

# Daily Nebraskan

Retailers' Edition

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## DN begins summer publication

By Mona Z. Koppelman

No competition. Summer publication of the Daily Nebraskan is now possible, mainly because there will be no competition from the UNL journalism school this summer.

Dan Shattil, DN business manager, said the DN publications board talked about summer publication "off and on for the last 10 years." But competition from the journalism school's Summer Nebraskan, published by an 8-week class of advanced reporters, discouraged summer DN publication.

Shattil said the last attempt by the board was made in September 1982. Shattil said board members approach-

ed Neale Copple, journalism school dean, and Wilma Crumley, associate dean.

"They (Copple and Crumley) said that the Lincoln market could not support two summer college newspapers," Shattil said. "They had already signed contracts and had everything going for the summer of 1983."

But journalism school staff was not united in their support of the Summer Nebraskan. Some professors said the summer student staff was too small to put out a regular newspaper, Shattil said.

In addition, the Summer Nebraskan was supported solely by advertising. Only two or three summer advertising

students were available to sell ads for the paper. Shattil said professors were dissatisfied with ad support because The Journalist, a newspaper published by advanced reporting students during the regular school year, is supported by journalism school funds.

The Summer Nebraskan only published once a week, and publication didn't start until the third week of the eight-week summer session.

Dissatisfaction with the organization of the Summer Nebraska finally caused the journalism school to change their course schedule and not publish the paper this summer. This left the Daily Nebraskan free to start summer publication.

"We felt the need to publish during the summer from both the students standpoint and the advertising standpoint," Shattil said. "From the readers' standpoint, there would be nothing coming out on a regular basis that covered campus-wide news, what's happening, and entertainment."

"From an advertising standpoint, there is no viable medium to reach the campus market of about 24,000 students that we had last year during all three sessions," Shattil said.

The Summer Nebraskan didn't accept classified ads, but the summer DN will. The advertising department will operate with a full staff to contact advertisers.

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Craig Andresen/Daily Nebraskan

A UNL student reads the Daily Nebraskan in the Nebraska Union, a common pastime on the UNL campus.

## Ad staff wins CNBAM awards

By Ward W. Triplett III

The four small, wooden plaques in the front of Tracy Beavers' desk don't stand out among the various photos, engravings and memos Beavers has to shift through every day. But those four plaques are the most significant of all.

The plaques are the awards Beavers and the 1983-84 Daily Nebraskan advertising staff brought back from the Collegiate Newspapers Business and Advertising Managers convention April 14 in Nashville, Tenn. The staff, which included 10 new advertising representatives, won awards for best media marketing, best special promotion (for the February "Expressions" issue). Beavers won the best advertising ad manager award, and — the goal of the staff — the 1984 Trendsetter award.

The Trendsetter award is given annually to the school paper that best exemplified the trends in advertising, Beavers explained.

"It was definitely the award we wanted most," she said. "It's the biggest award they have, and

this is the first time the Daily Nebraskan has won it."

Ed Stamper, who presented the award, cited the Daily Nebraskan's "creative, well-rounded market research and self-promotion that marked the true trends of 1984."

Beavers said other factors, such as a 34 percent increase in sales, were considered for the award. Seventy-five schools belong to CNBAM, and 46 attended the conference.

The staff's goal was the Trendsetter award, Beavers said, but the top advertising manager of the year honor was a surprise.

"Those three awards were representative of the teamwork we had among our staff this year. I can't remember when the whole Daily Nebraskan staff worked so closely before," Beavers said.

"Close," Beavers said. "Last year, we walked away with the most single awards (three). This year we walked away with the top four. It does stand us out as being the No. 1 advertising department in the country."

## Readers' buying habits studied in market survey

The potential impact of the Daily Nebraskan's \$20-million market recently was better defined by a market research in order to clear up misconceptions advertisers have about the student market.

The Daily Nebraskan hired Research Associates to study the purchasing power of students and the effect of that power on the Lincoln market. The paper also bought part of the annual Lincoln Report, which analyzes the city's entire market and the population's buying habits. These two reports were combined to aid advertisers in their decision to buy advertising space in the Daily Nebraskan.

Research Associates randomly selected and interviewed nearly 300 student consumers. Although this represents only about 1 percent of the entire student population, the company reports that results will vary only plus or minus 5.7 percent 95 out of 100 times the study is done.

The study, which was done in April of 1983, found that 85 percent of the student population, more than 20,000 people, had shopped downtown within the previous 30 days. Of these, 38 percent went downtown four or more times. Gateway Mall drew 77 percent of the student population during the same period and 31 percent of that total went to the Mall two or three times.

The study found that students spend most of their money in four areas: Food, entertainment, clothing and automobile supplies.

### •Food

Fast food restaurants were frequented by 75 percent of the UNL students in one week. Twenty-eight percent of those students ate fast food once in that week, 26 percent ate it two or three times and 21 percent ate it four or more times. Other types of restaurants received a substantial amount of student business as well.

In one week, 55 percent of the UNL students said they had eaten at a non-fast food restaurant.

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Normally, the Daily Nebraskan seeks to inform and entertain the campus community in its pages. In this Retailers' Edition of the DN we provide information about the DN itself for the benefit of the retailers who advertise in the DN and for those who should be advertising in the DN.

Our paper reaches thousands of students and faculty members who make up a large part of Lincoln's spending market. The Daily Nebraskan: a \$20 million market.

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