

# Officials say survey misses Lied mission

By Michael Hannon  
Staff Reporter

Unflattering results from a marketing survey by University of Nebraska-Lincoln undergraduates about the Lied Center for Performing Arts are misleading, two UNL officials said.

The survey, conducted by a 300-level marketing class, garnered responses from 424 students in the six colleges on City Campus. Participants indicated that they wanted lower ticket prices and more student-focused events.

But Robert Chumbley, director of the Lied Center, said the report isn't based on a full understanding of the Lied Center's mission.

The center's mission is to serve the community and the state, as well as UNL students, he said.

The survey suggested that a wider variety of events would appeal more to student's tastes, such as comedians and popular musicians.

Chumbley said these events do not fulfill the mission of the Lied Center.

However, comedians and other performers can be booked by student organizations through the Campus Activities and Programs office, Chumbley said. Comedian Sam Kinison was booked through the University Programs Council, he said.

"We offer the Lied to UPC, CAP and KLPAC (Kimball-Lied Performing Arts Committee) if they would like to book comedians," he said.

Forty-three percent of the students surveyed said high ticket prices were the reason they did not attend Lied performances. To correct this deficiency, the report suggested offering student discounts.

But Chumbley said the Lied Center already offers students discounts of 50 percent, with an additional 10 percent discount if students buy a subscription for the season. To give a greater discount would be "suicide," he said.

Chumbley said students' responses to the survey may indicate that existing discounts must be publicized more.

Steps already were taken toward this goal before officials at the Lied were aware of the survey, he said. A student has been hired to aid in marketing the Lied Center to students, he said.

Chumbley said he was pleasantly surprised by one response to the survey. According to the report, 54 percent of UNL students on City Campus have attended an event at the Lied Center.

While the report indicated this was a deficiency, Chumbley said that the percentage of attendance was "phenomenally high."

Performing arts centers at other institutions usually have only about 20 percent of students in attendance, he said.

Michael Mulnix, director of the Office of Public Relations and client representative for the report, said as an undergraduate report, the survey is "A" work, but lacks the sophistication necessary to be an effective marketing study.

# Centrum owners planning change

By Lori Stones  
Staff Reporter

The Centrum's two new owners, John Pacheco and Reginald Winssinger of Scottsdale, Ariz., want to spark positive changes in the downtown shopping complex.

Leasing manager Larry Majeski said the new owners are waiting for a commitment from the city, but are working out preliminary plans for change.

Majeski said Pacheco and Winss-

inger are planning a new restaurant for the Centrum that would be the "essential anchor" for the complex.

The owners also are considering installing showcase windows along O Street to attract more business to downtown, he said.

Lincoln Mayor Bill Harris said the owners are "looking at ways to develop the Centrum to bring life back to the former retail mall."

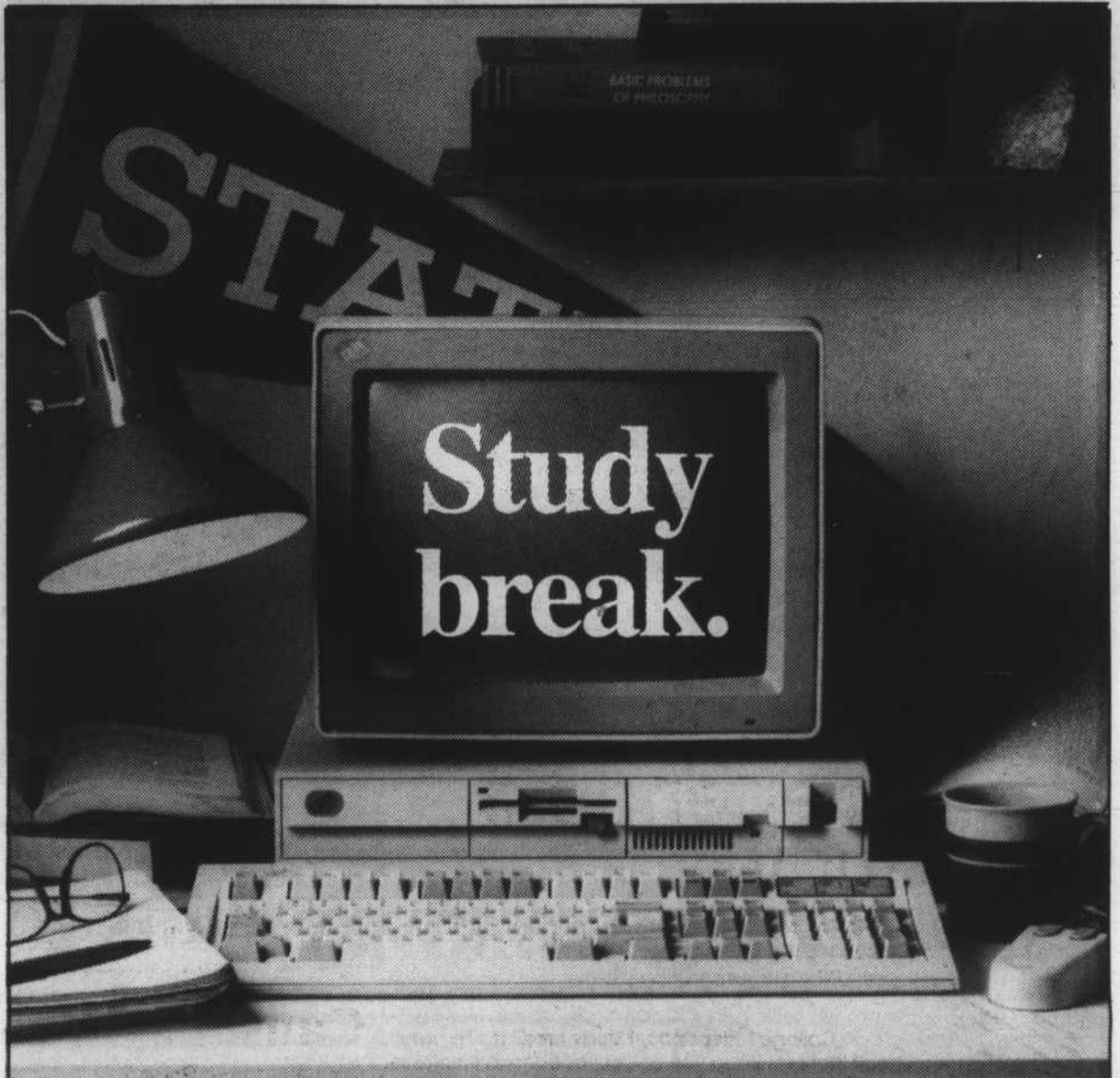
Discount retailers might be a good approach and could include Marshall's or TJ Maxx, he said.

Harris stressed that the Centrum is an important element in the restructuring of the downtown area.

And maintaining current businesses is a key part of that restructuring, he said.

"I am encouraging (the new owners) to revitalize, and I am willing to sit down and talk with them," he said.

But, Harris said, any plans to be made concerning the restructuring of the Centrum are private business decisions and will be made when the investors are ready.



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