

Showtime! Cable television presents R-rated movies at home

By HARRY ESTEVE
Of the Emerald

Sex has always played a leading role in the entertainment business, and in the case of today's TV programming you get what you pay for.

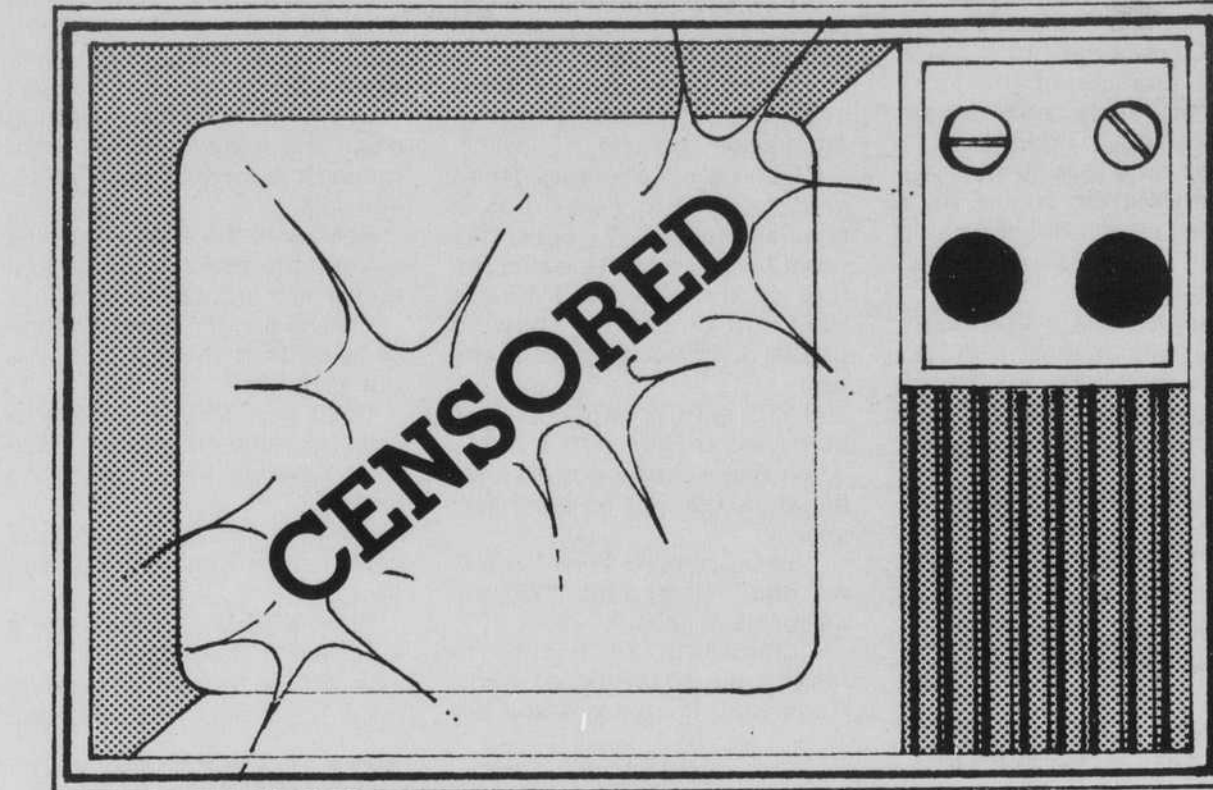
The advent of subscription cable services has added a new dimension to family television viewing — namely nudity and explicit lovemaking scenes.

Last fall, Teleprompter of Oregon showed a series of unedited movies on a Eugene commercial cable channel as part of an advertising campaign for Showtime, its advertisement-free subscription service. One of the movies shown was "10," a film that won fame for fledgling actress Bo Derek with a long scene of her in the buff.

"10" contained several shorter nude scenes — most of them filmed through leading actor Dudley Moore's telescope.

Eugene's response to the programming was "predictable," says Teleprompter's marketing director George Thorry. After the campaign, requests for new subscriptions soared, while complaints were "minimal."

Subscribers are undoubtedly attracted to Showtime's uncut and uninterrupted R-rated movies — not necessarily their sexual content — because



Graphic by Souix Anderson

"most of the good movies produced are R-rated," Thorry says.

Teleprompter never screens the movies it shows, Thorry says.

"We don't preview them first. We pay Showtime for that product and run what they give us."

Complaints usually concern the time certain movies are shown, rather than their content, Thorry says.

"We try to show adult R-rated movies later in the evening," he explains, "but we can't go too late."

Most complaints have been from parents with children who are worried that their kids may be viewing "adult entertainment" at too young an age.

"Lock-out" devices that some parents install to insure the living room TV remains off at certain hours can be purchased at electronics stores.

"For as many complaints as we get for unsuitable material, we have an equal amount of requests for heavier stuff."

That does not mean televised X-rated features are on their way, Thorry says.

The movie-rating system has become more liberal about what it allows in an R-rated production, but Teleprompter's "middle-of-the-road" may not be everybody's idea of suitable family entertainment.

Last year, the showing of "Coming Home," a movie about a crippled Vietnam war veteran, caught flak for its graphic lovemaking scenes. On this month's Showtime schedule is a movie called "Sex on the Run", a grade-B box-office flop that features countless nude scenes, including a lesbian love-scene between three nuns.

According to a brochure published by the Federal Communications Commission, subscription television services such as Showtime are free to transmit any previously-shown movies. The Eugene Cable Television Commission, the local regulatory body, also has little control over Showtime's content.

"We are mainly a complaint handling agency," says commission chair Carol Baker.

"Regulating television content begins to get fuzzy," Baker says. "Especially where the First Amendment is concerned."

According to Baker, the commission has received only one programming complaint in recent months, that over the showing of "Apocalypse Now," an award-winning movie about the Vietnam war. The complaint concerned the graphic violence depicted in some scenes.

There have been no recent complaints over sexual content, she says.

OSU warehouse will store genetic plant material

CORVALLIS (AP) — A \$1.8 million building that will store genetic material cloned from fruits, nuts and other crops is

scheduled to open during dedication ceremonies Wednesday, said U.S. Agriculture Department officials.

The \$1.8 million Northwest Plant Germplasm Repository, the first of 12 such facilities to be built, will be used to collect and distribute germplasm, a genetic material taken from other plants and used to grow new ones.

Horticulturist Otto Jahn, repository curator, said plants such as fruit and nut trees are grown from other plants, not from seeds, to make sure they

have the same combination of genes.

The germplasm is obtained from crop plants that are produced, or cloned, from other plants using techniques like grafting or tissue culturing, Jahn said.

In Corvallis, the repository will be a national storehouse for small fruits such as strawberries and raspberries and for pears, filberts, hops and mint.

The Corvallis repository was built with Agriculture Department funds on land owned by the Oregon Agricultural Experiment Station, which conducts research for Oregon State University's agricultural school.

It is located two miles southeast of Corvallis on the university's Lewis-Brown Farm.

Ceremonies will begin at 1:30 p.m. and will include a tour of the repository.

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ASUO candidates to address forum

The candidates in this week's student government elections will address students' concerns in a candidates' forum in EMU, Room 167 at 12:30 p.m. today.

The emphasis of the forum

will be the problems of the ASUO programs, according to ASUO vice president Peg Peoples, who is coordinating this week's elections.

"There has been a lot of em-

phasis put on funding problems" during the campaign so far, Peoples says. However, she says the new ASUO administration will spend very little of its term of office dealing with the Legislature, which is expected to end its session early next fall.

Candidates for ASUO president, the Incidental Fee Committee, the Student University Affairs Board, the EMU Board and the Oregon Student Public Interest Group's local board of directors are expected to address the forum, Peoples says.

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