

# SCSU, Best Buy team up for video

Store plans to use  
footage of students  
for back-to-school  
technology film

By Amy Becker

TIMES STAFF WRITER

Five St. Cloud State University students made a bid for TV fame Thursday by watching a video, using a microwave and playing music.

The students were part of a video news release produced for Best Buy on back-to-school technology. Filming was to finish Thursday. The footage will be included with images inside Best Buy stores and distributed via satellite to TV stations next week.

St. Cloud State was selected for a few reasons, said Heidi Geller, Best Buy spokeswoman.

"I do know St. Cloud State is up on access with Internet and computers," Geller said. The proximity — with a Best Buy



TIMES PHOTO BY JASON WACHTER

**A film crew for Best Buy shot video of St. Cloud State University students in a dorm room for a video news release for satellite TV stations on back-to-school technology.**

store in St. Cloud — also was a plus.

There's a big advantage for the university as well, said Barry Wegener, director of marketing and communications at St. Cloud State.

"We get the word out that the residence halls are equipped with computer hookups," Wegener said. Each room has two Internet connections.

Students also bring TVs, VCRs, computers, microwaves,

mini-refrigerators and stereos to campus.

"All these things to make the dorm rooms a home away from home," he said.

Kevin Oldenburg, a senior at St. Cloud State, is a good example of the technically savvy student. He has every item on Wegener's list, plus a camcorder.

Oldenburg is on his second computer at college. He spends one to two hours a night using

the Internet, and he corresponds with more than a dozen people by e-mail.

"Computers have become almost a necessity for your classes," Oldenburg said. The room Internet access makes it tempting for students to purchase a computer, he said.

Best Buy routinely gathers background footage for back-to-school stories, Geller said.

"A lot of medium to smaller (TV) markets do use it," she said.