

Brother, can you spare \$1,000?

by Marilyn Ming

You are walking down the street and a person stops you and says, "Hey, can I have a dollar?" Typically you'd ignore him or answer no.

You are walking down the street and a person stops you and says, "Hey, John, can I have a dollar?" He grabs your attention by calling you by name. Now you would be willing to listen to his story and probably give him a buck.

Using these two scenarios, Russell A. Kost III, director of annual giving for UNLV, explained the principles of fund-raising that apply to "annual giving."

"If I get your attention by calling you by name," Kost said, "I know you, I know something about you. Then if I manage to get your attention and explain why I need the dollar, my chance of you giving me that dollar increases because you feel my story is worth the dollar. It's worth the dollar to you knowing you helped someone else better their life."

As director of annual giving, Kost said he helps "introduce people to philanthropy" and the ultimate goal is "to get as much as you can from someone in behalf of a charity."

In this case, Kost is trying to get money for UNLV.

"I have a firm attachment to this institution being an alumni," said Kost, a 1983 graduate of UNLV's Greenspun School of Communication who was introduced to fund-raising through a communication internship at Summa Corporation during his undergraduate studies.

"I don't think I would work for any other institution," he said.

Kost said that annual giving builds a relationship between the university and the person making the donation.

Annual giving tries to get people in the habit of giving, and one tool Kost said he finds useful is direct mail. Some people call it "junk mail."

"It's not junk mail," Kost said. "It has purpose."

Kost explained that mail is the least expensive way of contacting potential donors. Direct mail has a return rate of about 3



percent and the gifts received barely exceed the cost of the mailing. Still, direct mail raises awareness of the university and its needs, while also bringing in some income.

"Because the Runnin' Rebels had a great season and are No. 1 in our hearts," Kost said, "we put together a direct mailing."

Letters were sent to the top 50 richest households in Las Vegas, excluding the names of the current donors.

"The front of the envelope had a teaser copy that read 'Where UNLV is still No. 1,'" Kost said, "and the return address was from the desk of Elaine Wynn."

He hoped the teaser would make the receiver open the letter.

Another component of annual giving is phone solicitation, or phone-a-thons.

"They are more expensive than direct mail due to staffing, training, and equipment leasing," Kost said. "But they are more effective. We are doing one here at UNLV for the first time ever, it is a big step for us."

Current donors will be contacted by students and asked to increase their gift.

"The phone is so much tougher to say no to," he said, "especially to a student who ultimately will benefit from the donation."

Finally, the most effective and the most expensive way to get donors, Kost said, is face-to-face solicitation.

"Five years ago I implemented the very first club for personal solicitation, the 'Presidents Associates,'" Kost said. "We would approach business people and explain that we were starting a club called the 'Presidents Associates' at UNLV, and it is \$1,000 per year." This successful program has raised thousands of dollars for the university.

The very best solicitor is the current donor, Kost said.

"We also use current donors as a reference for other potential donors," he said. "It is easy for them to turn to a friend and say, 'Come on Joe, give \$100 to UNLV.'"

Contrary to the stereotype of giving to the poor, "when it comes to fund-raising, people don't help needy institutions," Kost said. "They help people and winning programs."

Student Spotlight: Bud Benneman

by Ched Whitney



photo by Gary Puckett

Bud Benneman

Bud Benneman's first encounter with Student Government occurred when he was on the other side of the gavel. He was president of the Alpha Tau Omega fraternity at UNLV, which was being threatened with losing its recognition. Benneman went before the senate to present the fraternity's case.

After two tries at a vacant senate seat, he was elected to the Student Government Senate in spring 1989, representing the College of Business and Economics. He has been the senate president pro tempore for about a year. His current term as president pro tem runs through Oct. 31 of this year.

Benneman said he felt that this year has not been a good one for Student Government.

"We've had problems," he said. "(There was) an Executive Board member who possibly didn't meet his requirements. All the focus in the paper was 'Joe must go,'—not much emphasis was put on the directors."

"The senate sat there being mad at *The Yellin' Rebel* instead of focusing on the problem."

Benneman wants to bring the senate closer as a group and make the senators more aware of what's going on. He has been trying to set up some informal meetings with hopes of getting more accomplished than is sometimes done in the formal meetings.

"Student Government has to be autonomous, but there must be accountability," Benneman said.

Benneman hopes to be a part of the constitution revision committee.

"There are too many loopholes," he said.

He said he feels the constitution needs to be cleaned up so that these loopholes do not exist. Benneman, who was instrumental in helping *The Yellin' Rebel* gain independence from Student Government, said that the paper had run an inaccurate article about directors. And the reason, he said, that the article was inaccurate was that the constitution did not provide specific rules to go by.

"I'm a free-market economist. I hate socialism. I hate regulation," he said. "Student Government was acting like—I would compare it to the Gestapo. It's not the people who were in

office necessarily, they just inherited a bad system."

"School is the number one priority. If directors can't complete their academic requirements, they shouldn't be there. It should be a privilege. With Student Government this year, I think we lost that."

Benneman also wants to change the election rules.

This year, the candidate who won the presidential primary race was disqualified by a council of seven, three of whom were candidates in the election.

"It (the election) gave Student Government a big black eye," Benneman said. "When I was out campaigning it really opened my eyes. We had 600 votes cast in the general election. In the primary, 1,400 were cast."

He said he felt students had become apathetic toward the whole process.

Benneman is going for bachelor's degrees in both economics and geology. He hopes, one day, to own a consulting firm for ecological studies. He is currently mapping a 1/4-mile by 4-mile gypsum deposit near the Nevada-California border.

He has no firm post-graduation political plans but said he might like to run for a state senate seat some day.

"I've been up to Carson City and lobbied a lot," Benneman said. "I like the way this state system works. The one thing I don't like is running for office. Politics are so dirty."

After his experiences here, Benneman may be prepared for that too.

In the Spotlight: Jason Bermingham



photo by Dustin Bermingham

Jason Bermingham works on a piece for *The Yellin' Rebel*.

by Tina Crinire

Maybe the reason Jason Bermingham is undecided about his major is because he is interested in everything from art and school work to playing the guitar.

But while in limbo, he puts

his talents to good use.

Bermingham, a fourth year student at UNLV, was published in the April issue of the *U. The National College Newspaper*. Bermingham's cartoon was printed to complement a story about Cliffs

Notes. The cartoon featured a student with Shakespeare's *Hamlet* in one hand and the Cliffs Notes in the other. The cartoon bubble read, "To Read or Not to Read...That is the Question."

Bermingham has worked in layout and design of *The Yellin' Rebel* newspaper for a year and this semester has been in charge of layout.

After receiving a letter from the *U.* asking for potential writers and cartoonists, Bermingham decided to send in some samples of his work, and then was asked to do a cartoon.

Although Bermingham enjoys drawing he is not planning to major in art.

"It's interesting," Bermingham said, "People who have any form of talent and enjoy expressing it rarely consider it a career option. I guess some people just take it for granted."

Internships prove to be a valuable asset to a student's career

by Melissa Swoboday

Are you majoring in communications and experiencing doubts about your future career? Have you ever thought to yourself, "How am I ever going to find a job when I graduate?" If you have, don't worry.

Internships serve as a valuable asset in landing that ever-precious first job. Best of all, they are offered at many local businesses by the communications department.

Bob Stoldal, news director at KLAS TV-8, said that internships provide an important source of knowledge and experience for students.

"An internship is essential," he said. "It is critical. It allows students to get their foot in the door."

"It's an exaggeration, but an internship is almost as important as a degree."

Internships are important, Stoldal explained, because so many more people are looking for jobs in the communications business than are available.

"The odds are getting increasingly difficult because of the competition that is occurring," he said.

Therefore, applicants need something that will put them at the top of an employer's list. An internship serves that purpose.

In addition to providing valuable experience to students, internships offer other benefits. Students who participate in them receive three upper-division credits for their work. The class can be repeated for additional credits.

Although students actually work for the local businesses who

sponsor interns, they do not get paid. The experience and class credit are their salaries.

But don't assume that the students are just used for their free labor and then tossed out after the semester ends. Many students are offered jobs at the business where they intern after their internships are complete.

"I hire a lot of interns," Stoldal said. He listed six former interns whom he had hired. Four of them eventually became producers, one became a reporter and another was promoted as news anchor.

Stoldal attributes much of the success of the internship program to the university. He recalled that the university representatives worked very aggressively to establish it.

Stoldal also credits the businesses that sponsor the interns.

"The local TV stations are responsible for the success—taking the program one step further—hiring."

While an internship is experience in itself, most people involved with the internship program say that students only get out of it what they contribute. The harder and more aggressively they work, the better the knowledge and experience they will gain.

Stoldal agrees. "While you can learn something through osmosis just by being around," he explained, "I like to carry it out to expose the students to areas that they might not learn in school."

Essentially, the key to a successful internship is hard work and a drive to succeed. Stoldal said that the people who achieve the most are the people who "have that fire in their belly that they

are going to succeed."

He went on to say that most people have ambition, but that different people have different degrees of it. Some people, he pointed out, will say, "I'll take out garbage, clean desks off, whatever I have to do to get the job."

Other people, Stoldal continued, simply are not willing to do that. They do not want to "do windows."

It's the people who are willing to go that extra mile, he said, who will achieve the most success.

"In this business now, you have to do windows," he said. "You have to be able to work hard."

In all, if you sign up for an internship, "work you butt off" and really strive to do your best—you just might have a chance at landing what Bob Stoldal calls, "the best job in the world."