

## SAVE MORE WITH LESS

*The pros of the  
Clinton energy tax*

Those industry howls about the Clinton administration's energy tax are the sounds of big business barking loudly but with no bite. Two recent reports from the Institute for Local Self-Reliance (ILSR), a Washington think tank, conclude that most businesses—as well as individuals—could easily and cheaply reduce their energy consumption to offset the tax. If a few simple energy-saving measures were adopted, energy consumers would pay no more than they do now, the government would get its needed tax revenue and, in most cases, there would be added benefits, from reducing environmental harm to increasing productive efficiency.

The energy tax, approved by the House but still under assault in the Senate, would affect different energy sources differently but on average would raise fuel prices about 6 percent over three years.

Strategies vary from one business to another, but the potential for savings is everywhere. Office building managers could reduce their total energy use by an average of 6 percent simply by cutting energy for lighting by a little more than one-fifth, ILSR reported. Under one Environmental Protection Agency study, lighting energy was cut by one-half to four-fifths after building owners invested in new lighting technology. They were able to recoup their costs in three years or less.

Farmers, on the other hand, could offset the tax by switching to more efficient tillage techniques (methods of preparing the soil for planting).

Many manufacturers of basic industrial materials could beat the tax by using more recycled materials. Aluminum producers, who use lots of electricity, could avoid any net rise in expenses from the tax by increasing the proportion of scrap in their mix from 31 to 40 percent, ILSR reported. Glassmakers, for example, currently use about 30 percent recycled materials as they melt ingredients for new products. If they increased recycled content to 50 percent, as many manufacturers already have, they could save 5 percent of energy costs, about enough to pay the BTU tax. Steel and paper manufacturers could achieve similar energy savings by increasing recycled content. And there's an environmental bonus because waste disposal problems and exploitation of virgin materials would be reduced.

—David Moberg

## THE NEW CRIMINAL CLASS

*Corporate crime is  
on the rise*

In a Justice Department report released last month, six out of ten district attorneys in large jurisdictions say that corporate crime is on the rise. And some local prosecutors fault the federal government for not doing enough about it.

Local district attorneys are often no match for huge corporations, which have well-financed and heavily staffed legal departments. Many of these prosecutors want more help and better coordination efforts from the federal government, according to the study. They are also frustrated that instead of referring smaller-scale cases to state and local prosecutors, the Justice Department often simply allows them to go unprosecuted.

The study, "Local Prosecutors and Corporate Crime," shows that the

## MEDIA BEAT

By Pat Aufderheide

### Government works

Ever since the Federal Communications Commission sent the signal that it means to enforce the Children's Television Act of 1990, educational children's shows have been popping up all over. CBS has found a weekly spot for the wonderfully offbeat science series *Beakman's World*, starring socially conscious comedian Paul Zaloom. And Universal Cartoon Studios, hoping to do well while doing good, is contemplating a cartoon series about dinosaurs, based on Steven Spielberg's megabudgeted summer movie *Jurassic Park*. (The cartoon series is just the tip of the iceberg in the *Jurassic Park* cross-marketing campaign, which has more than 100 licensors behind it.) *Beakman's World* and the *Jurassic Park* series are just two examples from a long list of similar programs vying for airtime. The industry is abuzz with numerous other deals in the making. And to think that only yesterday broadcasters were saying that the market wouldn't bear more educational shows.

### Read all about it

If it's front-page news, then it's not by, about or for women—if a study for the Women, Men and Media Project at the University of Southern California and New York University is any guide. The analysis of 20 U.S. dailies showed that on the front page, men were sources 85 percent of the time and bylined 66 per-

cent of the time. The study also showed that men write 74 percent of newspapers' opinion pieces.

### Elder TV

The movies and television have regularly slighted the stories of older people. But as the baby boom (with its spending power) ages, traditional TV may be paying more respect to elders. The National Media Owl Awards, given by the Retirement Research Foundation this past May, honored both network and independently produced television programs for addressing issues important to older people. The honorees included Roseanne, Northern Exposure and the public television series P.O.V. for an episode entitled, "For Better or Worse." But while television is learning to look at the lives of older people, film isn't. Hollywood, said Foundation president Joe Parkin, "continues to ignore older actors and actresses and issues affecting seniors."

### Future TV

Meanwhile, at the edges television continues to mutate in the direction of home shopping. Following the rise of infomercials—prohibited until Reagan-era deregulation—comes the infomercial genre. Two new entries: Sports Snapshot and Preview Vacation Bargains. Sports Snapshot uses a trivia game-show format to entice viewers to buy sports cards and memorabilia (the merchandiser and the broadcaster split the profits). Preview lets viewers pick a vacation package over the air.

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increase in white-collar lawbreaking is especially pronounced in the areas of environmental crime and consumer fraud.

—Miles Harvey

## THE COLD WAR'S LAST SKIRMISH

*The Christian Anti-Communism Crusade takes ITT to task*

It's nice to be noticed. A story in the May 15 issue of the Christian Anti-Communism Crusade newsletter comments on Fred Weir's March 22 *In These Times* report on the Russian "kitchen counterrevolution." The

Crusaders, who devote their time to collecting and disseminating "up-to-date, documented information about Communism and other forces which seek to demoralize the United States," are apparently more pleased than *In These Times* is about Boris Yeltsin's plan to send Russian women back into the home.

"According to the U.S. socialist magazine *In These Times*, the women of Russia are threatened with a fate worse than death," the Crusaders sarcastically report. "They are to be denied the privilege of working in the searing heat or bitter cold at such fulfilling jobs as digging ditches and mining coal, and are to be compelled to waste their time by caring for their babies, beautifying their homes and themselves and preparing nourishing meals for their families. ... Think how horrible it must be for women ... to be compelled to submit to such hardships as reading books, enjoying music and teaching their children." And eating, one presumes, a lot of bon-bons.

For information on the Crusade, or to get your free copy of Fred Schwartz' book *You Can Trust the Communists (To Be Communists)*, write to Christian Anti-Communism Crusade, P.O. Box 890, Long Beach, CA 90801. For information on how to get in on the good life by becoming a Russian woman, contact the nearest Russian Embassy—and a professional surgeon, if necessary.

—David Futrelle

### ROUGH CUTS

By JA Reid

### A Random Encounter

