

Alumni Association trying mass media ads

By Brandon Loomis
Staff Reporter

Even as membership in the University of Nebraska-Lincoln Alumni Association climbs to its highest point ever, the association has, for the first time, turned to mass media advertising to attract more graduates.

Bryan Van Deun, executive vice president of the association, said membership increased from 23,459 to 26,379 during 1987. He said 16 to 18 percent of all alumni are currently members.

"We'd just like to increase that rate of growth," he said.

The association has 30-second commercials running on USA, CNN and ESPN cable networks throughout

Lancaster County, as well as ads on local radio stations.

'I don't know of too many alumni associations that do that. So this is an experiment on my part.'

—Van Deun

Van Deun said about 90 percent of the association's \$819,000 yearly

budget comes from membership dues, which are \$30 a year or \$300 for life. Most of the remaining 10 percent comes from the university in return for keeping track of where all alumni are and what they are doing, he said.

More than \$80,000 of the budget goes to a magazine called the "Nebraska Alumnus," which is sent to members every other month. Because many members show the magazine to friends and neighbors with children, he said, the magazine helps attract students.

One story in the magazine features Donald Cram, the 1987 Nobel Prize winner in chemistry who got his master's degree in chemistry from UNL.

"People want to hear about a UNL graduate who wins a Nobel Prize," Van Deun said.

The last issue had 32 pages, eight of which were in color. If the advertising campaign is successful, the association would like to enlarge the magazine and make it entirely in color, Van Deun said.

Although numbers have not yet been released, Van Deun said membership has increased steadily since the campaign began in December.

"We're not sure whether it's the Lancaster County ads or our new mailing system," he said.

In the past, non-member graduates simply received letters asking them to

join, he said. This year, the association is sending non-members decals that say "UNL grad and proud of it," along with premade membership cards.

"All they have to do is send in their checks," he said.

Van Deun said he has not yet received bills for the advertisements, but expects them to cost around \$3,000. Once the bills come in, the association will compare the campaign's cost to its success rate. If they decide it was cost-effective, they will look to expand the advertisements to areas outside of Lancaster County, he said.

"I don't know of too many alumni associations that do that," he said. "So this is an experiment on my part."

Veterinary research center

UNL, USDA join in project

By Linda Holmes
Staff Reporter

University of Nebraska-Lincoln veterinary science students will study and treat animals at the Roman L. Hruska U.S. Meat Animal Research Center after completing a cooperative project with the U.S. Department of Agriculture and Kansas State University.

The project, which will be at the Hruska building near Clay Center, is scheduled to begin operation by spring 1989.

Jack Schmitz, director of the UNL veterinary science program, said Nebraska's veterinary science teaching program will team up with the USDA Veterinary Research Program to form the Center for

Advanced Study in Food Animal Medicine.

A team of researchers, professors and students will study more than 25,000 animals, Schmitz said. He said the program will provide advantages for both UNL and KSU.

UNL doesn't have a complete veterinary science program, so students attend universities in other states for part of their training, Schmitz said.

Originally, students were sent to Iowa State, the University of Minnesota and Ohio State University. But contracts with the schools were canceled after a contract with KSU was confirmed, he said. KSU has decreased charges, which helped UNL finance the new program.

UNL saves 22 percent on each

student who attends KSU's veterinary college, Schmitz said. KSU reserves 30 places for UNL students in its veterinary science program, he said.

Half of Clay Center's program costs will come from federal funds that were originally appropriated for a four-year veterinary college at UNL. The UNL college was never approved by Nebraska Legislature.

The state of Nebraska also is contributing \$1 million, and the University of Nebraska Foundation has raised \$200,000 and is trying to raise another \$300,000 to finance the \$3 million project.

UNL will hire four additional veterinarians to teach at the center. KSU students also will be allowed to attend the new program.

Look Forward To 99¢ Wednesday At MINGLES

WEDNESDAYS, 8 pm-12 am
EVERYTHING IN THE HOUSE
JUST 99 CENTS

That means... 99 cent pitchers
99 cent call drinks 99 cent imports
99 cent blended drinks
99 cent ice cream drinks
NO COVER!



ESCAPE FROM THE COLD
Soak in a Hot Tub
2 for \$7 2 for \$12
8 a.m.-5:30 p.m. Sun.-Thur. 6 p.m.-Close
EXPIRES 2/5/88
The Tubbery
475-8989 Private Hot Tub Rooms 818 "P" St.

Turn Extra Time Into Extra Cash
Earn \$115 your first month plus bonus cash donating plasma. It's safe and easy. Read, relax or study while giving the gift of life. New donors accepted daily 8:30 AM to 3:00 PM.
No appointment necessary. 2 hours of free parking at all Park-N-Shops.
\$5 bonus paid to all return donors who have not donated in the last 6 months. For more information call
The Friendly Professionals at
LINCOLN PLASMA CORP.
126 N. 14th Suite # 2
Located between the Zoo Bar and Ted & Wally's. 474-2335

EVER CRAVE A COPY AT 3 AM?
Hungry for a copy shop that caters to your odd hours? Kinko's is the place. With a full range of services and a courteous, helpful staff, we're there when you need us.
kinko's®
Open 24 hours.
48th & Vine 1229 "R" St.



Valentine Diamonds . . . at prices that won't break your heart.

If you're a student or just new to the work world, the last thing you can afford for your sweetheart is diamonds . . . right? Wrong. Your jeweler has assembled this dazzling collection of affordable diamond heart pendants and heart ring that is sure to bring a sparkle to your valentine's eyes. Discover the many brilliant ways that a gift of diamond jewelry can help you say "I Love You" on February 14.

- A. Solitaire shown .20 ct. 14kt. gold \$275.00
- B. Brilliant diamond Bridal Set .33t.w. in 14kt. gold \$650.00
- C. Wedding trio .14t.w. in 10 kt. gold \$325.00
- D. 20 ct. solitaire pendant shown 14 kt. gold* \$189.00
- E. Solitaire earrings 20 wt. 14 kt. gold* \$189.00

*A, D, & E. are also available in diamond weights other than shown.

A.T. Thomas Jewelers

90 DAYS SAME AS CASH LAYAWAYS WELCOME! EAST PARK PLAZA 220 N. 66th 467 5402