

College speaking circuit

(Continued from Page 1)

Forum office. "Each time I come in there is a whole stack of messages" to call promoters, he says.

When the phone isn't ringing, slick promotion material floods his desk. But it doesn't stay there for long. "We throw it in the garbage can," Reed grins. "I think they have public relations people for all 50 states." Reed says talking to promoters is a dead-end. "You can't talk them down."

The promoters try to make the sales pitches "so personal," Reed says. "One guy always signs his letters 'Peace', and when they call every week, it's always 'hello,

how's your day been goin'?" he laughs. Reed doesn't find any appeal in plastic approaches or the material that often accompanies them.

An SRO Entertainment poster featuring a reclining, scantily clad female is pinned to the wall behind his desk. Printed on the graphic are the words, "Let Us Entertain You, Let Us Make You..." "We treat it as a joke," he says, "because it shows where they (promoters) are coming from."

He describes promoter Dean Byers as a "pimp" booking women transsexuals. Robert Beck, who was a real pimp known as

"Iceberg Slim," is currently offered on the speaking circuit. Beck recently gave up his profession to expose what he calls "the worst image of black manhood possible."

Men aren't the only exploiters on the speaking circuit. On the other side are women "cashing in on feminism," Reed says. The author of "Sexploitation in the Media" is going for \$1,500. Harrison and Tyler, 1975 Feminist Entertainers of the Year, command twice that amount. But Reed rejects these acts as degrading to women.

Nor is he interested in John Dean or Daniel Schorr. "They don't have anything new to say," he says. Faced with the prospect

Wooden. The Leigh Bureau books Peg Bracken, Moshe Dyan, Jack Linkletter and Art Buchwald.

Richard Fulton, Inc. lists John Chancellor, Jeanne Dixon, John Lindsay, Twiggy, Bella Abzug, Ruth Warwick (star of all my children) and Oregon's well-traveled Senator Mark Hatfield, seldom to be found inside state boundaries. Relax, Gov. Jerry Brown has not joined the circuit.

While nearly a thousand speakers are currently available, the agencies say they have more talent applications than they can usually handle. APB claims to get 30 to 40 calls a week, rejecting more than they accept, according to the College Press Service.

And the agencies keep hound-

The highest price paid for a University speaker was \$1,500. That was paid to bring "Senator Samm" Ervin to Eugene last spring. This year, students can look forward to one national speaker a term plus additional speakers on state or local issues. Reed speaks of former Gov. Tom McCall as a possibility.

He emphasizes that the Cultural Forum can't bring in people who are politically aligned. "One local campaign tried to dupe me into booking Tom Hayden, while Hayden actually intended to endorse candidates" rather than address a non-partisan subject, he says.

The Cultural Forum may bring in another legislator, Sen. Joe

FELIZ NAVIDAD
(MERRY CHRISTMAS)

ÉN MEXICO

\$449 Double Occupancy
Escorted round trip from Eugene

December 21-29 8 Nights & 9 Days

Includes: Round Trip Airfare from Eugene, 3 Nites at Hotel Playa Del Sol in Guadalajara, Half-day City Tour including Tiaquepaque, 5 Nites at El Pescador Hotel in Mazatlan, Your choice of a City Tour or Bay Cruise, Farewell Dinner, Round Trip Airport-Hotel Transfers in both cities. Baggage Handling & tips, Mexican Hotel Tax.

FOR FREE BROCHURE & INFO:

NAME _____ PHONE _____

ADDRESS _____

Ambassador TRAVEL
"Your First Stop to Anywhere in the World"
121 East 11th Eugene 484-1325



LORD JEFF

The Golden Moors Crew

Lord Jeff took this classic pullover and turned its timeless qualities into the look of today. Made it full fashioned and machine washable. Knit it tightly, of 100% virgin wool, to keep out the cold blast. Paid close attention to details, like the husky saddle shoulders. And touched it with a broad range of heather colors. \$90.00

BILL BAKER'S MENS WEAR
881 EAST 13th EUGENE, OREGON 97401

PURE WOOL

of Wolfman Jack, Reed retorts, "I wouldn't pay a nickel to see him."

The American Program Bureau has a toll-free number for "instant" information on all their programs. By calling the number, a person can find out when Sargeant Shriver, Alice Cooper or Ti-Grace Atkinson will be available.

Bobby Riggs is waiting at APB to prove, once again, that "it matters not whether you win or lose, but how well you hype the game." Or how about "Star date 1976, Captain Kirk reporting." The U.S.S. Enterprise commander now beams down (via APB) to the lecture platform to meet and talk with the "evergrowing Star Trek cult."

The Ruth Alben Speaker's Bureau features such diverse personalities as George Plimpton, Betty Friedan and Coach John

ing Reed daily. "Sometimes, you'll get a good phone call" concerning a speaker that students would enjoy, he says. Still, Reed hasn't found anyone willing to speak for less than \$1,000.

He is left with the choice of charging students 50 cents or a dollar to bring in a national speaker. But he's reluctant to start charging students because that has never been done before.

Reed recently had an offer to book a day appearance of Alex Haley, author of the biography of Malcolm-X. The University of Washington bookstore was paying Haley \$3,000 to appear in Seattle that evening.

Even though Eugene was on the way to Seattle, the price was still \$3,000. "I told the promoter there was no need to waste my time," says Reed.

Biden. Biden is the youngest senator elected in the country's history and is already a member of several influential committees. In this case, Reed was "tipped off" by an Oregon legislator, rather than an agent.

Reed says the only way to get a good deal on speakers "is to spend a lot of time on the phone." To do that he often has a long wait — the Athletic Department has first priority on the "area 5" wats line which receives the 48 continental states.

Reed can be found scheming to beat the "agency system" in the Cultural Forum office. He hopes to bring in a speaker that can be booked at several universities in the San Francisco-Seattle area. Reed doesn't seem to mind expending the time — all there is to save is students' money.

G.I. STOVES
Good for busses and even houses. This stove burns wood, coal, gasoline, and kerosene.
It Only Weighs 43 3/4 lbs. and is good to 57,000 BTU Max.
Only \$49.95 complete with oil burner (not shown)

Action Surplus

Open 10 a.m. - 6 p.m. Mon.-Sat.
4251 Franklin Blvd. 746-1310
on Glenwood strip, next to
Willamette River Bridge
LOOK FOR THE ORANGE HANGING DUMMY

Ref. No.

1. Base
2. Ring, adapter
3. Damper, stovepipe
4. Ripe, stove
5. Top, with lid

6. Grate round
7. Pin, cotter
8. Grate, draw
9. Poker
10. Shaker
11. Shovel