

Art Buchwald

There is "tough love" and then there is "tough media."

"Tough media" came out of the television business when TV interviewers discovered it was more profitable to rough up their guests than treat them with kindness.

Marco Polo, a local anchorman, told my why "tough media" is now the rule of broadcasting rather than the exception.

"If you treat the person you're interviewing with politeness everyone will think you're rolling over for him like a pet dog. People want to see their politicians pinned to the wall,

particularly during an election year."

"How do you do that?" "You ask the tough questions such as, 'Senator, have you ever committed adultery?'"

"What if he says no?" "Then you ask, 'Has your church minister ever committed adultery?'"

"That could be a hard one," I admitted.

"You have to let your subject know who is in charge on your show. Let's say you ask him, 'How do you feel about the Panama Canal?' and he replies, 'Lousy.' Then it's your turn to zero in on him and say, 'You didn't say

that in Des Moines during the debate. In Des Moines you said, and I quote, 'I'm sick of the Panama Canal.' Now which is it — lousy or sick?' And then he replies, 'Some days I feel lousy about the canal and other days I feel sick about it.'"

"Either way, you've got him." I said.

"Sometimes I'll get a long-winded candidate who wants to talk about the deficit when I want to talk about his wife's charge account at Lord and Taylor. As soon as he brings up the deficit I warn him he only has 10 seconds to explain it and then we're going to a commercial. This usually gets him so nervous he forgets

what he was talking about."

"That is tough."

"TV was not invented for explaining deficits. My job is to give the program a flow. That's why my questions are never too profound. I'm thinking of the little guy sitting in his lounge drinking a wine cooler who couldn't care less who starts World War III. He wants to know if the next man in the White House is going to stop the planes flying over his house."

"Who are your best guests?"

"I like to book TV evangelicals on the show. They are really good because they come up with stuff no one else

dreams of. They know about Soviet missiles in Cuba, hostages in Lebanon and Jimmy Swaggart's battle with the devil in New Orleans. The audiences eat it up."

"So you never shut one of them off?"

"Not as long as he has a beer barrel rolling around in his head. You have to understand what tough television is all about. It first started with Ted Koppel, who told his guests he didn't understand what they were talking about. Then the network anchormen picked it up, followed by Sam Donaldson, followed by local anchormen and women. Women are still softer on their subjects out

of respect to Barbara Walters, who never talks tough because she is a lady. But we TV interviewers are not going to be pushed around by anybody because they're our cameras and we paid for them."

"Do you get as much out of the interview if you're tough?"

"No, but my subject does. The printed press portrays me as a first-class stinker."

"Does this bother you?"

"I'd rather go to a black screen for eight minutes than toss someone a softball question."

L.A. Times Syndicate

Letters to the Editor

Letters to the Editor will be accepted in *The Yellin' Rebel* offices between 11am and 4pm. Letters received on Tuesday will run Friday. Those received by Tuesday will run the following Friday. No letters will be run anonymously, no names will be withheld. Letters do not necessarily reflect the opinions of *The Yellin' Rebel*, CSUN or UNLV.

Dear Editor;

I was belatedly informed of the death of one of CSUN's former officers. I am referring to James Chriner.

To say that James was a friend of mine would not be correct. James and I

worked together, but we rarely agreed with each other, and were almost constantly in disagreement. Still, I had a great deal of respect for James and felt he tried to do the best that he could for the student government.

Many people who knew James while he was in student government either strongly liked him, or strongly disliked him.

Those who had to argue with him on the Senate floor were usually frustrated at his in-depth (albeit, not infallible) familiarity with the operating rules of the organization. Besides knowing Robert's Rules of Order very well, he also

helped write many of the bylaws, statutes and bills that CSUN uses in its day-to-day operation. He was instrumental in reorganizing the CSUN Constitution and could take credit for many of the sections of that document that remain today. He also was responsible for the present CSUN logo. James created the Office of Public Information and was the only competent person to ever head that department. He helped draft many CSUN documents and pamphlets that may still be in use today.

James was no saint. In his last year with CSUN he got paid very well, more so

than any other student leader ever has or probably ever will. James was also not one to let a perk go by; but in all, he put more into the organization that he ever took out.

For that reason, I strongly urge that CSUN, and especially its senate, since that is where James excelled most, somehow find a way to remember one of its officers. Whether by adopting a resolution, or naming James some posthumous honor, it would serve both his memory and CSUN's image to remember James' contributions.

This is not a time for remembering who's side James was on, or whether

he was "one of us" or "one of them". The important thing is when all was considered, James gave the most productive years of his life to CSUN. That's something I feel should be remembered.

Ron Zayas

Dear Editor;

Being a member of a fraternity means responsibility.

Not only to the community and to the school which we attend but also to ourselves.

Members of a fraternity form a special bond, a friendship that goes beyond our graduation days.

This helps when a man is away from his family, he is within a fraternal circle that helps and guides him when he is in need of it.

When that brother, or anyone else, drinks too much we're there to help that person.

Many fraternities are labeled as an *Animal House*, consuming massive quantities of alcohol until they can no longer stand up.

This is nowhere close to the truth! Fraternities have parties, the majority of them are exchanges with sororities, it's a weekend reward for all our hard work and commitment to school.

The ever popular "Beer

Keg" is going to be at these parties and people will drink, not everybody but there are those who enjoy to drink cold beers at a constructive theme party.

But of those brothers who don't drink they offer their time and help to take people, who are not capable of driving, home.

We do care when it comes to drinking and driving, and we don't want to see a brother, or any one else for that fact, get hurt or die due to a car accident resulting from drinking too much alcohol.

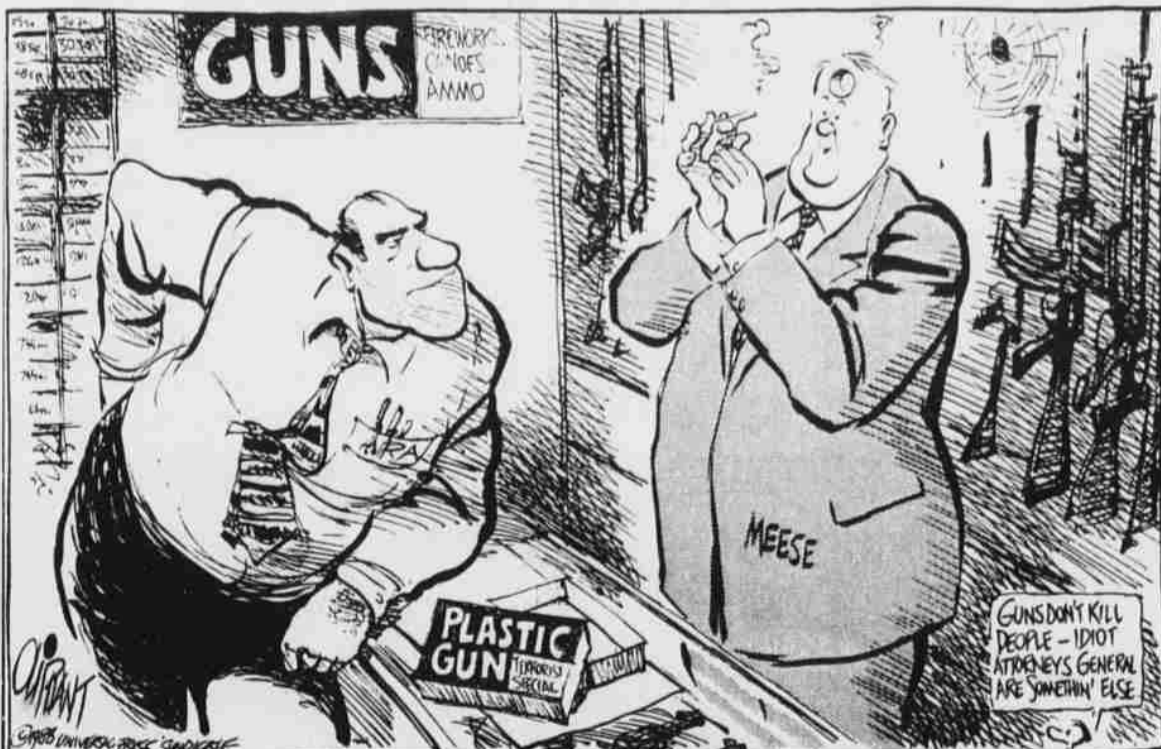
Many new programs and ideas are being brought up at our weekly meetings, such as taking car keys at the door and shirts labeling people as designated drivers.

Almost every week an idea is brought for chapter approval.

We do care! We are the men of Sigma Alpha Epsilon and we're BADD, Brothers Against Drunk Drivers.

I am one of those designated drivers and it's a good feeling knowing that I could be saving someone's life.

Jimmy Dale



'HEY, THAT'S CUTE! WHAT ELSE CAN IT DO?'