Friday. A liberal, he and White had been at political odds for some time.

The mayor has been supported by the Rev. Jim Jones, leader of the Peoples Temple and one of those who died in Guyana. He once appointed Jones to the city's housing authority. Police said, however, that the murders apparently were not connected to the Peoples Temple.

Dianne Feinstein, who as president of the Board of Supervisors will become acting mayor, tearfully announced the murders outside Moscone's office to a crowd of reporters and city employees, who gasped and screamed, "Oh God!" drowning out her statement.

"The suspect is Supervisor Dan White," she said. Police had immediately issued an all points bulletin for White, who they said raced away from City Hall in his blue Opel. But White, himself a former city policeman, surrendered at 11:45 a.m.

"He just walked in the door put his hands up and turned himself in," said a police officer at the station. "He looked pretty calm — well, not calm, actually. Kind of in shock."

White said two weeks ago he was resigning because he could no longer support his wife and 4-month-old son on a supervisor's \$9,600 annual salary. He said a fried potato concession he and his wife recently opened on Fisherman's Wharf was not yet doing well enough to help.

White, who was a paratrooper in the Vietnam War and a former policeman, quit his later job as a city firefighter to comply with city rules after his election in November 1977. Two days after resigning from the board, he asked for the supervisor's job back, saying his family of 16 brothers and sisters had offered him up to \$10,000 in loans to tide him over.

Burch explains his action during protest to SG

Continued from page 1
booklet concerning student demonstrations.

According to Burch, he had met with the demonstrators before the April 12 speech by Turner. He said the students had agreed to only demonstrate outside of the hall. Burch said this demonstration by

approximately 80 people was in accordance with University rules. Burch said the approximately 30 people demonstrating inside the hall refused to recognize him and refused to disclose whether they were students. At that point he said he "dealt with the students

according to the student code." (The student code states the dean of students may warn any group or individual interfering with a scheduled meeting; ask them to leave the area; cite individuals for violations of University regulation or request assistance of law enforcement officials.)

He said he "warned the demonstrators" and when they refused to comply with his warnings, he turned the situation over to the UK campus police.

"The question of whether there was a disruption was up to the jury," Burch said. "Even if you don't like the results it's still due process of law."

Burch said the jury and judge have made their decision and he has no need to comment on their decisions.

The Senate also heard a budget report last night. Of the \$6,137 budgeted for appropriations, \$5,321 has already been appropriated. Of this amount, \$2,528 has been spent.

In his opening remarks, Billy Bob Renner, SG vice-president, told the Senate that it was very unlikely that SG would incur a loss from the jointly sponsored Student Government-Student Center Board homecoming dance. He said there is a minor bill dispute with the Hyatt Regency but he believed it would be settled in favor of SG and SCB.

Survivors of suicide-murder being questioned in Guyana

By GEORGE ESPER
Associated Press Writer

Georgetown, Guyana — Police say a decision will be made by tomorrow on which of the 80 survivors of the Peoples Temple suicide-murders can return home and which will be held as suspects and material witnesses.

Three members of the sect were questioned by police at headquarters yesterday, but Assistant Commissioner Skip Roberts said no charges were filed. He would not say what the questioning covered.

"We just want to question them some more and go back over their story," Roberts said. He said they would be released but did not say when.

The three were identified as Tim Carter, 28, his brother Michael, 20, both of Boise, Idaho, and Michael Prokes, 32, a former Modesto, Calif. television newsmen.

The State Department said in Washington it expects

survivors to start back to the United States from Georgetown today but there was no sign from Guyanese officials that that would happen.

Prokes and the Carters had been jailed but were released Saturday, taken to the rundown Park Hotel and told to stay available for questioning.

Police have filed murder charges against two other cult members in connection with the Nov. 18 deaths of Rep. Leo J. Ryan, D-Calif., and four others at the airstrip at Port Kaituma near Jonestown and the murders of a mother and her three children in the sect's temple at Georgetown the same day.

Larry Layton, 32, San Francisco, has been charged in the airstrip murders of Ryan, three journalists and a woman sect member who was trying to flee with Ryan from Jonestown.

Charles Beikman, 43, Indianapolis, Ind., is charged with killing Sharon Amos and

her children, who were found with their throats cut.

Roberts said Guyanese officials were making a complete inventory of Jonestown but that no decision had been reached on what to do with the settlement 150 miles northwest of the capital.

So far only one cult member, 84-year-old Miguel DePina, who was in a Georgetown hospital during the suicides and murders that left 918 dead, has returned from Guyana to the United States alive.

He arrived in New York on a flight from Guyana Sunday accompanied by his grandson, Michael Woodward of Long Beach, Calif.

"He can't talk. He's in real bad shape. Real bad," Woodward said. DePina's wife of 60 years was among the 908 Americans and one Guyanese found dead in Jonestown. Most died after drinking a fruit drink laced with cyanide. Some who resisted were force-fed the lethal mixture.

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Amato wants increased efficiency, reduced payrolls for city government

After nearly a year in office, Lexington Mayor James Amato says he wants increased efficiency, a reduced payroll and a minimum of glaring publicity.

"You really don't need headlines to do this job," Amato said. "The public is aware of what's going on, and they don't get it all from the media. You can walk down Short Street behind the Fayette County Courthouse and find out what's right and what's wrong."

Amato, a 44-year-old Lexington native, defeated Republican Joe Graves in his second bid to be mayor during last year's non-partisan election.

"I usually set goals for myself," he said, and when those are accomplished, he moves on

to something else. Amato's only real controversy has involved his apparent dissatisfaction with the chief administrative officer he inherited. But the officer has been gone since August after falling out of favor with the Urban County Council.

Some of those who have worked with or for Amato during this first year in office describe him as straightforward, hard-working and knowledgeable.

"If he's happy, he says he's happy; if he's unhappy, he says he's unhappy," said Gordon Garner, the public works commissioner.

Garner said Amato has fought off the onslaught of details that can bury a mayor and has zeroed in on priority

items. "He's been able to get attention focused on a number of projects that have just been languishing," such as Lexington's traffic problems, Garner said.

Amato conceded that the first year of his four-year term hasn't been without its problems.

Snow buried the new administration last January, and it never really dug out until the thaw. A coordinated snow plan has been formed for this year.

The city-county government also got off to a troublesome financial start when a lawsuit concerning city services turned a budget surplus into a \$2 million shortage.

Since then, Amato said, he has concluded that the urban budget will always be tight and that the only way to grab any breathing room is to reduce the payroll.

He doesn't plan for any current city employees to lose their jobs, but he wants increased efficiency to reduce the number of workers needed.

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PRE-LAW STUDENTS

The Pre-Law honorary society, Societas Pro Legibus, is now accepting applications for membership. SPL seeks to honor academic achievement and provide helpful information to pre-law students.

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Sold-out 'Wiz,' while it was a winner, was not a 'wow'

By MICHAEL ODOM
Staff Writer

When a Broadway show becomes a tremendous success, as did *The Wiz*, winner of seven Tony Awards, producers see dollar signs and increasing returns through future album and film sales, and through national touring potential. It is an investor's dream, satisfying the demands of the non-New York public for top-quality entertainment.

This year the Lexington Opera House sports a gamut of well-known successes which originate from the theatre mecca, New York City. Local promoters have referred to *The Wiz* as "the flagship production of the 78-79 Broadway Night

Series," offering the public a taste of theatre professionalism packaged in a "ready to roll" road show.

The special road show is a condensed company of actors and technicians who must adjust quickly to the varying

a review

dimensions of each theater along their scheduled 11-month tour of 100 cities.

Perhaps the clumsiness of the touring company's production is a result of the hurried adjustment to the Opera House's stage; props and partial set materials seemed to be omitted from some scenes, and there were distracting

audio problems as the microphones competed with the annoyingly loud orchestra, which never seemed to balance the actors' vocals.

Or perhaps it was the poor energy of many of the actors and dancers. At times, they merely went through the motions of the scenes, causing potentially beautiful sketches to lie down and yawn like Bert Lahr in the poppy fields.

Yet there were some remarkably entertaining scenes which prevailed, sparking a reminiscence of the production that raked in the Tony awards.

One might wonder, after seeing the MGM version of the Kansas tornado, how a director could possibly match the spectacle and apply it to the stage. Dancers with black ribbons extending from their heads to the upper corners of the proscenium (the arch over the stage) and whirling props served well to create the desired effect. The expressive movements of the dancers molded the scene into the most exciting sequence of the show. John-Ann Washington,

Juanita Fleming, Yolanda-Maria Hurtt portrayed Addaperle, Glinda and Evillene, the three witches. Fleming enchanted the audience with her soothing voice in "A Rested Body is a Rested Mind."

The familiar trio of L. Frank Baum's story—the Scarecrow, Tin Man and Cowardly Lion—were played by Carl Weaver, Jai Oscar St. John and Bobby Hill, respectively. St. John, as the Tin Man, was superb. He balanced the lag of the mediocre performances of Weaver and the upstaging, base Hill. St. John drew laughs with lines such as these:

"Slide some oil to me, baby. Slide some down my spine. If you don't have STP, Crisco will do just fine."

Deborah Malone, as Dorothy, carried the part as the witch-killing wail with fair polish, doing well to keep her voice in the back of her throat. As an actress, she portrayed the childlike expressions well, actually pronouncing the lines and lyrics intelligibly

(whenever it was possible to hear her.)

As far as theatrical entertainment can be assessed from this version of *The Wiz*, one would have to credit the choreographer (George Faison) and the set designer (Peter Wolf.) Faison's direction of the dance productions was exciting, offering a Broadway-esque crowd just exactly what they came to see, even though certain parts of the movement became lazy and clumsy. The excellent set design spoke for itself.

The audience ate up the performance, savoring what lines they could hear, regardless of obvious flaws and non-professional quirks such as actors laughing and garbling their lines, and untimed movement resulting from poor concentration. This was conceivably the same crowd which applauded Jose Greco in the recent production of *Passion of Dracula*, when he did such diverse acts as entering, exiting, re-entering, sitting down and standing up.

I think it is wonderful that an audience could be so appreciative of a theatre production, especially in a financially struggling space like the Opera House. This is all the more reason local promoters should carefully select their touring companies to see if:

- they are getting an authentic production of a lauded Broadway show,
- the stage is properly equipped (both dimensionally and acoustically) to handle the complete production, and
- the company's tour is

not so full the actors, dancers and musicians have no time to rest or properly prepare for each show.

Audiences should be given the full value of the ticket price (in this case—\$14 and \$17 a whack,) and they must speak out to our organizers for what they want. Why should anyone for second rate?

I must say *The Wiz* was worth seeing, but it wasn't a "wow" as critic William Glover said of the original production. If the award-winning director of the Broadway presentation, Geoffrey Holder, had been here, he probably would have uttered, "Gee, Toto, I don't think we're in New York City anymore."



Deborah Malone (center) portrayed Dorothy in *The Wiz*, which played last week at the Lexington Opera House. Also pictured are (clockwise from top) Bobby Hill as the Cowardly Lion, Jai Oscar St. John as the Tin Man, and Carl Weaver as the Scarecrow.

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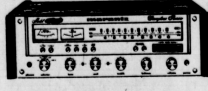
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campus briefs

Seminars to explain new state and federal laws on strip mining permits will be conducted at Jenny Wiley State Park tomorrow and Thursday and at Pine Mountain State Park next Tuesday and Wednesday.

The seminars, to begin at 8 a.m., will include speakers Eugene Mooney, secretary of the Department for Natural Resources and Environmental Protection; Gene Brandenburg, commissioner of the Bureau of Surface Mining Reclamation and Enforcement and Roger Blair director of the Division of Permits.

UK's Institute for Mining and Minerals Research is sponsoring the lectures in cooperation with a number of state agencies. For more information on the seminars and details on registration, contact James W. Ratcliffe, Prestonsburg Community College who is coordinator of the meeting at Jenny Wiley, or Cathy Creech, Southeast Community College at Cumberland who is coordinating the conference at Pine Mountain State Park.

New federal requirements for sediment control on strip mined land will be the theme of a seminar at Kentucky Center for Energy Research on Ironworks Pike in Lexington Dec. 7-9.

UK department of agricultural engineering, College of Engineering and Institute for Mining and Minerals Research are sponsoring the seminar. Registration fee is \$100 and information can be obtained by calling 257-3971.

A new report, "Minerals in the Economy of Kentucky," by William T. Boyd and Preston McGrain, is about the mineral industry of Kentucky. It contains available data on Kentucky's mineral industry for 1977.

The free 10-page report may be obtained from Publications Distribution Branch, Bureau of Mines, 4800 Forbes Avenue, Pittsburgh, Pa. 15213.

A Christmas madrigal dinner will be held Dec. 6 and 7, at the Student Center. The University Chorale, in cooperation with SC Food Service is coordinating the event.

A traditional English dinner of beef and Yorkshire pudding will be served. Entertainment will include Christmas carols, a tumbler and juggler. Appropriate costumes are encouraged.

The festivities will begin at 6:45 each evening. Tickets are \$7 each and information can be obtained by contacting Sara Holroyd, room 10, Fine Arts Building.

Marjorie Guthrie, wife of Woody Guthrie, will be at UK Thursday through Saturday participating in a UK seminar for area health professionals on the theme of a team approach to Huntington's Disease and other neurological disorders.

Woody Guthrie was killed by the mysterious illness in 1967. At 10:30 Saturday morning Mrs. Guthrie will speak during a public meeting to families whose lives have been affected by Huntington's Disease or to anyone who is interested in the disorder. The meeting will be in room 137 of the Chemistry-Physics Building.

UK researchers of the disease are asking that anyone with the disease or have Huntington's disease in their family history donate blood samples and data to help research efforts.

James D. Halloran, a British mass communication researcher, will speak at noon tomorrow in the President's Room at the Student Center.

The lecture, sponsored by the College of Communications and the Graduate School, is entitled "Mass Communication Research: A British Perspective," and is free and open to the public.

Five UK fraternities are sponsoring a benefit tonight for Multiple Sclerosis with a number of bars in town. Stingles, John Barleycorn's, Nite Life, Camelot Lounge and Grenstreets will donate their cover charges collected tonight between 9 and 1 to the MS society.

Free firewood for personal use and not resale, yours for the cutting, is available from seven ranger districts in the Daniel Boone National Forest. To get up to 20 cords of wood, go to any of the district ranger offices and ask for a firewood cutting permit. Each permit comes with a map or instructions to locate the areas designated for cutting the wood. Firewood can only be cut in those designated areas.

District ranger offices are open 8 a.m. to 4:30 p.m. Monday through Friday at the following locations:

- Berea — 204 Center St., Berea; 986-8434
- London — U.S. Hwy. 25 South, London; 864-4163
- Morehead — Box 10, Rodburn Hollow, Morehead; 784-3624
- Redbird — Box 1, Big Creek; 598-2192
- Somerset — Old Hwy. 27, Route 2, Box 507 Somerset; 679-2018
- Stanton — Hwy. 15, Stanton; 663-2852
- Stearns — P.O. Box 429, Whitley City; 376-5323

Kentucky asks Supreme Court to end northern boundary dispute

By HERBERT SPARROW
Associated Press Writer

The state of Kentucky has asked the U.S. Supreme Court to settle once and for all its boundary dispute with the state of Indiana.

The Kentucky attorney general's office filed a complaint with the Supreme Court earlier this month asking for a ruling on where the state's northern boundary begins.

The Supreme Court has not yet decided whether it will hear the case.

Assistant Attorney General David Martin said the action was filed because the Supreme Court is the only court which can finally adjudicate a dispute between two states.

Martin noted there have

been rulings by the Supreme Court in the past on specific locations, but "We are asking that the whole border be decided once and for all since disputes seem to arise every few years."

The latest dispute, which apparently sparked the action by Kentucky, involves the Marble Hill nuclear power plant that is being built near Madison, Ind., just across the Ohio River from Kentucky.

The state of Indiana and the U.S. Regulatory Commission have given the go ahead for construction of the \$1.7 billion plant by Public Service Indiana despite the objections of Kentucky officials and conservationists.

At the center of the dispute over the boundary is the plant's

discharge pipe that will end up in the Ohio River.

Kentucky officials claim the pipe will discharge on Kentucky territory and thus require a Kentucky discharge permit after state officials determine if there would be any violation of federal or local water-pollution standards.

The administration of Gov. Julian Carroll has indicated it would be reluctant to grant such a permit.

But Indiana officials contend the pipe will be in Indiana and have already certified there would be no water pollution violations.

The dispute revolves around the interpretation of what is the "low water mark" of the Ohio River. Kentucky's charter specifies that its northern

boundary is the low water mark of the river.

Kentucky officials say that is whatever the current low water mark is, but Indiana officials say it is the low water mark as of 1792, when Kentucky became a state. The 1792 mark would be somewhat out in the current river channel away from the Indiana shore.

Martin said he was restricted in commenting on the case since the issue might end up in a trial if the Supreme Court agrees to hear the case.

Any final ruling would only be binding between Kentucky and Indiana, but would be considered a precedent in any similar disputes between Kentucky and northern neighbors Ohio and Illinois.

Games attract advertisers

Sports generate lots of dollars

Continued from page 1

have interest and make the investment. Louisville's WAVE, which operates UK's basketball network, paid UK's Athletic Association \$77,400 for the rights to broadcast live and delayed games. Jim Keeler, general manager of WAVE, said the total worth of the contracts depends on the number of games for which the station gets telecasting rights after NBC and the Southeastern Conference television network make their picks.

The WAVE network includes eight stations in Kentucky and neighboring states including stations at Nashville, Cincinnati and Evansville.

WAVE has a unique way of distributing its telecasts to the network stations. Stations have three financial options in joining the network:

- Some stations purchase the telecasts outright and substitute their own commercials for WAVE's;
- Others use a barter system similar to WKYT's;
- And smaller stations pay a fee in addition to the barter.

Wheeler Rudd, local sales

manager for WAVE, said the station sells its commercial time according to guidelines of the National Association of Broadcasters Television Code. Time is sold on a sponsorship basis — WAVE charges \$2,900 a game for each of its five live telecasts and \$700 a game for each of the seven delayed telecasts. Each game has eight sponsors, who are guaranteed a "billboard" at the start of each game ("Tonight's game is being brought to you by...") and four minutes of commercial airtime.

The difference in ad rates for live and delayed games is because live games are telecast during prime time viewing hours, which attract approximately 75 percent more viewers than the 11:30 p.m. slot of delayed games.

The total amount of advertising revenue from WAVE's 12 games is approximately \$150,000. WAVE also carries a coach's show and additional income is received from stations in the network.

It's difficult to get a handle on exactly how much money UK's broadcasters make. It appears that the WAVE, WKYT and the UK Sports Radio Network receive about

\$800,000-\$850,000 a year from advertisers for football and basketball broadcasts. In addition, there are advertisers on post- and pre-game and coaches' shows.

More revenue comes from stations belonging to the networks and those stations also sell commercial time. Broadcasters refused to reveal actual income from advertising for coaches' shows and pre- and post-game shows. However, on the basis of advertising rate information gotten, broadcasters may reap more than \$1 million from UK basketball and football.

All this is not pure profit, of course. The UK Athletic Association gets \$228,000 and there are announcers and technicians drawing paychecks and equipment to be bought and maintained.

Still, the profit potential is great enough to produce intensive bidding for UK broadcasting rights. It is anticipated that at least three and as many as five companies will vie for the money and prestige associated with UK football and basketball and football when UK's radio broadcasting rights go on the auction block in 1980.

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