

# New films promote life on NU's three campuses

By Molly Adams  
Staff Reporter

Thanks to the help of a 1984 donation from the NU Foundation, some NU faculty, students and parents are the film stars the university has always meant them to be, an NU official says.

Joe Rowson, director of public affairs, said a short film, which gives a general overview of life on NU's three campuses, is something "administrators and regents have wanted for some time," but never had enough money to produce.

The 23-minute film isn't "loaded with facts and figures," Rowson said, but shows highlights of UNL, UNO and the NU Medical Center in Omaha.

The film will be available for presentation to alumni, rotary clubs and other

groups who might be interested in getting a quick overview of what NU is all about, he said.

In addition, each campus produced a five- to seven-minute film that illustrates each campus. These films are more factual and will be used for recruiting purposes, Rowson said.

The films were produced by Burton Buller of Buller Films, Inc. of Henderson.

"I give credit to the university for realizing that the medium of film has great potential for enhancing their promotion," Buller said.

Buller has produced more than 30 films since 1970. His work includes films for relief and development agencies and his most successful film is a feature about the Amish people who live in Pennsylvania. That film was produced for and presented on CBS' "60 Minutes."

# The Cornhusker profits without national name

By Jen Deselms  
Staff Reporter

Contrary to rumors that The Cornhusker hotel is losing money, the downtown hotel has made an operational profit since its opening, and the management is pleased with sales, said Daniel Howery, operations manager.

Howery said it was harder to get business during the first year of operation because The Cornhusker is not part of a chain and had no national exposure.

By the second year, he said, The Cornhusker had earned a reputation of good service. Word-of-mouth and advertising helped bring in customers, he said.

When The Cornhusker opened in December 1983, room rates were \$68 for a single room and \$78 for a double, Howery said. To compete with chain hotels in the conservative Nebraska market, The Cornhusker lowered its rates to \$60 for a single and \$70 for a double.

The Cornhusker is primarily a convention and conference hotel, Howery said, so peaks and valleys occur in business. During slow periods, The Cornhusker has offered special room rates to increase occupancy.

To improve business this summer, the hotel offered a "summertime cooler" special ) \$99 a room for single or double occupancy.

Howery said the hotel will offer a similar special during the holiday season, but no rate has been set yet.

The main problem in competing with chain hotels is the national reservation system chains use, he said.

To gain the national recognition that benefits a member of a hotel chain, The Cornhusker is represented by Lowes Reservations International. LRI places ads in corporate trade magazines to generate business for its clients.

Howery said Lincoln is ideal for conferences because it's centrally located, safe and clean and the skywalk system in downtown Lincoln makes shopping easy in bad weather.

## Shorts

Two East Coast architects will discuss "The Design Professions in the 21st Century" today from 4 to 5:30 p.m. in the Sheldon Art Gallery Auditorium.

An expert on acid rain and environmental pollutants will speak today and Friday.

David M. Gates, director of the University of Michigan biological station, is an internationally recognized expert on pollutants in the atmosphere.

Gates will speak on acid rain at 7:30 p.m. today in the Nebraska Union.

On Friday, Gates will discuss pollution-induced climate changes at a seminar at 3:30 p.m. in Hamilton Hall 110. Both speeches are open to the public.

The Fifth Annual Frisbee Disk Championships will be Sunday at 1 p.m. in Pioneers Park. Registration is at noon on Sunday. Registration fee is \$7.50.

After a two week delay, the two laser shows scheduled for UNL's Mueller Planetarium are now being shown.

"Laser Rhapsody" is presented Fridays and Saturdays at 7 p.m. with matinees at 3:45 p.m. Saturdays and Sundays. There is also an 11 a.m. show on home football Saturdays.

"Laser Rock" is shown Fridays and Saturdays at 8:15 p.m., 9:30 p.m. and 10:45 p.m.

Tickets for all shows are \$3. Children under 12 are admitted for \$1.50 at matinees.

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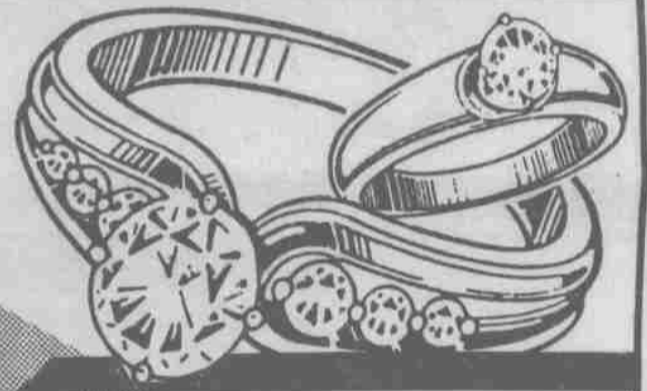
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