

By GEORGE DEMIC/Kernel Staff

Trotting for turkeys

Winning a frozen turkey was worth a 3.1 mile run for approximately 200 people who participated in the division. Leslie Klein, a member of the Kentucky Turkey Trot near the Stadium View Apartments Geologic Survey and Dr. Ralph Mann, HPR won the faculty-staff divisions.

UK grad's success began with phone call

By SARAH UNDERWOOD And STEVE MASSEY

The office — a converted duplex — is decorated with butterflies, the company's logo. A black kitten roams the corridors, darting in and out of rooms while customers wait to speak to the manager of M.E.R. advertising

After a few minutes, a woman sticks her head around the corner saying shell be with you in a minute. She is Mary Ellen Reed, 37-year-old president and founder of the advertising agency which serves 21 usuisnesses, ranging from the Wendy's hamburger chain to Ringling Bros. and Barnum and Bailey Circus. "After five years in UK's College of Education, and a semuser of student teaching, I decided I did not want to be a high school English teacher," Reed says.

Although advertising was not a



common option for women at that time. Reed says she decided to give it ashot. "Advertising was a logical thing because I've been a writer since ages) and I get along well with people."
In August of 1968, Reed landed ther first advertising job with WIVQ-62 in Lexington by telling the station manager. "I think your commercials are horrible—I can do better."
After working for the station six months, Reed left to work with various other advertising agencies because I needed the experience. The last company she worked for, Jerico Inc., led her to her present business in a roundabout way.
Reed handled Jerrico's advertising accounts for five years but resigned over differences with a new manager. Tomically, her quitting led Reed to establish her new company.
The management to Mr. Wiggs, anational discount store, called Gerald Rosenthal, president of Jerrico, b, mistake. They intended to call Abbot Advertising, the company is henouse advertising firm. Rosenthal referred the Wiggs management to Meed since in-house agencies can only doompany advertising.

Reed, who was resurfacing her drivesay at the time and had no notion of starting her own agency, was startled by Rosental's call informing her that she now had one.

"I had no money, no self confidence and knew absolutely doodley-squal advertisering the properties of the properties

her that she now had one.

"I had no money, no self confidence
and knew absolutely doodley-squat
about anything," Reed says.

But the following Monday, Reed
was in Cleveland representing M.E.R.
advertising — she came up with the
name and had cards printed over the
weekend — and "pitching" for the Mr.
Wiggs Lexington account. Reed got
the account and immediately rented an

The atom

Its power needed to meet world's energy needs

By MARK CREEN

At its present and projected growth rate, the increasing population of the earth will outstrip the amount of energy available "no matter what" happens — even if nuclear fission becomes a reality by the year 2000, according to Dr. Edward Kenney, health physicist and professor of nuclear engineering at Penn State University.

University.

Nuclear energy is a must for the world to keep up with its energy demands. Kenney said.

Kenney was speaking last night during the symposium. Public Health & the Peaceful Atom. The Radiation Debate. The symposium is the fifth in a series of University-sponsored forums under the general topic of nuclear energy and health.

The three other members on the panel agreed with Kenney. Dr. Robert

nuclear energy and health.

The three other members on the panel agreed with Kenney: Dr. Robert L. Olson, Ph.D. in nuclear engineering, of Sargent and Lundy Engineering, Allen Brodsky, Sc.D., senior health physicist with the Nuclear Regulatory Commission; and Dr. Dorothy Nelkin, health physicist and associate professor at Cornell University.

Current public fears about the dangers of nuclear energy have already "crippled" an important industry, said Olson. "We (the United States) have lost a very dramatic lead in the breeder reactor technology." Kenney said.

President Carter has stopped funding — and therefore research for — "breeder" nuclear reactors; reactors which create mere nuclear fuel than they use.

What asked an audience member.

they use. What, asked an audience member

What, asked an audience member during the question and answer period, are other countries doing about the danger of nuclear energy?

"They're building (reactors) as fast as they can. The Russians are continuing with the breeder reactor ...

id.
Third world developing nations will so have nuclear reactors soon, he

The risks and results of a nuclear overemphasized, according to Olson and Brodsky.

ALLEN BRODSKY

would be safe, he said.

"The nuclear industry has established a safety record unequalled son, he will be any other industry in the history of mankind," Olson said. "Coal turns out to be the highest-risk source of energy cuclear coal-fired (power) plants even of and release more radioactivity than nuclear plants."

The use of coal results in 13,000 deaths per year, according to Olson. These deaths come from — among other things — raw material and fuel production, its transportation and waste disposal. Air pollution, he said, is the major cause of coal-related deaths.

is the major cause of coal-related deaths.

There is 1,000 times more danger from natural disasters (earthquakes, burricanes, tornadoes, fires, etc.) than from a nuclear acceident, states the Rasmussen Report or Reactor Safety Study as it is also called. That report showed that the likelyhood of being killed by a falling meteor is comparable to dying from a nuclear disaster.

A study of the Tallow of the comparable of the properties of the

A study of the Rasmussen Report.

ALLEN BRODSKY

But, when answering a question concerning the press' treatment of the nuclear industry. Olson said, "Don't blame the press for what you pay attention to.

"You buy newspapers, you wards television," he told the auudience. If scientists purposely tried to create a nuclear disaster along lines described in the movie The China Syndrome they would fail, acccording to Brodsky, and the movie of the mould be a common could not occur. That is my personal opinion."

If a reactor core experienced a meltdown, there would be pienty of time to evacuate nearby citizens. Brodsky said, It would take a long time for the molten mass to even got brough the floor of a reactor and them it would go into the ground where it would be pressed to the ground where it would go into the ground where it would be ground where it would go into the ground where it would where it would be ground where it would be ground where it

Regulation compliance costing University more than \$2 million for renovations

UK Physical Plant Director Jim Wessels said the \$1,337,800 was appropriated to "overcome some of the safety defects that we have here on campus."

According to Wessels, the list of intended corrections is lengthy. "We're just starting to get into this (construction)," he said.

Some examples of scheduled work in

campus buildings include:

Work on storage closets,
sivalling automatic door closers (at
\$100 cach), enclosing stairwells and
replacing plain glass with shatterproof
wire glass in Erickson Hall.

Placing an enclosed outside "fire
tower" (similar to the \$5x,000 tower on
Jewell Hall) on Patterson Hall.
However, only \$45,000 is available for
this work, Wisests said.
With the stair was a similar to the stair
system in Miller and Barker Halls.
These improvements will not be
completed in the near future, however.
"We're talking about several years,"
Wessels said.
Under Section 504 of the 1973
Rehabilitation Act, all federallyfunded colleges and universities must
comply with certain guidelines. The
deaddline for making UK "program
accessible" is this June, said Jake
Kearns, director of Handicapped
Services. tunded coileges and universities must comply with certain guidelines. The deadline for making UK "program cacessible" is this June, said Jake Kearns, director of Handicapped Services,

According to the guidelines,

According to the guidelines, Blazer Halls, the Whitehalt Classroom

nanucapped students must have equal access to services offered to the general student body. This does not mean that all buildings must be accessible to the handicapped, Kearns said.

Nearly \$500,000 will be funnelled into elevator installations and enovations, while \$261,300 will go for miscellaneous building improvements.

Honefully, Wessels said elevatore.

miscellaneous building improvements.

Hopefully, Wessels said, elevators will be added to Kastle Hall, Research Building One — located on Washington Avenue — and the existing elevators in Erickson Hall, Journalism and Funkhouser buildings will be renovated. will be renovated.

The \$261,300 for miscellaneous

improvements will fund:

Thirty curb cuts on campus

Building and the New Fine Arts

Center.

— Adding a handrail to the sloping

— Adding a handrail to the sloping overpass between the Nursing Building and the Medical Center.
— Lowering drinking fountains in Dickey Hall, the Chemistry/Physics and Commerce buildings.
— Adapting toilets for handicapped students in the Commerce, Chemistry/Physics and Continuing Education buildings, the Patterson Office Tower and the Medical Center.

Continuing Education buildings, the Patterson Office Tower and the Medical Center.

Many of the planned improvements result from a Transition Plan released last year, Kearns said.

Although work on Bowman, Bradley, Breckinridge and Kincade Halls is planned, Wessels said the details "have not yet (been) worked out. They're on our wish list to do."

And, although these improvements will will be a supported by the control of the control of

today-

A UNIVERSITY OF KENTUCKY sociologist who has a national reputation for his knowledge of eastern Kentucky and southern Appalachia social and outlural structure will be honored at the Berea College homecoming.

Dr. James Brown, a 1933 graduate of the Berea Academy and a 1937 Berea College alumnus, will receive the Alumni Association Distinguished Alumnus at a homecoming banquet.

state

MOTORISTS PLANNING A THANKSGIVING eekend trip in Kentucky should have no problem finding

gasoline.

The Louisville and Bluegrass Auto Clubs said yesterday that availability of gasoline remains unchanged for the third straight month.

AN INTERIM LEGISLATIVE COMMITTEE in ankfort yesterday endorsed sendment to place a lid on go

amendment to place a lid on government spending at both the state and local levels.

The Interim Joint Committee on State Government voted to Be Interim Joint Committee on State Government voted to Spread the Proposal that had been prefiled in September by Sen. Citers Stewart, R. Prispect.

The bill would tie the limitation on spending to the Consumer Price Index for local governments and to the state's Goussiner Price Index for local government and to the state's government income for the state overnment.

State The proposal state government would not increase its as evenues by more than 12 percent lice for the state, or the average personal income for the state of the average pers

nation

PRESIDENT CARTER DECLARED that Iranian authorities are "fully responsible" for the safety of the 62 American hostages and "they will be held accountable." In a speech at the AFL-CIO's convention, the president

rejected terrorism as a way to settle disputes and said it was "unthinkable that any responsible government" would try to accomplish its purpose by holding another nation's diplomatic representatives as barter.

"The United States of America will not yield to international terrorism or blackmail. This is an act of international terrorism or blackmail. This is an act of diplomatic tradition," Carter said in his strongest statement since the hostages were taken Nov. 4 when Iranian students seized the U.S. Embassy in Tehran.
"These developments in Iran have made it startily clear that our excessive dependence on foreign oil is a direct physical threat to our freedom and security as Americans," Carter said in his first public remarks on the Iranian crisis in a week.

STOCK PRICES ROSE SHARPLY yesterday despite an Iranian decision to cut off all sales of oil to American oil companies but apparently encouraged by the lack of negative reaction to President Carter's decision to freeze Iranian government assets in U.S. banks. Iran told American oil companies it would not sell oil to

them for delivery anywhere, extending President Carter's embargo on shipments of Iranian oil to the United States. Analysts saw as a good sign the market's calm reaction Wednesday to President Carter's asset-freeze order.

world

ISRAEL ENDED ITS 12-YEAR OCCUPATION of

Mount Sinai yesterday and returned it to Egypt, whose soldiers hoisted their black, white and red flag near the mountain where Moses is said to have received the Ten Commandments.

In ceremonies at an airstrip within view of the 2,285-foot needs to the start of David banner two months ahead of schedule at the special request of Egyptian President Anwar Sadat.

weather

MOSTLY SUNNY TODAY with a high in the low to mid 50s. Clear and cool tonight with lows in the mid 30s. Sunny tommorrow with highs in the mid to upper 50s.

KENTUCKY

editorials & comments

Gary Landers
Director of Ph

Restraint necessary

While 62 American hostages wait in the U.S. Embassy in Tehran for freedom or death, U.S. officials are busy throwing the blame for the terrorist takeover on Carter's shoulders, Carter is busy taking steps against Khomeini and Iranian students are busy worrying about the situation back home.

worrying about the situation back home.

At UK, posters are appearing on buildings telling Iranian students in no uncertain language to go home.

Last year, the students marched across campus chanting, "Down with the shah;" this year, they are trying to become invisible.

While legislators point fingers and Carter and Khomeini keep trying to outdo each other. Americans are being stirred to anger and unfortunately, action. Guns are being fired, windows are being broken and until the situation is resolved, mistrust will continue to run rampant between Americans and Iranians on U.S.

President Carter declared yesterday that Iranian authorities are "fully responsible" for the safety of the American hostages; "They will be held accountable," he said.

Fine, but while he is making speeches, some Americans are rallying from a decade of apathy and questioning the strength of the United States government. Unfortunately, some citizens are so frustrated at America's position — and the thought that there may be no way the hostages can escape alive that they are trying to revenge the terrorists' threat

While riot scenes are splashed across television reens and the front pages of newspapers, the stages wait. Americans wait too.

A series of U.S. memos written in July and August

show the government knew the shah's admission "could lead to attacks on the U.S. embassy and the taking of hostages," the Lexington Herald reported yesterday.

Despite his awareness of the serious risks involved

in admitting the shah, Carter gave his approval and today Iran's former leader is receiving radiation therapy for a neck tumor at the New York Hospital-Cornell Medical Center - while recovering from a

Cornell Medical Center — while recovering from a gallbladder operation.

Every day, Khomeini and Carter take action against each other. Americans see the actions, and are frightened by the leaders "til for tat" attitude.

Khomeini responded about six hours after Carter's

Khomeini responded about six hours after Carter's first act—stopping U.S. imports of Iranian oil—by saying he would have stopped exports anyway. Carter has "frozen" the reported \$6 billion Iranians have stored in American banks and ordered the deportation of Iranian students who are in America literathe.

In Iran, Khomeini's supporters have a new chant

In Iran, Khomeini's supporters have a new chant— "Death to Carter, death to the shah." Americans are wondering, will the hostages escape alive? The shah is leaving the country for Mexico in nine days — according to NBC news, and U.S. officials have been "encouraging him not to delay his departure," it he New York Times News Service reported yesterday.

With the shah leaving the country, the question remains — will the hostages be set free? Or are Americans due for renewed onslaughts of Khomeini's

demands?

What began as a frightening situation for Americans, who thought their nation was too respected as a world power for terrorist threats, has evolved into a touch-and-go situation.

"The United States of America will not yield to

international terrorism or blackmail. This is an act of

international terrorism or blackmail. This is an act of terrorism totally outside the bounds of international law and diplomatic tradition," Carter said yesterday. The Iranian students at UK are not threatening American students; there is no need for retailation at a local level. Those students who disagreed with Khomeini are still here and don't want to go to Iran. Those who agreed with him have returned to Iran to "fight for their country."

Leave the situation in the hands of Carter and the

government, exercize restraint and recognize that all students at UK-no matter where they are from — are here for an education; not to learn how to physically or verbally threaten other people.

Letters to the Editor

Being fruitful

Steve. I must agree with you that it's sickening to have people "forcing Christianity down your throat, but at the same time I take issue with some of

the same time I take issue with some of your statements. I am a Christian and I want you to know that I believe Christianity is the "only way." The Founder of Christianity, Issue Shrist, said, "I am the Way." The New Testament also states. "Salvation is found in no one else, for there is no other name under heaven given to men by which we must be saved." (Acts 4:12 NIV) Since Christians believe that the Bible is God breathed, they also believe the above statement. If I'm convicted of

something, why should you be upset? You could never change my mind because I will always believe in the Bible and Jesus. If you told me you believed in the

Koran or The Odyssey of Homer what right would 1 have to say you were ethnocentric?

I'm sorry you've had the misfortune

goodness, kindness, patience, gentleness and self-control. I hope more of the Christians on campus will practice being fruitful Christians so "that in all things God may be praised

Ruth Cornett

Elementary Education sophomore

I'm sorry you've had the misfortune to have "born-again Christians" (a redundant term) force religion down your throat, but please don't tell me! have no right to believe Christiantity is the "only way" and to say so when asked.

You, made the statement "True religion is being true to yourself and fair to others." I couldn't agree more.

You've that love must be sincere, that we should hate evil and cling to what is good. The fruit of being a Christian is love, joy, peace, about the content of many of the

editorials, editor's notes, and commentaries printed by the Kentucky Kernel.

I find it extremely unsettling that writers of many of the articles included under the above headings (who I assume, for the most part, intend to enter the field of professional journalism) are either unwilling or incapable of basing their comments and compositions on an awareness of the multiple facets of an issue. The numerous slams against Christianity printed in the editorial section are one example; the editor's note printed at the end of the opinion by John Hines in last week's Kernel (Nov. 8) is another. Both cases indicate an ignorance of facts or a bias involved in the issues which reeks of amateurism in the area of journalistic endeavor.

In an institution of higher-learning where "objective analysis" of a subject has a primary emphasis, I contend that some of the Kernel staff appear to be very lacking in objectivity.

When one seeks to substantiate or refute the validity of a given position, one needs to acquaint himself as much

refute the validity of a given position, one needs to acquaint himself as much as possible with the resources,

paper, to acquaint yourselves with the evidence upon which the "arguments of the opposition" rest, before pronouncing judgments and ridiculing others; bigots come in many guises.

Carolyn R. Stewart A & S senior

Sacred right

Okay folks: here is what is going to happen. Some freshman with an influential father and a final exam on the night of the baskethall game will complain to father. Father will go to a high-ranking member of the administration and protest. He will

probably say something like this: "I pertaining to the various positions related to the specific topic. Only then is one even remotely qualified to address the issue. It's true that few of us are that thorough, but it especially important for those in the business of informing others through journalism to familiarize themselves with the various perspectives before publicly taking a position.

I challenge all students here at UK, and even moreso the writers for this paper, to acquant yourselves with the officials, and early next week there will officials, and early next week there will be a notice in the paper to the effect that the final examination schedule has been completelly changed (for some reason totally unrelated to the basketball game, of course), students will be frantically trying to find the right room at the right time for the right course, and total confusion will reien.

reign.

But, the sacred right of the student body to shout itself hoarse at a basketball game and get roaring drunk afterwards will not have been violated.

Four Horsemen of the Apocalypse

Columnist claims absolute truth would be disbelieved, rejected

By RALPH E. JOHNSON

By RALPH E. JOHNSON

There is an absolute truth. It cannot be divined by man. Nor have there been prophets, seers or scientists who have come close. There is that veil behind which man cannot set.

Witness, for instance, the startling discovery this week that Hubble's Constant wasn't absolute and as a consequence we now believe that our universe is only half as long and half as wide as formerly believed, nor is it quite as old — only nine billion instead of 15 to 18 billion years. What next?

That Newton's apple will not necessarily fall?

Much of fallacy can be attributed to the conceived god in his own image; the same man who believes that he has free will; the same man who addivined a thousand gods and created a heaven and a hell, most of the latter limited to the face of the earth a result of man's own mischiel.

But what of heaven and hell?

Omar Khayavam, the 12th centure.

own mischief.

But what of heaven and hell?

Omar Khayyam, the 12th century
Persian poet, thanks to the wizardy of
his English translator. Edward
FitzGerald said it thus: "Strange, is it
no?' that of the myriads who, Before
us pass'd the door of Darkness
through? No one returned to tell us of
the Road, / Which to discover we must
travel too."

ine Noad, / which to discover we must travel too."

In the preceding quatrain Khayyam wrote: "Oh threats of Hell and Hopes of Paradise!/ One thing at least is certain — This life flies;/ One thing is certain and the rest is Lies;/ The Flower that once has blown for ever

dies."
Few of today's students, apparently, have even heard of Omar the tentmaker/poet. Whereas, 40 to 50 years ago Khayyam was widely

days ago a student told me that she never had heard of Omar. I replied that, while she wasn't familiar with the author, she undoubtedly was aware of some of his poetry and I quoted to her. "A Book of Verses underneath the Bough, A jug of Wine, a Loaf of Bread—and Thou ..." I didn't have to go on for she knew.

for she knew.

positive negative

But she didn't recognize, "The moving finger writes; and having writ."

Too bad, too bad! There's so much leaden in the Butching of Co.

Too bad, too bad! There's so much logic in the Rubaiyat of Omar Khayam.

As I said, there is an absolute truth. If it could be spelled out I am convinced it would be universally disbelieved and rejectef. Further, I am convinced that should there occur a second coming of Christ He probably would be visited by a contingent of Catholic nuns petitioning Him for the right to become priests; that there would be a visitation of eminists demanding of Him the right to abortion — and that sooner or later (and more likely sooner) he would be crucified for the second time.

Hideous things have happened and continue to happen in the name of god. Mad men proclaim the right to speak in the name of whatever divinity they espouse.

in the name of whatever divinity they espouse.

The Romans persecuted the Christians. The Christians developed inquisitions. Aztecs, Incas, Greeks, and probably countless others conceived human sacrifices in the name of gods of every conceivable sort. Recently, the Rev. Jim Jones badgered his flock into mass suicide, and now we have the mad ayatollah of ancient Persia holding his nation in

•

You may not have noticed, but there is no terrible swift sword.

On the other hand, there is an nevitable sword.

We're going broke, you know! I don't mean my wife and I — we already are broke. Nor do I refer only to the University, the city, the state, or nation. I mean all of us, the whole damned world!

damned world:

The mightiest nations of the world cannot continue to add to their already multi-billion debts and hope to survive. Nor do I perceive any way

to survive. Nor do I perceive any way to reverse the trend.

The so-called "have" nations only appear to have. What they have is two-fold: material wealth and a national debt to match. The "have-not" countries have neither. The latter may be better off, but all too often those nations abide with the Four Horsemen.

Oh yes, the Four Horsemen still ride Oh yes, the Four Horsemen still ride
— in Cambodia they are rampant.
They ride roughshod in parts of
Central America, in Africa's
underdeveloped nations. And,
apparently encouraged by an insana
ayatollah the white, the red, the black
and the pale horses are poised to lay
that nation to waste.

When this nation finally collapse
under the weights of its indebtedness
the Four Horsemen of the Apocalypse
will ride from sea to shining sea.

will ride from sea to shining sea

Ralph E. Johnson teaches photography at UK. His column which appears every Friday, contains his reminiscences and insights into the UK community.



He was there

WTVQ has city's senior newsman

By TERRY KEYS

"He was there! Now he's here!" proclaim the advertisements in TV Facts. "He' is station WIVQ-I'V's new anchorman William "Bill" Evenson.

The 54-year-old Wyoming native, Lexington's senior television news anchorman, assumed his job about two months ago.

After spending 12 years in

months ago.

After spending 12 years in Washington, D.C. as White House correspondent and later as anchorman for the Muttal Broadcasting network. Evenson wanted to change locations. "I wanted to get away from the national market — Washington," he said when citing his reasons for coming to Lexington.

During his 37 years in journalism, Evenson has worked in a variety of newspetated, positions, including related positions, including

world may variety of news-related positions, including World War II Navy correspon-dent, radio news anchorman and presently, television anchorman.

anchorman.

In the late 1930s, Evenson acted in many radio shows including the "Lone Ranger," "Little Orphan Annie" and the "Orson Welles Mercury Theatre." He also portrayed an assistant state attorney in the 1971 "Aquanaut" letvision series, a 13-segment show. His production of "We the

o plasma alliance

*Bonus offer expires: June 30, 1980.

People" won a bronze medal at the International Film Festival in 1977, Evenson said. However, his acting career has not been stressed by WTVQ, which is emphasizing his news experience in advertisements.

nis news experience in advertisements.
Evenson anchors on WTVQ's 5:30 p.m. and 11 p.m. "Newswatch," which has been experiencing a ratings slump. Mark McDaniel, WTVQ's recently-appointed news director, says ratings are the "bottom line" in the world of news journalism. The more people who watch, the more the station can charge for advertisements, he said.
WTVQ is currently running individe the news ratings race.
"I really can't comment on ratings," Evenson said, because "I don't know the local market." But, there has been no pressure placed on him to raise the "Newswatch" ratings, he said.
"I am amazed at the small."

said.
"I am amazed at the smallam amazed at the small-town approach to television," McDaniel said. "It's like watching the 'Brady Bunch.' There is no hard-hitting newscast (in Lexington)," he added.

GIVE PLASMA

FOR YOUR

\$100

SHOE SALESMAN.

EARN UP TO

PER MONTH.

Help the clothes budget while you help save lives. \$5 bonus for 1st time donors with this ad."

The Kentucky Kernel 210 Journalism Building, University of Kentucky, Lexington, Ky. 4050s, is published each class day during the spring and fall stemesters and weekly during the summer session. Third class postage paid at Lexington, Kentucky 40511. Subscription rates are mailed \$13; year, \$6.50 (semester, \$2 for summer or one cent per year non-mailed.

Jim Cleveland Production Mgr

Lynda Wilson Advertising Prod. Mgr



320000001

said.
Rating surveys are conducted four times each year,
but only those taken in March,
May and November really
count, according to Jeff Evans,
general manager and vice

"Sure, people are going to stop and listen (to the newscasts). Bill is very concise," Evans said, adding that Evenson "delivers (news) with authority. "People have to be shown

that our news people are human," he said. While the station's competition is dominated by youthful newscasters. Evans said many people tune in to a certain newscast merely out of habit, not because they want to

habit, not because they want to see young personalities.

There is "lots of emphasis on habit." Evans said. "Low ratings are not always the newsman's fault."

Evans said he considers it a "crime" that some people believe the cutoff age for newscasters' marketability is 30 years old. He added that there is not as much emphasis on so as much emphasis on the smuch emphasis of the smuch emphasis on the smuch emphasis of the smuch emphasis on the smuch emphasis of the smuch emphasis o

years old. He added that there is not as much emphasis on youth in the national market. So broadcast as an example. Evenson said he couldn't give an opinion on the issue of youthful newscasters in Lexington, because, "I don't know the market; I'm still learning." learning."

McDaniel said that

"Lexington didn't have option on youth (an alternative to young anchormen)" until

Comparative Literature Offers For Spring 1980 ... **CLT 300 -Novels Into Film** TR 7-9 pm







You get it





Kernel Crossword

2043 Oxford Circle/Phone 254-8047 M,Tu,Th 8am-9pm, W,F 8am-7pm, Sat. 8am-3pm

members can save \$20 on high fashion, high quality eyewear at Wards Optical.

Charge it at Wards.



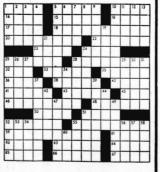
Turfland Mall 278-5421

Present valid ID at time of purcha to receive 20% discount.

be a •••••• Kernel writer

Drop by Rm. 114 Journalism Bldg.







Sunday Special!

This Sunday with U.K. ID receive a FREE BEVERAGE with the purchase of any York dinner menu item.

SUNDAY ONLY!

Reed sells agency on work, track record and proven results

Continued from page 1
Thave never tried to exploit
the female aspect because
Lexington, and Kentucky on
the whole, is not ready for
that," Reed says. She sells her
agency "on its work, track
records and proven results."
The fact that her agency is a
member of the American
Association of Advertising,
Agencies — an advertising,
honorium representing 7

Association of Advertising, honorium representing 7 percent of all American ad agencies that do 90 percent of the business — illustrates her joint about proven results.

M.E.R. is the only organization in Lexington, and the third in the state, to own this honor.

Red also takes pride in the television and radio slots "Have you Hugged Your Kid Today," which were designed by her company. Although it's Because of her success, and high blood pressure. Reed correlation, reported child

began.

Although her agency wasn't always taken seriously by its male counterparts, Reed says businessman now take notice—especially since two-thirds of national advertising agencies' employees are women.

Reed describes herself as "constantly looking for "constant".

Free

Hamburger

BECOME A LAWYER'S ASSISTANT

THE NATIONAL CENTER FOR PARALEGAL TRAINING

0012C/20g

Shake Your Burrito!

Friday and Saturday

Nov. 16 & 17 10 p.m. - 1 a.m.

Food Sowed Until 12 p.m.

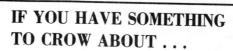
Come on in and

operations.

Being married and having a daughter. 12-year-old Julie, Reed is very conscious of her family. She says her husband,







Do it with the Kentucky Kernel!

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- ¥Bowie and Gminski simulatneously rebound and the referee signals a jump ball. ♣Dwight Anderson misses the first of a two shot foul situation. ★Macy misses a field goal and it bounds up and over the backboard. ♣Bowie blocks Vincent Taylor's shot and Macy scoops up the loose ball.

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Jonestown:

By BOB COCHRANE

Staff where

Jim Jones stood before hundreds of listeners at an antisucider ally on the Golden Gate Bridge. It was Memorial Day, 1977.

At the People's Temple in San Francisco, Jones had already held many suicide drills rehearsh, it turned out, for Jonestown.

"Suicide is a symptom of an uncaring society," he told his audience. "The suicide is a victim of conditions which we cannot tolerate, and I guess in the state of the suicide is a victim of conditions which we cannot tolerate, and is present to say he cannot tolerate, which neverthelm in for which there is no recourse..."

He stood before another congregation 18 months later.

Many of the faces before him were people who had listened on the bridge.

He stood before another congregation 18 months later. Many of the faces before him were people who had listened on the bridge.

"My opinion is that we'd be kind to the children and be kind kind to the children and be kind to the seniors and take the potion, like they used to in ancient Greece, and step over quietly because we are not committing suicide. It's a revolutionary act."

revolutionary act."

In the year that passed since 912 members of the People's Temple took their lives in Guyana, psychologists, theologians, sociologists and thousands of others have tried to understand what was one of the world's more bizarret ragedies.

UK physiology professor Susan Burchfeld specializes in stress and how it affects human behavior." It hink, broadly, the two factors to explore are Jim of the strength of the season of the season of the world's more bizarret ragedies.

UK physiology professor Susan Burchfeld specializes in stress and how it affects human behavior." It hink, broadly, the two factors to explore are Jim of the eternal human search for belonging and meaning.

"Think scale is met for most people within the boundaries of cur society, he said. "What we set is a sense of symmetry tetwern internal consciousness and thousands or one she tails, the might be the complete loss of deprivation. It might be the complete loss of a job, or one's health, it might be the complete loss of deprivation is that deep, a person is susceptible to cult person he attracted," he said.

Jones spoke clearly and authoritatively to the deprived, according to Fowler, who drew according to Fowler said.

The central structure of any cult is obedience to authority. Burchfield said. What was there about Jim Jones' personality that would make him give orders of mass suicide?

What was there about his followers that made them slaves to Jones' personality? Newton Fowler, who held a

convocation on Jonestown at Lexington Theological Seminary, saw the situation as part of the eternal human search for belonging and

A year has passed since the tragedy in the jungles of Guyana, there are still many theories about causes of the mass suicide

Jonestown and other forms of religion. "St. Austria St. Wake me a captive Lord, then I will be free." There is an element of martyrdom in Christianity as well." he said. Burch'ifeild, too finds historical precedence for the mass suicide. In the 1st century A.D. the mass suicide. In the 1st century A.D. the Town of the said of th

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and children to kill themselves rather than submit to the Romans.

Taped recordings of Jones' last speech to the People's Temple showed that he believed the Guyanese army was on its way after the murder of U.S. Congressman Leo Ryan.

Ryan.
"It's simple," Jones said, his voice strained and weary.
"There's no convulsions with it, it's just simple. Just please get it before it's too late. The GDF (Guyanese army) will be here. I tell you get moving, get

moving."
"Masada and Jonest

seem to be similar in that they were cult suicides at a time Jonestown, the enemy was within sight; at Jonestown the cult was on the verge imagined, she said.

The sign Jones placed over the said. However, at Masada the si "throne" in the compound to repeat it.



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UK guard Jay Shidler (right) crashes into forward Chuck Verderber during Wednesday night's scrimmage at Memorial Coliseum. Shidler and the Cats open the season tomorrow afternoon in Springfield, Mass. when they meet Duke in the first 'Hall of Fame game.' With Dwight Anderson in academic limbo, Shidler may get the starting nod against the Blue Devils.

sports

Hall says Dwight Anderson in trouble academically

By JOHN CLAY

If the sportswriters at yesterday's press brunch at Wildeat Lodge had started eating before Coach Joe B. Hall started talking, they probably would have choked on their salads.

Thankfully, Hall served up his speech before the food, but what he said may be hard for UK fans to swallow.

In an impromptu press conference, Hall told the group of sportswriters that Dwiehr

conference, Hall told the group of sportswriters that Dwight Anderson, UKs electric 6-3 guard, was in danger of losing his academic eligibility. "We had just as well get this out in the open right now." Said Hall. "Dwight Anderson is in danger of being declared academically ineligible. He is in a very tough situation in several classes."

lasses."

Hall said the sophomore Hall said the sophomore guard was taking daily tutoring in an effort to work out his problems. He continued that Anderson's difficulties stemmed from missing classes and that this would probably be clearer in about a week.

The UK coach said that Anderson may not start against Duke in tomorrow's opener at Springfield, Mass.

"Dwight has played super," said Hall, referring to Anderson's 27 points in Wednesday night's scrimmage at Memorial Coliseum."He is a super athlete. But I have to

look at what I am going to have in the future."

Hall was asked if any thought had been given to redshifting Anderson this cason.

"I think it would be a mistake to speculate that he wasn't opine to make it and give uno ressured to go with as many reserved to go with as many reserved to go with as many to reserve the government of the control of the contr

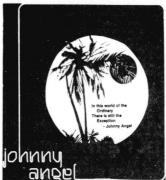
season.
"I think it would be a mistake
to speculate that he wasn't
going to make it and give up on
him," answered Hall. "I think
what he needs to do right now is
recognize where he is and what
he has to do. We're hopeful on
him."

him."
As a freshman last year, rese

pressured to go with as many veterans as possible, "said Hall. "I won't decide who will start until game time. And I think that some of the starters may

AP basketball poll

1. Indiana (14) 22-12	11. Purdue (1) 27-8
2. KENTUCKY (11) 19-12	12. Syracuse 26-4
3. Duke (7) 22-8	13. Virginia 19-10
4. Ohio State (14) 19-12	14. Texas A&M 24-9
5. Notre Dame (9) 24-6	15. Brigham Young 20-8
6. North Carolina (1) 23-6	16. St. John's 21-11
7. LSU 23-6	17. Oregon State 18-10
8. UCLA (1) 25-5	18. Marquette
9. DePaul (1) 26-6	19. Georgetown 24-5
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NAVY OFFICERS GET RESPONSIBILITY FAST.

Wildcats take to the road tomorrow

Cats hope to even slate with win over host Gators

By BRIAN RICKERD

"Go Cats, slaughter Duke" read the sign in a nearby campus restaurant yesterday. Seeing no mention of the football teams' outing against Florida this weekend, the sign seemed indicative that most UK fans have turned their attention to basketball.

The interest of the fans are understandable since tomor-rows' Florida-UK battle will

football

record while Kentucky is 4-5. Both teams have been so decimated by injuries, they are fortunate the game didn't have

Tortunate the gains duch and to be cancelled.

"We're not going to give them a crying towel," says UK backfield coach Charlie McCullers however. "They have the best talent I've seen

Still, the Gators are winless Still, the Gators are winless. "Well, yes, they have had some trouble on offense," McCullers admitted. "They have turned the ball over too much, often deep in their own territory, whereas we have turned the ball over a lot when we were in scoring position." The injuries have caused both the Gators and the Wildeats to perform erratically this season. Florida has played

well against Houston, losing only 14-10, and again in a 19-13 loss to Auburn, but the Gators have also lost at home to Tulsa 20-10 and were fortunate to gain a first down in a 40-0 loss to Alabama. Kentucky, of course, played some good football early in the season against Maryland and LSU, but the injury bug finally caught up with the Wildeats in the past two weeks in dull wins the past two weeks in dull wins

caught up with the Wildcats in the past two weeks in dull wins over Bowling Green and Vanderbilt.

The Gators are last in the SEC in just about every offensive category. Florida has tallied just six touchdowns in six games and 63 points total. If it wasn't for Chriss its games and 63 points total. Collinsworth's pass receiving talents, the Gators might have not scored this season. The talented flanker is second in the conference in receptions with

talented flanker is second in the conference in receptions with 27. but he would have many more if it were not for the inconsistant performance of the Gator quarterbacks.

Defensively, Coach Charlie Pell's outfit has fared better, giving up an average of 22 points per contest. Only Alabama and Georgia have tallied over 24 against Florida.

The Wildcats have managed to put together a two-game

The Wildcats have managed to put together a two-game winning streak mainly because they have managed to keep some of their dependable veterans healthy, such as Shawn Donigan, Chris Jones, Lester Boyd and Richard Jaffe. Jones sparked the Cats last week with a 123-yard effort in the 29-10 win over the Continued on page 8



By DAVID MAYNARD/Kernel Staff

This creature will be awaiting the Kentucky Wildcats' tomorrow afternoon when the football team pulls into Gainesville, Fla. for a SEC contest with the Floida Gators. Meanwhile, the basketball team travels east to open its season against Duke in Springfield, Mass.

Blue Devils to provide stiff challenge for Hall's young Wildcats in opener

By DALE ARNETT Reporter

This year the road to Indianapolis will not be I-65, I-70 and Country" twosome but Duke's "Town and Indianapolis will not be I-65, I-70, I-69 or I-74. Instead, I-70, I-69 or I-74. Instead in I-74 or Instead will be much like the old Western trails — hard and long. Numerous dangers lie along the way of what promises to be a dog-eat-dog struggle. Only four of the original travelers will survive to meet in Market Square Arena.

Tomorrow, Kentucky and Duke will be the first college teams to start out on that the case of the Instead of the I

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you. 16N16

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it. 16N16

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Barbara". 18916

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Many big bowl invitations

By TOMMY ROBERTSON
Sports Columniat

With major college bowl inivitations scheduled to be presented this weekend, all but three of the nation's top treem!

Lemonton's would have given the tomorrow's quality teams are preparing for tomorrow's gridion hattles.

No. 3 Southern Cal.
Houston (10) and Tulane; (18) are taking the week offin hopes of getting a bid on the basis of past performances. The Trojans edged Washington 24.

17 last week and barring any unforssen acts of nature, should represent the Pae 10 in the Rose Bowl.

As for Tulane, the Green Wave housed to May the Continue its college coverage with the Rose Bowl.

As for Tulane, the Green Wave backers would apaw the superdommand the Green of the Rose Bowl.

As for Tulane, the Green Wave backers would apaw the superdommand the Green Green Wave backers would apaw than any team in the country. Of course one game doesn't make a season, but couple this with the 33-10 win over Stanford earlier this year as well as an eight-win season and the Green Wave backers would appear to have how the suith the Alaham-Maim of Leibranked Clemson visits that the Clemson however. Tanford earlier this year as well as an eight-win season and the Green Wave backers would appear to have a valid point.

After em Wave backers would appear to have a valid point in the Rose Bowl.

For Houston however. For Houston however. For Houston however, taking the day off may not be such a great date. The Course on Earlier, the late of the Cotton Bowl bid slip lite the Cotton Bowl bid slip.

Many for the country of the country of the country of the country of the Rose Bowl.

As for Tulane, the Green Wave backers would appear to have a valid point.

As for Tulane, the Green Wave backers would appear to have a valid point.

The List support the top twenty, with a college coverage the best proposed to the country.

The Clemson now seems to be playing their best ball of the trip.

The Just didn't have to wait the problem late the proposed to wait the country.

The UK soccer team is in SEC tourney.

Kernel

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