

Marketing students to survey local travel habits

A UNL marketing research project sponsored by United Air Lines and local travel agencies will study in November how consumers make travel decisions.

Two hundred Lancaster County residents will be interviewed by 10 marketing students, according to Robert Rogers, marketing instructor.

Consumption of leisure time, knowledge of the role of travel agents, how travel

information is received and general background will be asked of each person interviewed through a questionnaire which students are completing, Rogers said.

A two-state random sample based on city intersections will determine survey respondents, he said.

Airline funds

United Airlines is contributing \$1,000 and five Lincoln travel agencies—AAA

World Wide Travel Agency, Van C. Duling Travel Inc., Lincoln Tour and Travel, Travel Unlimited, and Via Van Bloom Tour and Travel Service Inc.—gave \$200, Rogers said.

The money will go to the University Foundation and pay expense allowance for travel and two teaching assistants, he said.

Jack Radican, Lincoln manager for

United Airlines, said the survey will help determine the local travel market. National travel surveys reflect metropolitan areas such as Chicago rather than the agricultural-business market found in Nebraska, he said.

Radican said someone suggested last March at a travel agent's seminar in Chicago that the university undertake the project. "It is the first survey United Airlines has ever done on this basis," he said.

Travel agents benefit

Results will be more useful to Lincoln travel agents than to United Airlines, but United is sponsoring the program because travel agencies are its best customers, he said.

Four of the five travel agency project directors said they are sponsoring the survey to help them formulate advertising effective in Nebraska. The fifth agent was unavailable for comment.

Alton H. Peters, president of Via Van Bloom Tour and Travel Service Inc., said he wants to know how many Nebraskans travel and if they use an agency, who the potential travelers are and how advertising affects the rural Nebraskan.

Grand jury petition-signers reach 1,500

About 1,500 people have signed petitions calling for a grand jury to investigate the shooting of two black Lincoln men by police, according to Cynthia Granberry, secretary to Omaha State Sen. Ernest Chambers.

The petitions have been circulated in Lancaster County since mid-October.

Granberry said 4,828 signatures, about 10 per cent of registered Lancaster County voters, are needed to call a grand jury without court approval.

Relatively few problems were encountered in getting persons to sign the petitions, Granberry said. Some people refuse to sign because they are afraid their neighbors or employers will find out, she said, or think that they don't know enough about the petitions. She said others are just "against the whole thing."

Although the petition requests the investigation into the shooting deaths of Elijah Childers and Arvid Sherdell Lewis, Granberry said that once a grand jury is called, there is no limit to what can be investigated.

Leta Simms, adult social worker at the Malone Community Center, said the center has about 180 signatures to turn into Chambers's office.

The center has served as a central meeting place for persons concerned about the Childers and Lewis deaths. Petitions are available at the center for persons wishing to circulate or sign petitions.

Those who sign or circulate petitions must be registered voters in Lancaster County. According to the Office of the District Court, the petitions must be turned into the office 90 days after the

date of issuance (October 15).

Earlier this month the City/County Common voted to recommend that District Court Judge Samuel Van Pelt call a grand jury. According to his office, he has not yet given a statement as to whether or not he will call one.

Van Pelt currently is presiding in a jury term, the selection of jurors, scheduled to end Nov. 6. His office said he would be "booked up" through December. She added that what she called his busy schedule would not affect the time of Van Pelt's decision.

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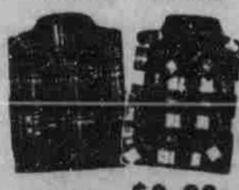


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