



Texas two-step

The Nebraska women's soccer team beat both Texas A&M and Texas this weekend to gain the upper hand in the Big 12 Conference. PAGE 10



A comic opera

Always on the artistic (and marketing) offensive, Dreamworks has released the first official soundtrack to a comic book, "Witchblade." PAGE 12

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HEAR IT ON THE WINDOWPANE

Thunderstorms, high 66. Cloudy tonight, low 50.

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Burger King funds union advertising

By JESSICA FARGEN Staff writer

Burger King will help the Nebraska Union try to rebuild its image after two years of construction drove away some of its customers.

The restaurant will pay for advertising meant to bolster the union's later-hour services and increase its traffic.

For five years, Burger King will donate 1.5 percent of its total annual sales to an advertising campaign for the union as a part of its contract, said Daryl Swanson, director of Nebraska Unions.

The union Burger King, which is a franchise store owned by Horizon Food Service, Inc., has about \$750,000 in sales a year, which means about \$11,000 for the union advertising, Swanson said.

"The effect of this is going to be that it will cause union staff and students associated with the union to sit on, develop and maintain a marketing strategy that will effectually be free to the union," Swanson said.

The union has not had a formal advertising campaign in several years, Swanson said.

The goal of the student-aimed advertising is to increase union traffic by promoting things such as the later hours of the copy center and Student Involvement offices, and to rebuild its image, Swanson said.

"Students form their habits early in their college career," he said. "We pretty much have discouraged two freshman classes in a row here from using their union."

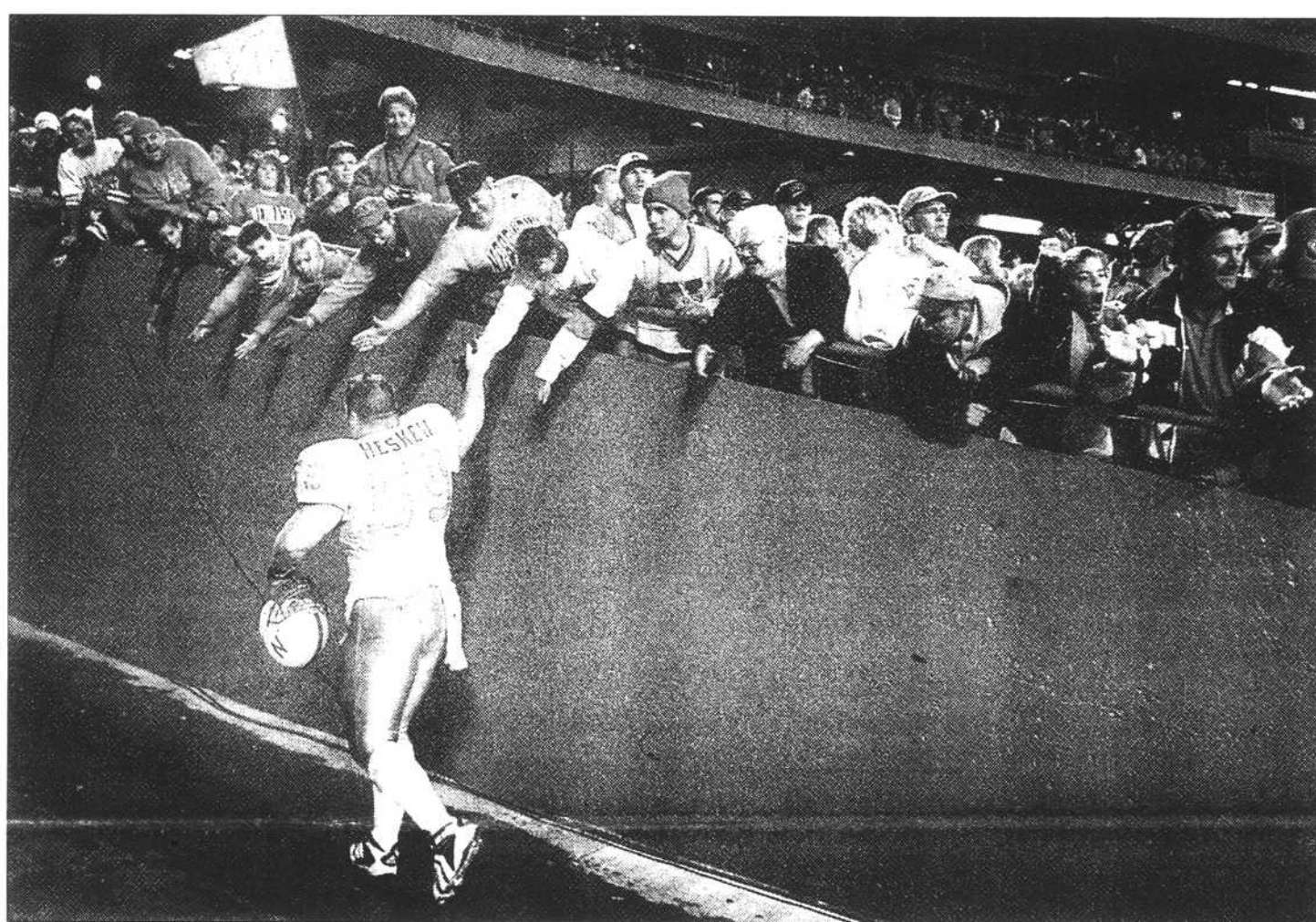
Burger King, which has been at the union for 11 years, tipped the scales in last year's bidding contest between Runza and McDonald's with its advertising offer, Swanson said.

Students from the Union Board and University Program Council, administrators and a Horizon Food representative will form a committee to develop the advertising, he said. The ads would not promote Burger King services, but the restaurant would probably be credited on the advertisement.

The primary outlet of advertising, which may start this month, probably will be the Daily Nebraskan, Swanson said.

Donna Wirth, marketing and public relations manager for Horizon Food, said the advertising deal was a way to promote the union, which in turn benefited Burger King.

"We're always looking for ways to support the union and strengthen our relationship with the student union."



MATT MILLER/DN

NU CENTER JOSH HESKEW slaps hands with Husker fans on his way off the field after the 24-17 Husker win over OSU on Saturday night at Arrowhead Stadium. About 50,000 fans migrated to Kansas City, Mo., for the game.

Husker spirit migrates to Kansas City

By JOSH FUNK Senior staff writer

The rain gods smiled on Cornhusker fans at Arrowhead Stadium on Saturday afternoon, and the gods of celebration were pleased by sacrifices of grilled food.

Despite clouds, tailgaters were blessed with skies devoid of rain to cook out under as they prepared to cheer the Huskers to victory over the Oklahoma State Cowboys in Kansas City, Mo.

As the recreational vehicle owners set up their expandable porches, the other tailgaters found a piece of asphalt near their cars and fired up the Weber grill.

And while the tailgaters roasted their food and relaxed to radio and television broadcasts of the day's other college football action, many fans

still were en route.

By late afternoon the roads leading into the stadium became clogged with Husker fans. The roads narrowed, widened and thinned again with the whims of road construction as fans neared their goal.

Congestion worsened when the whole highway was closed near Platte City, Mo., for 45 minutes during mid-afternoon because of a pick-up truck accident.

In bumper-to-bumper traffic creeping down Interstate 435 a few miles from the stadium, every other car sported Nebraska license plates or some form of Husker paraphernalia.

When the stadium was within reach, some fans gave up on driving and started walking down the shoulder, leaving behind lone drivers to trudge onward with their vehicles.

Because UNL's annual migration game was

in Kansas City, which is a reasonable distance, Husker fans claimed Arrowhead Stadium as if it were their own.

Though it was technically Oklahoma State's home game, it appeared, on the inside of the stadium, that three-quarters of the 79,555 people were clad in red or white.

A slow first half planted a seed of doubt in the minds of some Nebraska fans.

"I'm not too impressed with the offense today," said Dale Hanna, a Peru State College senior.

But Husker fans seated in the end-zone student section remained spirited, encouraging the Blackshirts to remain strong.

While the cotton candy vendors were largely ignored when they came into the student section,

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Organizations promote alternatives to alcohol

By IEVA AUGUSTUS Staff writer

By the end of this week, students should be smarter about and more aware of alcohol use and abuse.

That's the hope of two greek houses, three student organizations and the Association of Students of the University of Nebraska.

UNL's National Collegiate Alcohol Awareness Week begins today and those student groups want to show the University of Nebraska-Lincoln how

dangerous alcohol can be.

"Alcohol hits home a lot closer than you think," said Luke Larson, president of Party SMART, an organization for students who don't drink or who chose to drink in low-risk ways. "This week we will hopefully show students that there are other alternatives to drinking."

Linda Major, University Health Center drug education specialist, said the week will provide activities as well as educational opportunities.

"The week is for students, put on by students," Major said. "I believe if we want to change the campus culture's

views of alcohol it needs to start with the students."

Tonight at 7 in the Lied Center for Performing Arts, 301 N. 12th St., Sigma Alpha Epsilon Fraternity and Gamma Phi Beta Sorority are sponsoring Do It Sober, a formal presentation advocating low-risk, responsible drinking.

Do It Sober started 16 years ago because of a Sigma Alpha Epsilon alcohol-related violation. It has become an opportunity for the UNL community to learn about alcohol abuse, said Do It Sober Chairman Sam Manzitto.

"It's our way of giving back to the

university community," Manzitto said.

Manzitto, a junior pre-dental and biology major, said SAE was required by its national headquarters to design a program revolving around alcohol awareness and education.

The event began as a program in the Crib in the Nebraska Union in 1982. Student response inspired SAE to expand the program and make it a yearly event, he said.

Every year the fraternity invites a nationally known speaker to share his or her personal, emotional experience with alcohol. Tonight Mark Sterner will tell

his story about drinking and driving.

"He has a dramatic story to tell," Manzitto said. "Three of his best friends died in a drunk driving accident."

During the speech, Project CARE members give away a \$250 Gateway Mall gift certificate as part of its drinking and driving button campaign.

Project CARE stands for Creating an Alcohol Responsive Environment.

The nine-member student group handed out anti-drinking and driving buttons to students at Big Red Welcome

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