
into "the same dangerous range" that prompted alarms to be sounded in the mid-1960s about the breakdown of the black family, Murray believes

that "the institutions necessary to sustain a free society" are threatened. For that reason, he says, "I want to end welfare."

PRESS & MEDIA

Throwing Bombs

"Tarnished Pen" by Paul Sheehan, in *Forbes MediaCritic* (No. 2, 1994), P.O. Box 762, Bedminster, N.J. 07921.

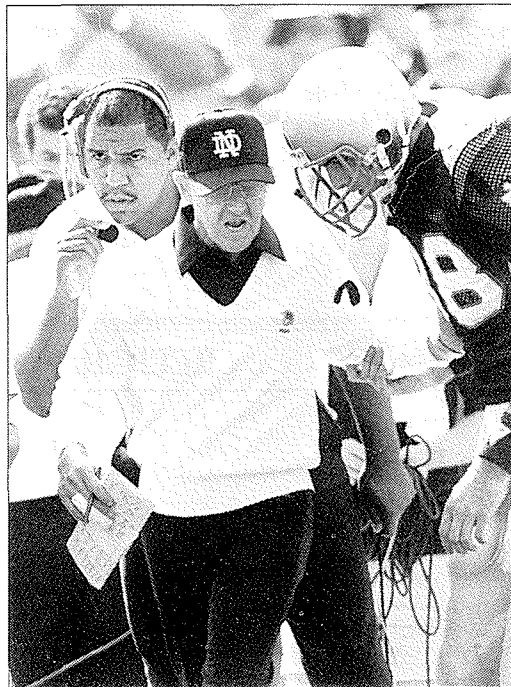
The University of Notre Dame and its football coach, Lou Holtz, took a severe pounding last year in the best-selling *Under the Tarnished Dome: How Notre Dame Betrayed Its Ideals for Football Glory*. The authors, journalists Don Yaeger and Douglas Looney, portrayed Holtz as a repulsive, hypocritical, mentally unstable bully, and his players as an ugly crew of violent, stupid, drug-abusing jocks. Television news shows and big-city newspapers brayed the bad news. Sheehan, chief U.S. correspondent for the Australian Consolidated Press magazine group, contends that they are the ones who ought to worry about being tarnished.

More than 300 students have played for Notre Dame during Holtz's tenure. Yaeger, a former newspaper reporter, and Looney, a *Sports Illustrated* veteran, listed 108 of them as sources, Sheehan observes, but more than half that number appeared only briefly or not at all in the text. "The book turns out to have been built on quotes from two dozen players, most of whom were either thrown out of the university, suspended from the team, dropped out, failed out, transferred, were placed on probation, or never played for Holtz," he says. Opposing views were not offered. The views of the 20 team captains during the Holtz era, for example, were not presented. Rick Mirer, the school's all-time passing leader, told the *Los Angeles Times* that Yaeger and Looney "looked for people who had a reason to be angry about whatever happened in their career there." The book is "a horrible misrepresentation of the university," Mirer said, and "the rap" against Holtz is "just not fair."

Key allegations in the book are at odds with the facts, Sheehan maintains. The authors

claimed, for example, that steroid abuse was encouraged by Holtz and is widespread at Notre Dame. In fact, Sheehan says, Notre Dame has "the most rigorous screening program in the nation," and since 1985, when it began, only five out of more than 400 players have tested positive; since 1990, none have.

Despite such grievous flaws, *Under the Tarnished Dome* was published by Simon & Schuster (after having been turned down by its original publisher, HarperCollins), serialized in such newspapers as the *Detroit News* and the *New York Post*, and its charges uncritically taken up on ABC's "Nightline." In the first month after publication, the *New York Times* "ran no fewer



Did two journalist-authors who refused to play by the rules give Notre Dame and its coach Lou Holtz (shown here in the midst of a game) an undeserved black eye?

than six negative reports on Notre Dame, five of them quoting the book," Sheehan says. Even the sports pages, it seems, are not immune to the press's "deep structural bias in favor of discord, and its weakness for the disenchanting."

Ad Trek: The Next Generation

"Is Advertising Finally Dead?" by Michael Schrage, with Don Peppers, Martha Rogers, and Robert D. Shapiro, in *Wired* (Feb. 1994), 544 Second St., San Francisco, Calif. 94119-9866.

These days, we *always* seem to be poised on the brink of an utterly new era in which life will be very, very different. The latest new age on the horizon, according to Schrage, a columnist for *Adweek* magazine, and his fellow seers, is the "Interactive Age"—and in this brave new realm, advertising and the relationship between advertisers and potential consumers is going to be . . . very, very different.

"Yesterday, we changed the channel; today we hit the remote; tomorrow, we'll reprogram our agents/filters," Schrage proclaims. "We'll interact with advertising where once we only watched; we'll seek out advertising where once we avoided it. Advertising will not go away; it will be rejuvenated."

When "smart" cable converter boxes sit atop TVs everywhere (as John Malone, of Tele-Communi-

nications, Incorporated, has promised) and all video is digitized and carried on hundreds of channels, then "encoding and tracking all the ads becomes a snap," Schrage says. A sophisticated system "would be technically capable of offering its customers not just pay-per-view but TV-sans-ads." For an extra \$5 or \$10 a month, a viewer's local cable company might be willing to cut out all the ads. Or viewers could arrange to get only the types of ads they want, and screen out the rest.

The implicit "deal" that mass media advertisers have always made with viewers or readers—*Take our ads and we'll pay for the TV or radio programs, or heavily subsidize the newspapers or magazines*—"is likely to become decidedly explicit" in the new Interactive Age, claim Peppers and Rogers, co-authors of *The One-to-One Future: Building Relationships One Customer at a Time*. When they turn on their television, viewers will get such offers as "Watch this two-minute video on the new Ford Taurus, and we'll pay for the pay-per-view movie of your choice," or "Answer this brief survey from Kellogg and we'll pay for the next three episodes of 'Murphy Brown.'" The very character of these ads will be different, Schrage speculates: "Advertisements will feel and play like visual conversations, video games, and simulations."

In this interactive future, Peppers and Rogers believe, a significant shift in power will have taken place: "The consumer will be the one in the driver's seat, and the advertiser will be thumbing a ride."

RELIGION & PHILOSOPHY

The Importance Of Seeming Pious

"What the Polls Don't Show: A Closer Look at U.S. Church Attendance" by C. Kirk Hadaway, Penny Long Marler, and Mark Chaves, in *American Sociological Review* (Dec. 1993), Dept. of Sociology, Univ. of Arizona, Tucson, Ariz. 85721.

Survey after survey since World War II has yielded the same finding: Roughly 40 percent of Americans go to church every week. This high

rate of church attendance helps (along with other survey data) to make the United States "God's country" in the eyes of some sociologists and historians. Hadaway, of the United Church Board for Homeland Ministries, Marler, of Samford University, in Birmingham, Alabama, and Chaves, of the University of Notre Dame, believe that a lot of Americans are fibbing.

They examine actual church attendance among Protestants in Ohio's rural Ashtabula County, and among Catholics in 18 dioceses else-