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NEW JOB FOR AGGIE SWEETHEART

Aggie Sweetheart Cheri Holland tests her skill at mowing grass on Texas A&M's 5,000-acre campus. The \$1.5 million Space Sciences Center climbs skyward in the background. Miss Holland's sweetheart duties are many-fold, but grounds maintenance is actually not among them.

**Administrators Conference
To Discuss School Relations**

School-community relations will be dissected for school administrators in Texas A&M conferences June 13-15.

The joint conference of three associations will register more than 600 in assemblies, lectures and discussion groups in the Memorial Student Center. The Texas Association of County Superintendents will be meeting for the 41st time at A&M, jointly with the Texas Association of Instructional Supervisors and Texas School Administrators Association in cooperation with the Na-

tional School Public Relations Association.

The conferences, now in pre-registration through the Office of Continuing Education, provides the only meeting place of school and county superintendents and supervisors in the state.

"These men and women meet together with educational improvement their primary objective," said Dr. Paul Hensarling, Department of Education and Psychology head.

Mrs. Bernice McCullar, information director for the University of Georgia Department of Education, is the first of several key speakers. The daughter of a newspaper editor and Baptist minister, Mrs. McCullar will speak on "Today's Biggest Story" in the first general assembly, June 13.

Conference participants will spend most of the three-day meeting together, providing a school administrators' meeting ground. The three associations will hold separate meetings and business sessions in the early afternoons.

Discussion groups Monday and Tuesday will air problems and cases on the conference theme, school public relations through communication, understanding, cooperation and progress.

Mrs. McCullar has lectured throughout the nation, drawing from experience as a newspaper and magazine editor and contributor, a large number of books and magazine articles on education, journalism and home life, from law practice with her husband, the late Judge C. B. McCullar, and her specialization, Georgia history.

She teaches a television course, is writing a textbook and moderates a weekly television show,

"The Georgia School Story."

Mrs. McCullar has degrees from Women's College of Georgia, Mercer University and worked at Columbia University in New York City. Named Woman of the Year in Georgia Education, she has won awards in journalism and education fields.

**Marketing Games
Draw Aggie Team**

An "industrial opponent" of Texas A&M won the National Marketing Games at Michigan State University last weekend.

Harding College of Searcy, Ark., took the national championship, presented by Michigan Governor George Romney.

A&M's "firm," competing in the games for the third year, was in the same industry with Harding. The Marketing Society team was composed of Mickey Batsell, Louis Sabayrac, Jim Kauffman, Billy Atkinson and Phil Abernathy.

The computerized games required "firms" to solve problems of prices, material purchases, plant capacities, investments and dividends. More than 40 university and college teams competed for the championship.

**Mothers Clubs
To Choose Officers**

Officers for 1966-67 will be elected and installed May 6 and 7 at the annual meeting of Texas A&M University Federated Mothers Clubs.

The meeting two days prior to Parents Day Sunday, May 8, will be conducted in the Memorial Student Center.

About 250 mothers are expected for the meeting, Mrs. Ann Keel, MSC social director, said.

**Videotape Unit Supplements
Educational TV Facilities**

The yellow van stationed outside the Educational Television studio in Bagley Hall is a mobile unit completely outfitted for video-taping programs from remote locations, in addition to regular studio productions for ETV.

"The van, purchased from the Texas Surplus Property Agency, was originally equipped as a van for refueling missiles," said Mel Chastain, program director.

"It was modified by George Shearer, engineer; Norman Godwin, producer-director; Thomas Jones, technician; three student assistants and myself," Chastain said, "and it was used for video-taping the Intercollegiate Talent Show, currently being aired throughout the state."

The ETV studio in Bagley Hall, formerly a classroom building, was completed two weeks ago.

"The studio was completely insulated and soundproofed, and is equipped with lighting fixtures that can be moved along a grid system to achieve an infinite

variety of lighting positions. A transistorized dimmer system permits unlimited variations of light intensity," Chastain explained.

"Additionally, the studio has two Marconi 4.5 inch image Orthicon cameras and an Ampex Vidicon camera. A special effects generator enables the director to use a variety of video effects in his productions," Chastain added.

The School of Business Administration is currently the biggest user of ETV in classroom presentations. The Department of Education and Psychology also uses ETV extensively.

ETV programs, Chastain claims, provide about 8,000 hours of service per month. Last semester 26,448 student-hours of service were provided by ETV facilities.

Monitors are scheduled to be installed in the Department of Journalism where they will be used in the radio-television advertising course, radio-television news, and a proposed television productions course.

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