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Buzz Book may be used as mail list By Randy Essex

Students innundated with mail offering them magazines, insurance policies and discount gifts may be able to blame the Buzz Book.

The Buzz Book is a probable source of UNL students' names and addresses for mailing lists, according to the direct mail coordinator for an Oklahoma life insurance company.

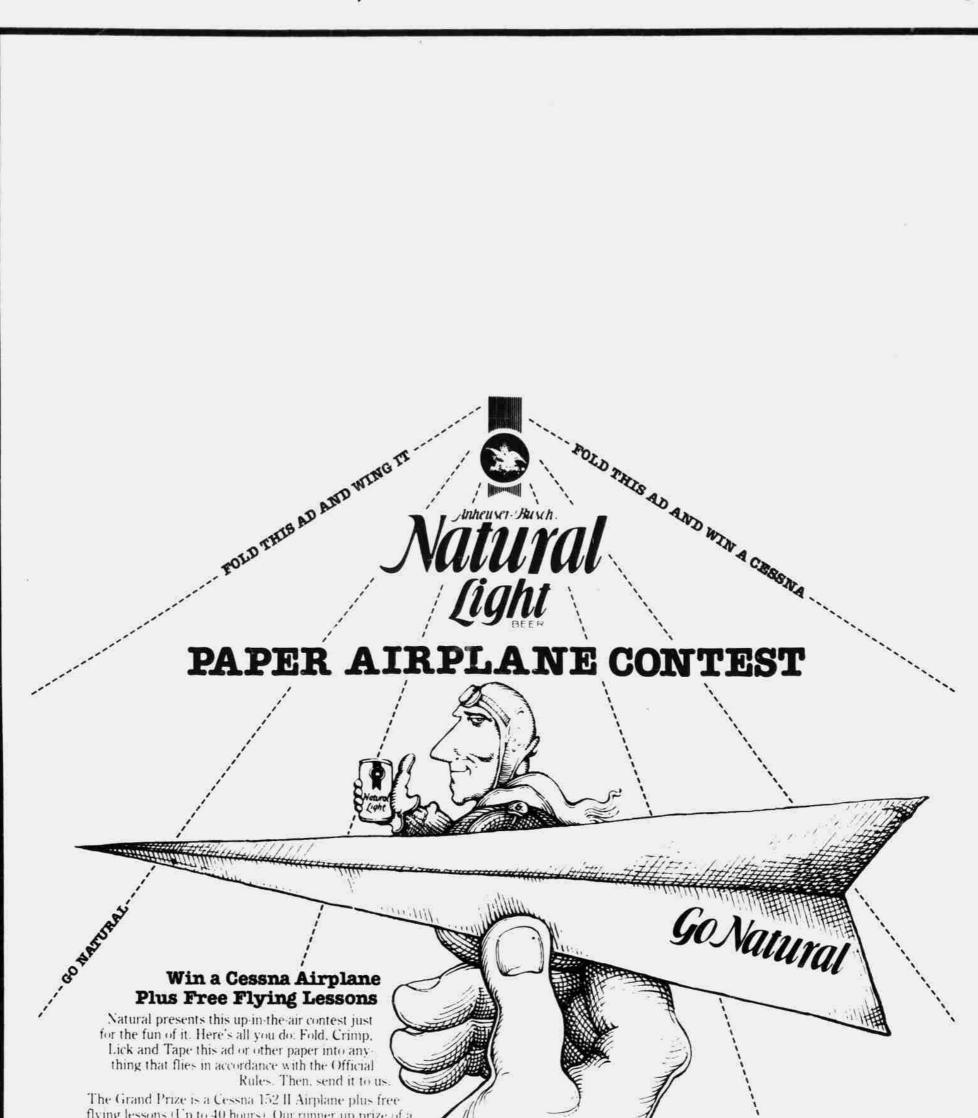
"Many people don't realize that once their name and address is on a list, there is no telling where it goes," said Richard Lewis, direct mail coordinator for Globe Life and Accident Insurance of Oklahoma City. Globe Life recently has contacted parents of some UNL students through the mail, promoting a "young American" policy.

Globe rents mailing lists from the Market Developmet Corporation of Hazelwood, Mo., Lewis said.

Bud Hickman, sales manager of Market Development, refused to disclose how his company gets lists of students' names from some colleges.

"We are not in the business of selling mailing lists," according to Ted Pfeiffer, director of registration and records at UNL.

He said UNL supplies students' names to one company, Blue Cross-Blue Shield, by contract. Pfeiffer also said the Buzz Book is a convenient source for brokers of mailing lists. "I've also seen epople spend a day or two copying the names off the record we keep posted (at the Administration Building)," he



added.

The Builders Organization which publishes the Buzz Book, refuses requests for Buzz Books from mailing list companies, according to Buzz Book Chairman Mary Jo Pitzl.

Two firms in the United States compile and rent mailing lists of college students, according to Hickman. Those tirms are Maiket Development and the Market Compilation and Research Bureau of Los Angeles.

There is a wide demand for such lists because college students are the most receptive group of people to send direct mail solicitations to, Hickman explained.

He said that being on a mailing list can be to the student's advantage.

It provides an opportunity to apply for major oil company credit cards that many couldn't get otherwise." Hickman said.

After Market Development has been contacted by an interested company, Market Development screens the policy or offer to be mailed to assure it is legitimate, Hickman said.

The lists may be rented as many as six different times, according to Hickman. However, it is illegal for companies to use the same list twice without renting it twice, he said.

Students may ask not to be included in the Buzz Book, Pfeiffer said.

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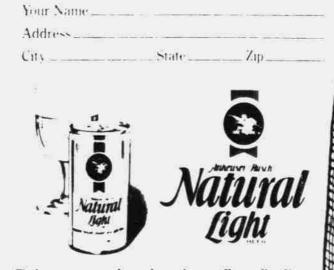
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