

# Fame and success bring undeserved clout

**JUST A COMMENT**

by Aletra D. Lopez

I have always had a difficult time dealing with the fact that some wealthy people in this world are only wealthy because they use the creativity of others to earn a living.

My gripes about this were oftentimes fleeting, here-now-gone-tomorrow types of thoughts that I actually never spent much time pondering.

Recently, it has been a different story; my gripes do not come and go as they once did. Perhaps it is because M.C. Hammer and New Kids on the Block have burnt "sorry excuses for entertainment" holes into my eardrums.

I am sure Prince, Rick James, and Chicago authorized the use of their music by M.C. Hammer—they probably earn healthy royalties each time one of Hammer's

songs plays on the airwaves—but if we, the listening public, wanted to hear and dance to Prince's "When Doves Cry" and Rick James's "Superfreak" and Chicago's "Have You Seen Her" after those songs already had their times on the charts years ago, don't they think we would have been screaming for it?

Instead, M.C. Hammer had to speak, not sing, really dufey (translation: geeky, corny) over the background music of other artists' songs. Worse, Hammer's songs are too long...We get the point, okay, Hammer? No, we won't touch that; no, we haven't seen her, and it is old news that "we have to pray just to make it today." Tell us something we don't know!

Even better, Hammer, "write a song nobody has heard before. Is that asking too much?"

New Kids on the Block are no better. I think that if they really

want respect as youngsters who have beat the odds in the music industry, they should develop their own style instead of emulating groups like ELO (Electric Light Orchestra) and other music groups that were well-known before the New Kids were out of diapers.

At least the New Kids on the Block have some talent; they should be on stage in California competing in national cheerleading competitions (I am positive they would win).

M.C. Hammer can dance, but so what? He is only dancing because he is making millions by "rapping" over someone else's music. What else could be so effortless?

And what's with this tour of his? He came out of the woodwork last May with "You Can't Touch This" (now you know all the lyrics of the song, except for an intermittent, "Hammer time");

now he is touring so he can make more money and dance all the way to the bank!

Increasingly I am convinced that no matter how talented a person is (or is not), as long as he rubs "elbows with the "right" people, his association with them guarantees him a long, easy day in the sun...

...after which we are all doomed because by the time the record company has had its fill of an "artist" and does not renew his contract, the "artist" is wealthy enough to produce his own next album and give it an independent label.

Aren't we the lucky ones?

M.C. Hammer will undoubtedly record another album; perhaps the "songs" will contain some more of his self-centered "Hammer needs love"-type lyrics.

Hopefully, the dancing, music appreciating public will realize that they probably already

have M.C. Hammer's songs in their music libraries—that is, without Hammer's overdubbed, unpoetic rhymes.

As for New Kids on the Block...well, who can stop a child from spending his allowance on junk? The manager for N.K.O.T.B. knew what he was doing when he targeted pre-teen audiences for the late-teen cheer-leading squad he manages; the manager is making his money...

...so, too, are the Kids...and so is M.C. Hammer, and all of his dancers. They are certainly making more money than I am.

Who am I to complain?

I guess I am just a person who is disgusted with the fact that clout is readily disguised as talent...

...the rest of us in peon-land have to accept it.

## Letters to the Editor



# Student requests NFL coverage

The end of the summer and the beginning of fall signifies the start of many things. School starts, and the fall ritual begins, football. However, one would not know if professional football was being played, as the Yellin' Rebel refuses to give even the slightest of coverage.

UNLV head football coach Jim Strong is trying to build a tradition. Coach Strong came to UNLV from Notre Dame, which has an athletic program filled with pride. One reason the campus is so proud is because of the amount of athletes sent into the professionals. The Observer, Notre Dame's daily campus publication, prints both AP wire serviced received stories and student written columns about all sports. Students know about Joe Montana and Andy Heck, two athletes with strong campus ties.

Suppose UNLV were to start winning, wouldn't you want to know where the stars from last year went and how they did? Do you think UNLV's football team is bad?

Did you know that at the end of last season there were eight players who attended UNLV on NFL lineups? Those of course were highlighted by Randall Cunningham and Ikey Woods.

Did anyone from UNLV get drafted?

Who knows, who cares?!

Do you think that proud college football cares who goes into the NFL?

You bet they do. So do I, but let's look at why you won't read about our professional sports alumni.

Yellin' Rebel acting sports editor, Mark Landwehr, states that he doesn't feel the NFL should be covered by the Yellin' Rebel.

I just thought with such a large number of alumni in the professionals we could take time out and honor them. I think there is room for another sports article.

It's proven that people care about football, the TV ratings show that. Who is the Yellin' Rebel to say college students don't want to read about the NFL? Perhaps you are using your edito-

rial power too much.

In closing, I'd like to leave you with a quote from Kelli Tuthill, the news editor at Notre Dame's campus daily, The Observer.

"We are not just a college

newspaper, and although the campus comes first, the country is also important."

If UNLV is to build a tradition we must cover both.

Jay Sapovits

### Response from the Acting Sports Editor Mark Landwehr

The difference between Notre Dame's newspaper and ours is that they are affiliated with Associated Press. What this means is that they have a news wire in their office that is bringing in stories 24 hours a day, which as a member, the paper has the right to reprint verbatim. This allows them to put in up-to-the-minute news items without the necessity of a writer, and without having to worry whether or not a school sports writer is get-

ting the story on the Miami Dolphins right. The Yellin' Rebel is not AP affiliated.

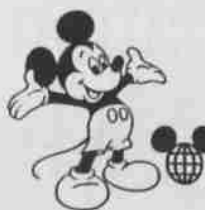
In the last two weeks I have introduced two new features, Sportlight with Billy Naftaly and UNLV Gradwatch. Sportlight will carry interviews with current and former UNLV sports stars. UNLV Gradwatch will cover the achievements of UNLV alumni in the pros.

Yellin' Rebel thanks Mr. Sapovits for his letter.

## WALT DISNEY WORLD COLLEGE PROGRAM

Walt Disney World Co. representatives will present an information session on the Walt Disney World College Program on Wednesday, September 26, 1990, 7:00 p.m. at the Fireside Lounge-Moyer Student Union. Attendance at this presentation is required to interview for the SPRING '91 COLLEGE PROGRAM. Interviews are scheduled for Thursday, September 27, 1990, in the Career Placement Office. The following majors are encouraged to attend: Hotel Administration, Business, Communications, Recreation and Theater/Drama.

Contact: Career Placement Office  
Phone: 739-3928



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# Student tells Joe Student "It's up to you to make friends"

I am replying to your editorial from Thursday the 13th. I was born in Las Vegas and did grow up with basically the same "clique" of friends. That being the case, it was seldom necessary to make introductions, but I now introduce my friends if they have not met before.

Enrolling in UNLV, I was a newcomer. My friends all went out-of-state for school and I had to find a new group of friends. I had to put out the effort. I could not wait for someone to make my friends for me.

You called us Las Vegas transient and false. I resent that! How did you come to the realization that natives are transient? I have lived here all my life. You

are the one who undoubtedly moved from the midwest to attend UNLV, and will move back when you are tired of Vegas.

Tell me who is more false. Tom Bean with his "prefabricated clique" of friends who knows exactly who he is, or Joe Student who has an assumed name and will say anything to be a part of the conversation.

It is up to you, newcomer. You have to come forward to talk to us. Please do. You have something fresh and exciting to share. We look forward to meeting you.

Tom Bean  
Senior  
Elementary Education

### LETTERS POLICY

All letters must be limited to 400 words—anything more will be considered an opinion piece. The Yellin' Rebel reserves the right to reject submissions and to edit for libel, grammar, spelling errors, length and writing style. Letters must be typed and include the name of the writer (unless anonymity is requested for a valid reason), as well as the writer's telephone number, major and year in school. All submissions must be sent to: The Yellin' Rebel, (care of Letters to the Editor), MSU 302, 4505 S. Maryland Pkwy., Las Vegas, NV

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