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The campaign in cartoons

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SHOWCASE

Stars to watch

Daniel Day-Lewis — 'Last of the Mohicans'

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SPORTS

No playoffs for Brewers

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WISCONSIN STATE JOURNAL

SUNDAY, OCTOBER 4, 1992 MADISON, WISCONSIN \$1.50

Columbus' festival honors all immigrants

By Richard W. Jaeger
Regional reporter

When Army Major Elbert Dickason and his wife, Obedience, settled along the Crawfish River in 1839 and established what is now the city of Columbus, there was little that tied them to the great explorer Christopher Columbus other than a dream.

Historians believe that Dickason's move into the area just north and east of Madison reminded the soldier of Columbus' brave explorations — leading Dickason to name his settlement for the Italian explorer.

As loosely tied as that connection may be, the folks in Columbus are certainly going to take advantage of the quinquennial anniversary of Christopher Columbus' explorations this year.

They have plans to celebrate Oct. 10 and 11 in festive style, including dances, church services, bell-ringing, fireworks, races and a parade.

In a bow to the tribes of American Indians who occupied the country when the Europeans arrived, the organizers have chosen an Indian priest, Father Georges Mathieu, a Potawatomi from La Crosse, as both parade marshal and the keynote speaker for the weekend.

Columbus joins 18 other cities and villages across the nation that bear the name of the famous explorer in celebrating this 500th anniversary. And another 70 historic spots bear the explorer's name.

"Discovering America Through Columbus," is the theme of the Wisconsin celebration and might well be used to describe the discovery, exploration and eventual settlement of the state by Europeans.

Waves of explorers who followed Columbus helped settle the state, according to Marty Perkins, curator of interpretation at Old World Wisconsin, the state's outdoor museum of immigrant farm and village life at Eagle.

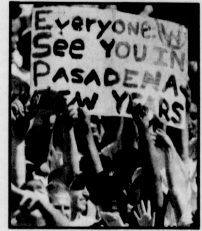
Ironically, Perkins said, Italians were among the last of the European groups to settle here. And like Columbus, their emigration was not out of religious or political oppression but rather out of impulse to see the new world.

The Italians and Portuguese did not settle in Wisconsin until the early 1900s. When they did, they landed in places such as Madison.

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Hey, Big Ten! Watch out We're back!



Left: These victory-starved fans had an optimistic message for ESPN, the sports network that broadcast the game nationally on Saturday.

Below: Dancing and screaming, Badger fans swarm the field after the biggest victory in years, for a celebration that included tearing down a \$6,000 goalpost.

Details in Sports.



Fans go crazy after upset

By Kent Youngblood
Sports reporter

On the first two surges, the fence flexed . . . and held. But it didn't have a chance. And on the third try the gate blew open, the fans burst onto the field and the party commenced.

On a golden Saturday afternoon at Camp Randall Stadium, in front of 72,203 fans and a national television audience, the University of Wisconsin gained a healthy dose of respect by upsetting No. 12-ranked Ohio State, 20-18, in the Big Ten Conference football opener.

For the Badgers, it was the first defeat of a nationally ranked team since November 1985, when they traveled to Columbus, Ohio, and beat the No. 3 Buckeyes, 12-7, in the late Dave McClain's last victory as UW coach.

And when it was finally over, UW fans

went over and through the fence surrounding the field. At the south end of the stadium, victory-starved students tore down the goalpost, broke off an upright and paraded it partway around the field while one fellow held up a sign that read, "Everyone: See You in Pasadena New Years."

On the other side they burst through the gate and onto the newly painted turf. Some danced. Most screamed. And in their midst two UW players who had spent the better part of their college careers waiting for a day just like this stood together and soaked it all in.

Gary Casper and Aaron Norvell both saw their first action in 1989 — a very difficult 2-9 season that ended with Coach Don Morton's firing.

"It was scary out there," joked Casper, a fifth-year senior and Badgers captain.

"I needed a security guard to get me off the field."

Not that they were in any hurry to leave.

"To be a part of the turnaround, in my last year, it's just special," said Norvell, whose father Merritt played on Wisconsin's last Rose Bowl team in 1963. "My dad used to talk about those teams. He said they played together, they had a lot of love for each other. That's what we have this year."

It showed Saturday. And at least a couple of guys were determined to make the most of the Badgers' biggest victory in nearly six years.

"I looked at the crowd," Norvell said. "Then I grabbed Gary. He's my best buddy. We're roommates, we were born on the same day. I just started crying."

Bush vetoes cable TV bill

By R.A. Zeldivar
Knight-Ridder Newspapers

WASHINGTON — Gambling with his unbroken veto record, President Bush Saturday rejected a popular bill that would re-regulate the cable television industry in response to widespread complaints about high prices and poor service.

"This legislation will not reduce the price Americans pay for cable television service," Bush said in a veto message that called the bill well-intentioned, but misguided. "The simple truth is that . . . cable television rates will go up."

Consumer groups said Bush was merely echoing the cable industry's questionable arguments. "It sounds to me like this is right out of the cable industry's book," said Gene Kimmelman, a lobbyist for the Consumer Federation of America. "It's hard to understand why the president believes doing nothing in the face of skyrocketing cable rates, poor service and monopoly conditions makes any sense to consumers."

The cable bill would require the Federal Communications Commission to set rates for basic service and to create nationwide customer service standards for cable companies. It would also make it easier for cable competitors to get established.

Bush said he favors competition — not regulation — to bring down cable rates.

Consumer groups and experts outside the cable industry have dismissed claims that the bill will lead to price increases as a scare tactic. At the very least, they believe it will slow the upward spiral of rates, which have risen three times faster than inflation during the last five years.

By vetoing the bill, Bush put himself on a collision course with Congress, where the House and Senate passed the legislation with more than the two-thirds majority needed to override a veto.

Majority Leader George Mitchell, D-Maine, said the Senate would vote on overriding the veto Monday, with House action expected shortly thereafter.

Police investigate murdered body

By Jonell LiCari
Wisconsin State Journal

A black man, believed to be in his 20s, was found murdered in Southdale Park on Castille Lane around 9 p.m. Saturday, police said.

"We have a death investigation here," said town of Madison Sgt. Burt Boldebeck, who refused to release any information about the victim. "We have just recently identified the body."

Boldebeck said police received a report just after 9 p.m. Saturday.

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Convention center price tag splits city residents

Madison residents are about evenly split on whether the city should build the Monona Terrace convention center between the Capitol and Lake Monona, according to a poll by the Wisconsin State Journal.

More city residents, however, oppose building the center, when told it would add \$31 a year to the typical homeowner's property tax bill.

With five weeks until a Nov. 3 referendum, the State Journal asked 360 Madison residents whether the city should build the center, which is based on a 1959 design by Frank Lloyd Wright.

The telephone survey did not attempt to identify likely voters, but simply asked: "City leaders have proposed construction of the Monona Terrace convention center between the Capitol and Lake Monona. Do you favor or oppose this project?"

About 39 percent of Madison residents favor the project, while 40 percent are opposed. About 6 percent are leaning in favor, 4 percent are leaning against and 9 percent are undecided. The rest are not city residents and cannot vote in the referendum.

Residents were then asked a follow-up question: "Officials say the second question was unfair because it did not mention the benefits of the center, which is expected to create 700 jobs, boost Downtown, project?"

In response, about 37 percent of city residents said they favor the project, while 50 percent said they are opposed. About 4 percent are leaning in favor, 3 percent are leaning against and 6 percent are undecided.

The survey had a margin of error of plus or minus 3 percent.

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Wisconsin State Journal

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TODAY'S FORECAST
 Sunny and pleasant
 High 69. Clear tonight.
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Doubts cast on books at Checota's company

Uncertain if '2nd set of books' broke any laws

By Andy Hall and Nathan Seppa
Wisconsin State Journal

The Milwaukee company run by former U.S. Senate candidate Joe Checota kept "two sets of books" in a bid to improperly delay notifying investors and regulators of financial problems, according to former employees and internal documents obtained by the Wisconsin State Journal.

The State Journal investigation found evidence indicating top officers carried out part of a plan to postpone expenses as a way of making financial statements for 1988 look better.

Whether any laws were broken remains uncertain because Checota and his company, Universal Medical Buildings, would not fully respond to the newspaper's questions.

A month after Checota lost the Democratic Senate primary, former employees and associates continue to criticize the Milwaukee millionaire's business practices.

The latest allegations are similar to those prompting federal Securities and Exchange Commission investigations at a growing number of publicly traded companies.

Terry Peppard, a former Wisconsin securities-law chief prosecutor who reviewed the State Journal's findings, said a government investigation of Universal would be warranted.

Interviews with former employees and internal records obtained by the State Journal show that in early or middle 1989 executives at Universal, a developer of medical offices, learned of \$8 million in estimated cost overruns. The expenses were occurring on 23 of the company's construction projects under way nationwide in 1988 and 1989.

A handwritten internal Universal financial work sheet prepared for top officers reflects a year for keeping costs secret up to a year, former employees said.

Improper activities occurred only if the type of plan appearing on the document was carried out, accounting and securities-law experts said.

The State Journal found evidence some of the \$8 million cost overruns were not immediately disclosed. But reporters could not

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residents favor the project, while 40 percent are opposed. About 6 percent are leaning in favor, 4 percent are leaning against and 9 percent are undecided. The rest are not city residents and cannot vote in the referendum.

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3. you're still on hold
4. hum to Barry Manilow
5. make an appointment
6. it's in two months
7. with the first available doctor
8. who's never heard of you
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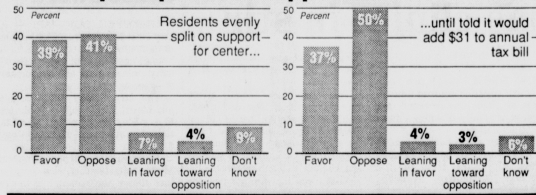


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SOURCE: Wisconsin State Journal survey WSI graphic/LAURA L. SPARKS

Downtown

Continued from Page 1A

and improve access from Downtown to Lake Monona.

They also released the results of their own surveys, which show that about 48 percent of likely voters support the center, while 39 percent are opposed and 12 percent are undecided.

"If the election were held today, we would win," said Ken Opim, co-chairman of It's Wright for Wisconsin.

The group, which has more than 300 members, commissioned four telephone surveys in September, including one on Sept. 29. Chamberlain Research Consultants contacted registered voters and asked "how likely are you to vote in the general election this November."

More than 600 people who said they would certainly or probably vote were then asked, "Knowing what you now know, if the referendum on the proposed convention center and public place were held today, how would you vote... for it or against it?"

On Wednesday, the group will start running television ads that emphasize their vision for Madison's future.

"Wouldn't it be wonderful to be able to walk around the Square at 7 o'clock and have other people up there?" Opim asked.

Marjorie Colson, co-chairwoman of It Ain't Wright, said the State Journal survey shows that two sides are neck and neck in their race to win voters.

The survey found no significant difference in the opinions of men

and women, but younger people were more likely to favor the center than older people.

People who have lived in Madison for less than one year, and people who have lived here for five to 10 years, were more likely to support the project than other residents.

Not surprisingly, many of the opponents were people who own their homes and would directly feel the increase if their property taxes were raised to build and maintain the center.

When told the estimated cost to the average homeowner, 55 percent of homeowners said they oppose the project and 33 percent favor it.

Renters were about evenly split. Opim criticized the \$31 figure used by the State Journal. Proponents have asked Dane County to contribute \$12 million to a \$87.1 million financing plan for the center, but they hope county officials will use sales tax and other revenues, instead of property taxes, he said.

The \$31 figure, however, was derived from the financing report recently completed by the commission promoting the center. The report states:

"The cost to the average Madison home of \$90,700 for the city's debt service and estimated operating subsidy is \$23.56 for 20 years.

To the extent that Dane County funds its \$12 million contribution from property tax-supported debt, the cost would be \$7.75 per year during the 20-year bond term on the average single-family home in Madison of \$90,700."

Colson also disagreed with the \$31 figure, saying the tax burden on the average home will probably be

about \$41, the number included in the It Ain't Wright campaign literature.

Proponents are projecting that a gift shop and Frank Lloyd Wright museum in the center will make about \$330,000 a year to help reduce the center's projected operating deficit of \$860,000.

But Colson said most museums can't make a profit because they have high expenses. "If there's a profitable museum in the country, I'm yet to see it."

The \$41 figure was derived by computing the tax burden without the museum revenues, she said.

It Ain't Wright, which has about 70 members, plans to start campaigning door-to-door across the city about two weeks before the election, she said.

Survey method

The Wisconsin State Journal scientific telephone survey, conducted Sept. 19-26, is based on responses from 384 adults randomly chosen from throughout the Madison School District, which includes Madison and parts of several adjacent communities.

All but 37 percent of the respondents live in the city of Madison. Only city respondents were asked questions about the proposed Ferriss Terrace convention center. Respondent phone numbers were generated by a computer at the State Journal. The computer omits and discards phone numbers of random, so all residents have an equal chance of being called, including those with unlisted numbers.

For a city the size of Madison, a random sample of 384 respondents yields a margin of error of plus or minus 5 percentage points, at a 95 percent confidence level. That means we can be 95 percent sure that if every Madison resident took the survey, results would be the same as our sample produced, give or take 5 percentage points.

The State Journal designed, conducted and analyzed the survey without the services of an outside polling firm. The survey was written by State Journal reporter Mike Donaher, with review by Professor Jack McLeod, chairman of the Mass Communications Research Center at UW-Madison.



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