

## Bluejay low

Nebraska couldn't hang with Creighton for 40 minutes, dropping the contest 89-72 Thursday night in Omaha. **PAGE 14**

## Cyber Art

The Internet enables artists to get their work out to more people while challenging them to create in new ways. **PAGE 11**

December 10, 1999

**TIS THE SEASON**  
Partly sunny, high 45. Cloudy tonight, low 25.

# Daily Nebraskan

VOL. 99

COVERING THE UNIVERSITY OF NEBRASKA-LINCOLN SINCE 1901

NO. 74

## Regents vote on UNK-Pepsi deal

■ The contract would be similar to UNL's, but on a smaller scale.

By **KIMBERLY SWEET**  
Senior staff writer

The University of Nebraska at Kearney is scheduled to make the Pepsi triumvirate at NU complete.

The NU Board of Regents is set to vote on whether Pepsi Cola should have an exclusive license with the University of Nebraska at Kearney at Saturday's NU Board of Regents meeting in Varner Hall.

If approved, Pepsi Cola would have exclusive contracts at three campuses in the NU system: UNK, the University of Nebraska-Lincoln and the University of Nebraska at Omaha, said Randal Haack, vice chancellor for business and finance at UNK.

The contract would give Pepsi Cola the exclusive right to serve soft drinks manufactured by Pepsi on the Kearney campus — including in the cafeterias and vending machines on campus, as well as during events with concession stands.

UNK will receive \$75,000 a year from the soft drink company for 10 years in exchange for serving exclusively Pepsi products.

Pepsi will also pay UNK a supplemental license fee of 50 percent of the annual gross sales it makes on Pepsi products.

Those fees added to the monetary benefits the university will receive through marketing and promotional support, scoreboard sponsorship and other types of support will give the university an extra \$1.8 million, Haack said.

"All of this comes down to a business decision," Haack said. "It's a better decision to go to a pouring contract."

Previously, individual vendors were responsible for the campus' soft drink needs.

## Regents

### Group plans research protest

From staff reports

Protesters plan to have a place at this weekend's University of Nebraska Board of Regents meeting.

The regents have not altered their original agenda to formally accommodate those who want to have a say over the university's use of fetal tissue in medical research, said Joseph Rowson, associate to NU President Dennis Smith.

But members of the Nebraska Right to Life organization plan to have representatives at the meeting, said Julie Schmit-Albin, executive director of the organization.

They will comment during the portion of the meeting left open for public comment.

People have also called about picketing in front of Varner Hall, where the meeting will take place, Schmit-Albin said.

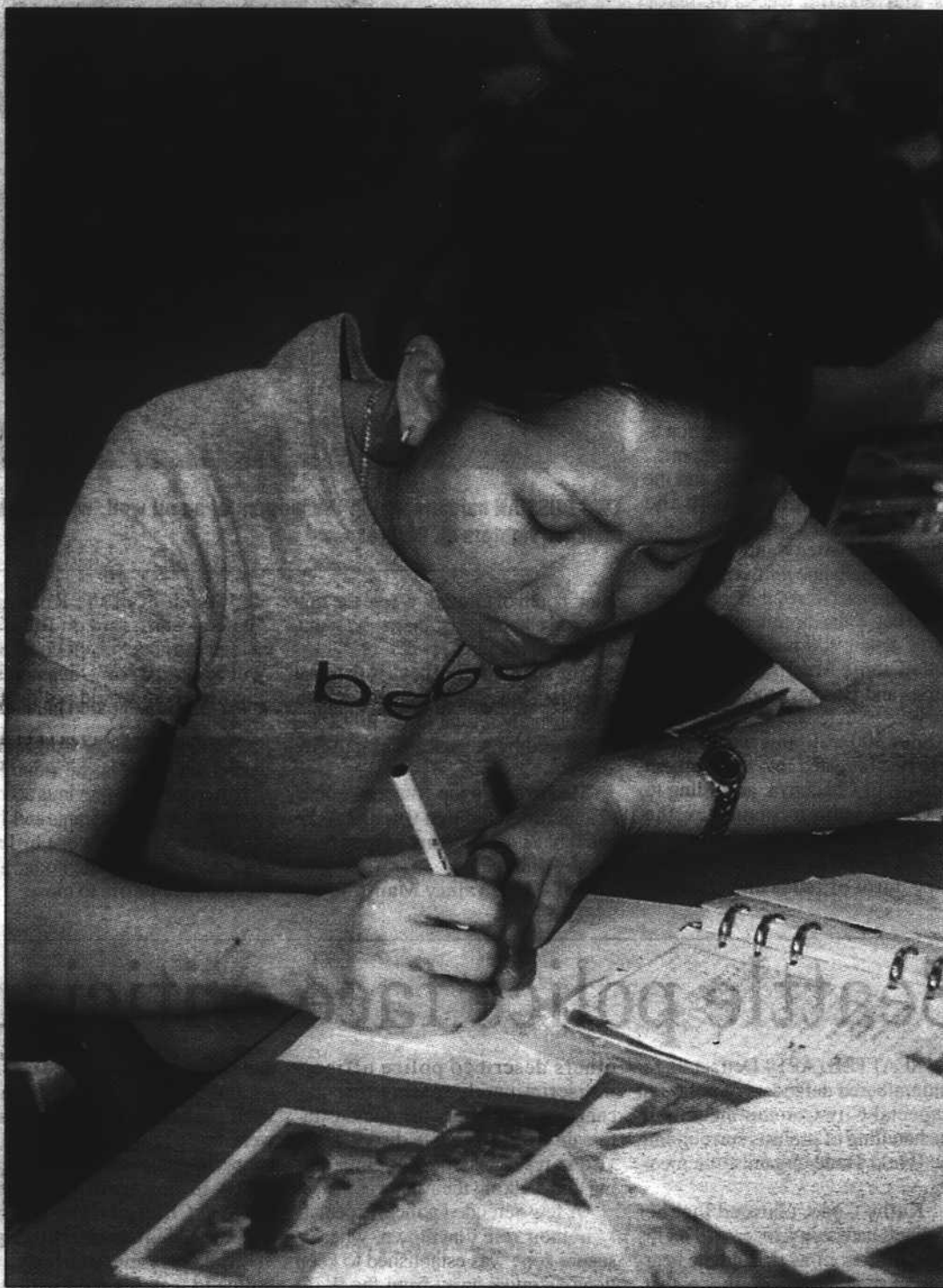
Both the campuses in Lincoln and Omaha have contracts with Pepsi, Haack said, but that wasn't the main reason the university agreed to the contract.

"We are certainly aware that the Omaha and Lincoln campuses have gone that way — other institutions have as well," he said. "Our contracts were coming up, and this seemed like a good time to do it."

While UNL's Pepsi contract has brought millions of dollars to the school to use for scholarships and student programs, Haack said, the amount of

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## In the holiday spirit



**NGA DINH**, a sophomore biochemistry major at the University of Nebraska-Lincoln, helps Lancaster Manor residents write Christmas cards on Thursday. Dinh, along with other LeaderShape participants, volunteers her time once a month to community service projects.

JULIE LUEHRS/DN

## UNL helps extend power of U.N.-affiliated Web site

By **KIMBERLY SWEET**  
Senior staff writer

Sometimes it's interesting where the University of Nebraska-Lincoln shows up.

One probably wouldn't expect to see a link to the university's Web page while searching the Web site for the United Nations Educational, Scientific and Cultural Organization — the largest organization dedicated to education worldwide.

But, thanks to a conversation that started in an English pub nearly five years ago, UNL is responsible for maintaining a site that receives half a million

hits a month from people around the world.

The hits come from people exploring the UNESCO site — <http://www.unesco.org/> — to find information on a variety of sources.

The 185-member UNESCO, founded the same year as the United Nations, promotes collaboration among nations through education, science, culture and communication. The United States is not a member of the organization.

Some may explore the organization's site looking for information on how to achieve equal-pay status. Others may be searching for information on the number of unschooled children across

the world.

Today, the University of Nebraska operates a link on the Web site that people around the world can click on to get a quicker connection.

To do so, click on "mirrors." If the main Web site in Paris goes down, traffic from around the world spills onto the site UNL maintains until it is fixed.

Jim Emal, computing coordinator for the University of Nebraska, estimated that 5,000 to 7,000 of those people plug into UNL's Web site from UNESCO's home page.

That's a lot of free publicity, considering people around the world are exploring the site, Emal said.

"It's one of those intangible things,"

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*It's helping to promote the university and doing a great thing for education.”*

**JILL FONER**

software engineer manager for Nebraska Educational Television

he said. "You don't know where on UNL's site they end up going."

UNESCO's site was born not long after the World Wide Web came alive in 1994. The organization, which is based in Paris, decided it wanted a place on the Web and recruited IBM to help design a site. Trying to activate the site and main-

tain it proved more difficult, however.

At a meeting at the British Open Air University in London, the largest distance-education school in the world, Emal was partnered with a man who

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