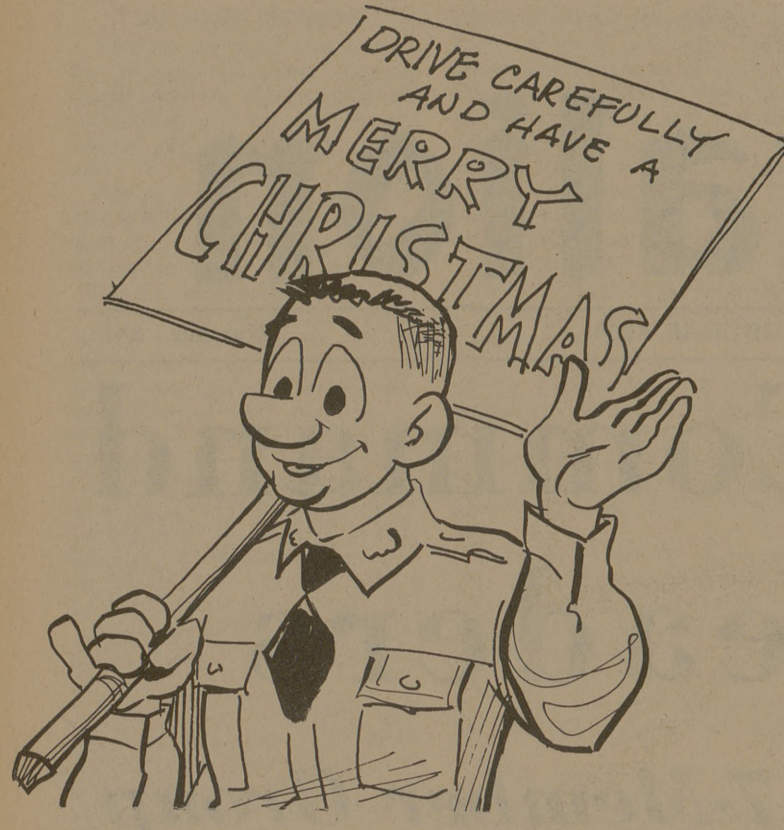


Station Preference Indicated

By JON HOWARD
 "What station are you listening to, Aggie?"
 That question is important to local radio stations because it means money!
 Every radio station across the country conducts surveys to find out how many people are tuned in. If the survey proves to be favorable it can be used to increase commercial sales thus increase profits.
 Last month Branson & Associates Inc., conducted a radio audience survey in the Bryan-College Station area for KORA AM & FM.
 The completed report lists the percentage of listeners for receivable stations, at particular times of the day, and the type of people listening. Coincidence listeners, over all listeners and A&M student listeners were the three types of audiences surveyed.
 "31.20 per cent of the A&M students contacted listened to KORA and 18.50 per cent listen to WTAW," according to the report. This is taken from a profile survey of the complete cam-

pus during a five-day period, from 7 a.m. until midnight.
 In comparison of the two local stations, consideration of air time for each should be taken. WTAW AM signs off the air at sundown while KORA remains on until midnight.
 K TSA of San Antonio had 13.10 per cent of the listeners while KILT of Houston had 5.70 per cent. Other stations with considerable listeners were KAWA of Waco, WLS of Chicago, WFAA and KRLD of Dallas, KONO and KBAT of San Antonio, KOMA of Oklahoma City, KLIF of Dallas, KEEL of Shreveport, KVOO of Tulsa and KWHI of Brenham.
 Listed in the A&M students audience percentages for FM stations, KORA-FM had 20.20 per cent and WTAW-FM had 3.10 per cent of the audience.
 Branson & Associates refer to this particular survey on the A&M students as a "probability cluster sample survey." This was only a portion of the over all survey conducted by the research team.
 The research foundation of Branson & Associates Inc., has been in operation for eight years and is headed by Dr. Robert E. Branson.
 The purpose of the organization is to provide a market research and consulting service in Texas and the Southwest.
 Branson is a member of the graduate teaching and research faculty of Texas A&M and he received his Ph.D. from Harvard.
 The company makes unbiased reports on many phases of business and it is well known. This is the reason KORA, headed by Mike Mistovich selected that firm.
 "We want a true picture of the listeners of our station and Branson & Associates has provided us with such a picture," Mistovich said. "This survey shows us the kind of listeners we have and percentages of each kind. In addition, it shows the key time seg-

ments' audiences and our competitors' audience percentages compared to ours. All of these statistics will help to improve the stations programming and operation techniques," he added.
 "Even though the survey statistics will be used to promote commercial sales, this is not the only reason we had the survey conducted," said Mistovich. "We want to use it as a guide line for over all quality programming to please the radio listeners in the Bryan-College Station area."
 Surveys of this type are conducted all over the country by institutions like Branson & Associates for the highly competitive radio industry.
 Sometime in the future you may find yourself confronted with an audience survey either by telephone or personal interview.
 In case you were not interviewed in the recent survey, here are the questions that were asked: "This is the Bryan-College Station Radio Survey. Are you or any member of the household listening now to the radio?
 Which program are you listening to presently?
 Which radio station are that the AM or FM station?
 (If the answer to question number one is no, then the following questions are asked); Do you have a radio?
 If so, which Bryan-College Station radio station do you listen to most?
 Is that the AM or FM station?"
 This type of procedure shows that radio stations are interested in improvement of their programming not in running the competition out of town.
 Unlike newspapers, radio and television need this type of practice because they can not solicit subscribers.
 For instance this article can be overlooked and the interesting items of the paper read, but if it is read on the air and it displeases you the station loses a listener when you switch that dial!



Newly-Retired Agronomist Calls Hard Work His Hobby

"Work is my hobby and control of weeds is my specialty."
 The statement comes with characteristic frankness from Homer E. Rea of Texas A&M, a man who seldom bandies words or indulges in formalities.
 He's a man who has worked hard all his life and expects to continue to do just that even though he officially retired Dec. 1 after 43 years as an agronomist with the Texas Agricultural Experiment Station.
 Those years have seen him as an economist, plant breeder, botanist and nothing less than a wizard at farm machinery inventions. His weed control work has drawn international attention.
 One of Rea's best known weed battles has been with Johnsongrass, that Jekyll and Hyde plant that is a blessing in pastures and a pest in cultivated fields. His research and success on spot oiling and chemical treatment for control has earned him the sobriquet of "Mr. Johnsongrass of Texas."
 THE AGRONOMIST is a fifth generation "Texas blacklander," as he puts it, and can trace his family tree back to a clutter of cabins and tents known as Peter's Colony on the Trinity River banks. That colony has grown into a place called Dallas.
 Rea was born in 1901 at Midlothian but spent his boyhood on a farm near Rosebud. He was graduated from Texas A&M in 1922, did farm economics graduate study in 1923, was a commercial cotton breeder at Lockhart in 1924,
 Santa was on the roof, and to get there the children rode up the "chimney" from the first floor to the third, and crawled out of the chimney to meet Santa, who was waiting with a big "Ho-Ho" and an armful of goodies.

Architects Entertain

(Continued from Page 1)
 by the fourth-year students included, open-window shops that looked like they were real. And to the ecstatic youngsters (by the time they got the French village on the third floor they were ecstatic!) it was all quite real.
 Also on the third floor was the Oriental room designed by landscape students. The main attraction in the room was a large fire-breathing (don't panic . . . not literally) dragon. On the entranceway, "Merry Christmas and Happy New Year" was written in Chinese.
 One of the biggest attractions in the whole building was an ingenious slide made by the second-year students. In order to finally reach the slide, it was necessary to crawl through an obstacle course of many corners inside a dark tunnel.
 If one wasn't lost by the time he reached the slide, he could take a flying trip down the incline from one floor to another. But once the bottom was reached, it was well worth the effort. In fact, it was so well worth the effort that most of the kids (that includes the students this time . . .) slid down it three or four times.
 Everybody pitched in to make toys, all different, original, and neater than anything that could be bought at the toy store. And naturally, the jolly fat man in the red suit trimmed in white fur handed them out.
 Santa was on the roof, and to get there the children rode up the "chimney" from the first floor to the third, and crawled out of the chimney to meet Santa, who was waiting with a big "Ho-Ho" and an armful of goodies.

THE BATTALION

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Foreign Students' Dinner Scheduled

A community dinner for Texas A&M international students and their families will be spread Monday, Jan. 2, by the University Hospitality Committee and YMCA.
 The annual international dinner will be a buffet-style meal served at noon on the first floor of the YMCA, announced Miss Sadie Hatfield, committee chairman. Food and beverages are provided by the community.
 "We urge all international students and their families to attend," Miss Hatfield said.
 Games, TV football contests and fellowship will follow the meal. More than 400 international students attended the 1965 dinner.
 A&M's 10,500 enrollment this semester includes 637 international students from 58 countries.

G. T. O.	LeMans	Catalina
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By Charles M. Schulz