



Students star in ads to promote colleges

If you've switched on your television lately, you may have seen one of your UNL classmates peering out from the screen.

These students are participating in 30-second public service advertisements, which promote various UNL colleges.

The TV spots serve as a recruiting and public relations device, according to Don Jacks, assistant director of University Information.

"We're aiming at the undecided—those who haven't thought much about their future," he said.

The students in the advertisements are volunteers, who explain to the viewers why they decided upon their particular major and what career opportunities their major offers.

Similar TV spots, which outlined admission procedures and informed the public of the extended entrance deadline, were aired in August.

"A tremendous influx of students appeared in the last week of admissions," Jacks said. "The office was swamped."

If those results are any indication of success, he said, then the TV ads apparently are effective.

Other major universities are also putting out informative TV spots, Jacks continued, "and we wanted to get in the ballgame." The ads were processed, edited, distributed and financed by University Information.

Various UNL departments recommended students who would be willing to talk about their experiences to Jacks. The UNL students then were filmed in their respective college environments.

The background description was done by a UNL journalism student, Kay Lindley.

Every state TV station received the films, Jacks said, but it was up to them when and if they would air the TV spots. Many stations now run the ads in prime time as public service announcements, he added.

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