

Centrum celebrates first anniversary

By Hollie Wieland

Lincoln's downtown Centrum Shopping Plaza will celebrate its first anniversary in October.

According to Tami Mohlman, Marketing Director of the Centrum, the First year has been successful.

Activities planned for the anniversary celebration include special anniversary sales running Oct. 9-12, with all Centrum merchants participating, three performances by Tim Reid of CBS' television show *WKRP in Cincinnati*, and cake and coffee provided by radio station KHAT.

Ms. Lanford Jorgensen, executive director of the Lincoln Center Association, said the Centrum was opened with several goals. The Centrum was designed to be an urban development project to beautify the downtown area. It provides 1,039 parking spaces to decrease parking problems.

The Centrum links Brandeis and Miller & Paine together by skywalks.

Jorgensen said the Centrum seems to have helped the downtown business community. She said sales at Miller & Paine and other neighboring merchants have increased since the opening of the Centrum.

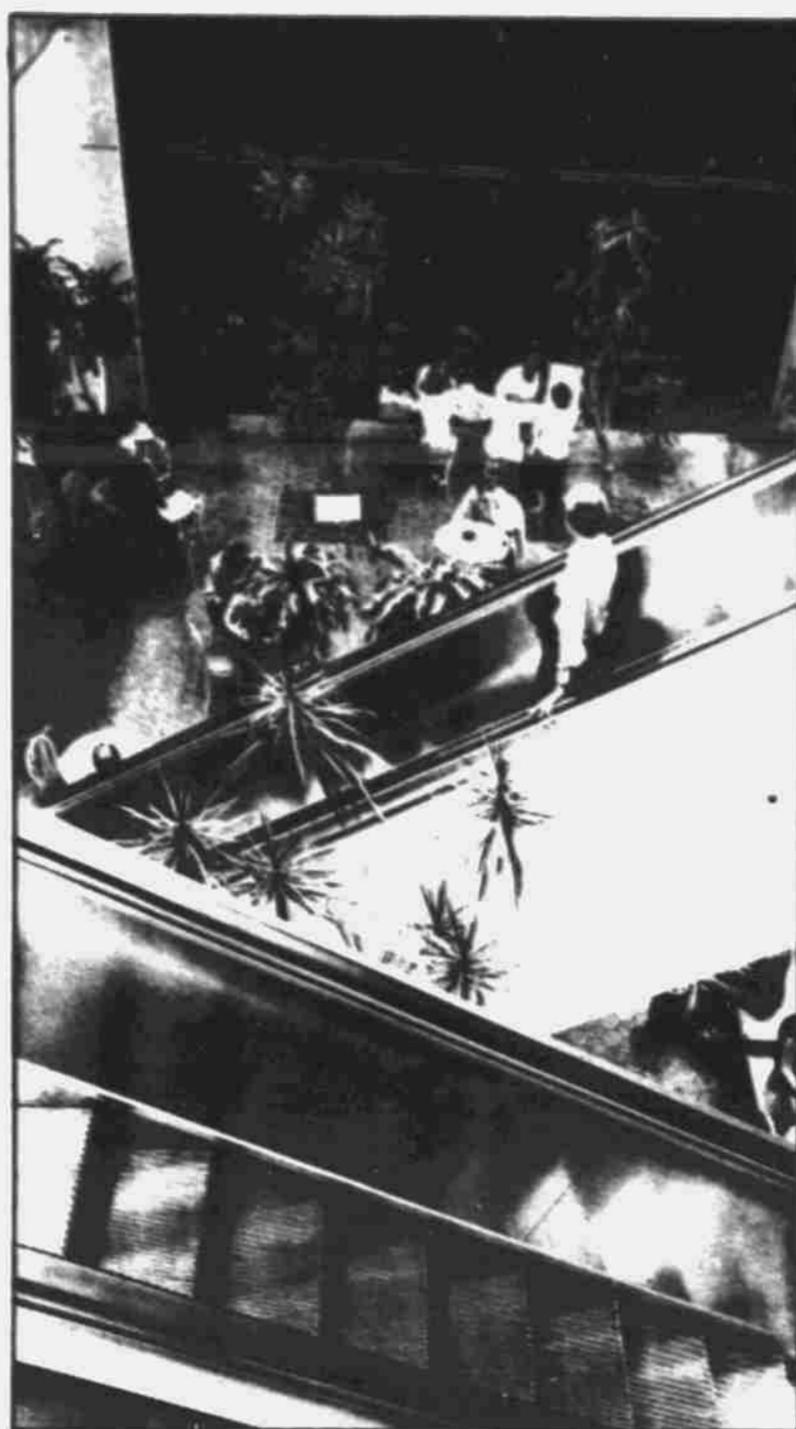
Park & Shop, a program giving a free hour parking for every purchase of more than \$5 at participating merchants, has shown a 50 percent monthly increase in participation. A similar Ride and Shop program, giving free bus transportation for purchases of more than \$5 has shown a 30 percent monthly increase in program participation since the opening of the Centrum.

The announcement that Brandeis will be closing has had little effect on merchants interested in leasing spaces.

Since Brandeis made the announcements, three more merchants have leased spaces. These merchants expressed concern about the traffic loss that will be caused by closing the skywalk from Brandeis, but most say they are optimistic about the Centrum's future.

The Centrum recently started a Wednesday Night center court concert program.

Mohlman said some performers do the concerts just for the exposure, while other well-known performers receive money for performing.



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Lincoln's Centrum Shopping Plaza will celebrate its first anniversary this month. Merchandise sales, food and a special performance by Tim Reid of CBS' *WKRP in Cincinnati* are some of the planned activities.

Mohlman said attendance at the first concert was low, but attendance has increased since then. She said the cause of the small audience was because the Centrum's evening hours have not been publicized.

The Centrum was designed to be convenient for all people, she said. Special considerations have been made for handicapped people so they can travel with ease. Mohlman said the Centrum has been commended for being accessible to handicapped people.

Program educates youth on smoking

By the time most young people have entered junior high, they have tried smoking cigarettes and some people have become hard core smokers, a University of Houston professor told students Monday night.

Dr. Richard Evans, a professor of psychology, addressed nutrition and psychology classes. He was in Lincoln to consult with the Nebraska Prevention Center of Alcohol and Drug Abuse.

Working with a National Cancer Institute grant, Evans and a team of health behavior specialists developed an educational program using a series of films and various testing methods. Students in Houston schools went through the program.

Evans said the smoking program results are encouraging. By the end of the eighth and ninth grades, the full-treatment groups were found to have the lowest percentage of smokers, and 50 percent fewer of those that underwent the study began smoking, he said.

Evans said the students went through different programs depending on the grade level. Students were shown films on the physiological effects of tobacco use, saw demonstrations of how nicotine levels can be detected in saliva, were asked to openly discuss smoking and were shown the statistics of the physiological effects of smoking.

Evans said that the media shows tobacco users as "young, sexy adults who can make up their own minds. We seriously questioned this (in the study). What appears to the individual to be a sign of independence is really ultimate conformity."

Evans said the program will not stop all young people from smoking.

"We're not naive enough to believe we're going to keep everyone from smoking," he said. "What we're trying to do is teach these kids how to fight off pressures before entering senior high."

Evans said emphasis was placed on designing an educational program that appealed to seventh- through ninth-graders.

Most school health films show adult, authoritarian figures lecturing on the evils of smoking, which turns kids off, he said.

Evans said in the program he uses films with contemporary music, featuring junior high-aged performers who were also going through the smoking program.



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