

“Viewers got hardly a clue from ESPN’s game commentators about where the ‘Nevada’ constantly referred to, is located,” Melton wrote. “Instead, ESPN buried listeners with Las Vegas references. Good for Las Vegas, too bad for Reno.”

Melton, a former Nevada regent, also wrote that without the Reno references provided by frequent and omnipresent sports broadcasts, “the city must struggle that much harder in the expensive quest to spread the city’s name afar.”

In trying to get a sense of what term locals use, we spoke with 20 random people, none of them UNR students, at two post offices—Sparks and University Station. No one told us they felt strongly about the matter. Not one said they used Nevada in preference to UNR. And none defended the use of Nevada.

National sports announcers seem to use a term for the campus that many locals and Nevadans seldom do.

ONE-PARTY ELECTION

Thus, each fall, newly arriving students send these novelties back home to parents, grandparents and others across the nation, and none of them read Reno on the back of relatives’ cars.

That also sort of killed our assumption that local cars with Nevada decals were expressing a preference, since no other choice is available.

Some commercial stores in the valley do offer items—particularly sweat shirts—that bear the full name or UNR. But such cannot be purchased on campus.

The matter has so bothered Newman that he wrote a four-stanza poem about it, which reads in part:

“Our university on the hill/
forgot what puts bread on our table and
money in our till/It’s folks coming from far
and wide/to take our gaming tables and our
ski slopes for a ride/ They took the word
Reno out of our school’s name/and to me
that was wrong. It’s a crying shame.” □

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Dave Newman
Reno businessperson

Happy birthday



The annual Cesar Chavez commemoration in Reno attracted more than 250 people this year, with Lacy J. Dalton performing a new song and some of her hits. This was the 17th year of the event, which occurs on or near the union leader’s birthdate. It has always been held at union locations, and in this case the Grand Sierra Resort’s workers are represented by several unions.

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