

UNL ventures into video era to promote campus regionally

By Elizabeth Snuttjer
Staff Reporter

The UNL Pre-Admissions Activities office and a student group called the Ambassadors are writing and producing video cassettes to promote UNL.

"We hope to have one to two completed by Christmas," said Lisa Schmidt, the coordinator of Pre-admission Activities.

Administrators at other U.S. colleges are using videos to tell people about their schools, Schmidt said.

"We want to target a particular market," she said.

UNL will produce a series of three or four videos, Schmidt said. One series, available through high school counseling offices, will be shown statewide to

potential students.

"These videos will cut down on travel, and most counseling offices have equipment to show them," Schmidt said.

Another series will be used as a "general introduction" to build an out-of-state awareness, she said. These will be shown most often to students within 180-miles of UNL.

Some videos will be used at UNL. One series, will be shown to campus visitors. The other series will be available to students. It will cover scholarships, financial aid and other student concerns.

The Ambassadors, a group of about 30 students, was organized this semester to help new students. The group works with ASUN and Pre-admissions Activities.

The video committee, led by Cheryl Weaver, a junior broadcasting major, will write and film the videos.

"We want to make it as diverse and detailed as possible," Weaver said.

On a student orientation tour, she said, "all students get is a bunch of buildings. We want to take them into the classes," she said. "If we could get everything down on tape, everyone would have the same information and ideas about UNL."

Each master video cassette will cost \$200 to \$250 to produce. These tapes can be copied at low cost, Schmidt said. UNL's video equipment will be used to produce tapes in phases, she said.

UNL also will distribute the videos rather than hiring an outside firm. This will keep costs down, Schmidt said.

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