

Texas Observes Open School Week

It has been 114 years since Texas education was born, and Monday will be the eighteenth year that a special observance of increased emphasis of our educational system has been marked by Public Schools Week in Texas.

A proclamation by Texas Gov. John Connally said, "During this period, parents are encouraged to visit public schools, and all citizens are urged through special programs to recognize the tremendous importance of our educational system."

"Our goal is to make Texas public schools the finest in the nation."

Never before in our history has there been a greater need for educated leadership. Public schools not only furnish the basis for training in science and technology, but also provide moral foundations necessary for later life and higher education.

To a child, public education is measured not only in dollars, facilities, school books and teachers salaries, but in encouragement by parents who notice their achievements.

Texas Public School Week provides an open door for parents to attend their child's classes and to discover the newest teaching methods, to ask questions of superintendents, principals and teachers, and to see how the education tax dollar is being spent.

Whether Texas has spent enough in education will be answered by the type and number of qualified leaders the state produces in the near future, and whether parents have contributed enough will be determined by the amount of help and confidence they display in their children now.

The one week observance each year provides a first-hand appraisal of the community schools, teaching techniques and pupil progress by the taxpayer.

With an eye to the future, both academically and socially, it is the interest taken in just such an occasion which will determine every Texan's goal of making the state's schools the best in the nation.

Every college student must travel the path through grade schools first. It is the foundation of the future.

Sound Off

Editor, The Battalion:
A certain situation has been brought to my attention which I believe involves the whole student body and one which I feel I should speak out on publicly.
The MSC Directorate sponsors a large majority of all other cultural and entertainment programs offered on the campus, including Town Hall, SCONA, and Great Issues presentations. To inform the student body of these programs, publicity, in the form of posters describing the event and its time and place, plays an important part. These posters are intended as a service to the students and faculty on campus and interested citizens in the community.

Lately, however, there has been a problem in keeping these posters in places where they can do the most good. The problem is widespread in all dormitories, but it is most pronounced in Dorms 17, 18, 20, and 21 and other dorms without protected bulletin boards. In some cases the posters are in place for less than three hours before they disappear.

True, it is just a small minority who remove the posters, but these programs are presented for your entertainment and education, and by removing the chief means of publicity, a disservice is done to the whole student body. This problem can be remedied, but only with full student cooperation.

Jerry Campbell
President of Student Body



"What do you make of a student making failing grades who says he's not challenged?"

Soldier Acquitted Of AWOL, Must Make Up 13 Months

FT. LEWIS, Wash. (AP) — A soldier acquitted by a court-martial on charges of being absent without leave for 13 months will have to make up the time he missed, the Army said Thursday.

Authorities said the two-year hitch of Pfc. Charles W. Coffman, which was to have expired Feb. 16, will be extended by the 13 months.

Coffman, 23, of Jacksboro, Tex., testified at his trial that his records were lost after he delivered them to the personnel office of his unit, the 339th Engineer Battalion. He said he was told to check back until they were found.

Coffman checked periodically, but the records didn't show up. The rest of the time he stayed home in nearby Tacoma. His wife, Linda, continued to receive \$95.20 a month from her army

allotment check. She had a baby in May at Madigan Army Hospital.

Authorities said Coffman would not have had to make up the time if his absence had been "unavoidable." The Army decided it wasn't. It hasn't been determined whether he will have to pay back the allotment money.

Reprinted From The Harrington (Del.) Journal.

Before we start enumerating the ways of getting publicity into a newspaper, permit us to define the word, "release."

We define it "as an article someone wants published in a newspaper."

These releases are, for the most part, sent in by various firms and industries, always from a distance; federal and state agencies; churches, schools and civic bodies, usually from a distance. Some ways to get the release into print are as follows:

1. Do not subscribe to the newspaper to which you send the release. The editor will not know whether or not you are a subscriber.

2. To save paper, write on both sides of the sheet. Also, do not write "Over" at the bottom of the first page.

3. Be sure to write in longhand. If you must use a typewriter, single space your lines. If you double-space your lines, the editor might make some correction between them.

4. Do not give the newspaper any advertising. After all, if he is foolish enough to run the release, it will not be necessary to advertise.

5. Be sure the release is written by the janitor or office boy of the firm. If you have an expert, in a particular field, in the firm, let him write the release. After all, it is not necessary to have newspaper training to waste your time going to a journalism school to be able to write releases.

6. Be sure to send your releases to the daily newspapers first. The weekly newspapers will not mind running it, if it happens to be valuable, five or six days later.

7. If your release pertains to some shindig you are giving, with an admission fee, charge the edi-

tor for admission; do not give him a complimentary ticket. Furthermore, if you have tickets, programs and posters printed, be sure to have the work done somewhere else. After all, the printers in the newspaper plants do not mind a breather now and then. As to how the publishers will get the money to pay the printers is his lookout.

8. When mailing releases, be sure to use a 1 1/2 cent stamp. It is cheaper than a 3¢ stamp.

9. Do not send the editor what he wants in the paper. After all, you are doing the work. Send him what you want.

10. Send the editor a release from your company and send the advertising elsewhere. In this way, you get better coverage.

11. If you have some news that should be of special value to the editor, withhold it. Just send him your regular release.

12. Be sure to tell the editor you want the release on the front page. While you are giving advice on how to run the business, you might tell the grocer to put his meat counter up front.

13. Do not use the local angle. This would mean including the names of persons and places with which the community is familiar. It would take too much time to dig up the material. Just write a release that could be used by all newspapers, such as, "Now is the time to whitewash the barn, yak, yak, yak."

14. Be sure to make your release long. By that, we mean two or three typewritten pages. The editor has difficulty in "finding something with which to fill up the paper," and he will appreciate it.

15. If your release has already appeared in a newspaper, say, your local paper for example, just send the editor's clippings.

16. Don't worry about your spelling and punctuation. Just leave it to the editor to make the

corrections.

17. After you mail the release, ask the editor to send you four or five copies at his expense.

18. If you have reason to believe the editor might not run the release, give it to some citizen in the town in which the newspaper is published. He is surely to apply pressure on the editor to get it printed.

19. If the editor hesitates about publishing it, tell him it is the Podunk Bugle is using it. This is sure to make a hit, as the editor does not know the definition of news. Furthermore, he does not wish for a competitor's newspaper to get ahead of him.

20. If you are doing business with the editor, tell him you will take your business elsewhere if he does not publish your article or release.

21. Be sure to include a photo with the picture. If it is a picture out of focus, so much the better. If it shows up badly in the paper, you can tell your friends it is the fault of the newspaper's mechanical department. Be sure to ask the newspaper to pay for the engraving; it will only cost four or five dollars.

22. If you are sending material on cardboard from which illustrations are made, be sure to have them made where you can have the work done at the "cheapest price." After all, the newspaper will not mind going to a lot of trouble to make an acceptable picture from it.

Bulletin Board

MONDAY

The Houston Hometown Club will have pictures made for the Aggeliand and nominate a speaker at 7:30 p.m. on the steps of the Memorial Student Center.

The I.Ed. Wives Club will meet at 8 p.m. in the Reading Room of the YMCA.

How to make the most of a hard-won engineering* degree

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should recognize a worthwhile opportunity when you see one.

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	Please contact your placement office for appointment.

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PRESENTS

MARCH 15, 1968 — 8:00 P. M.

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THE

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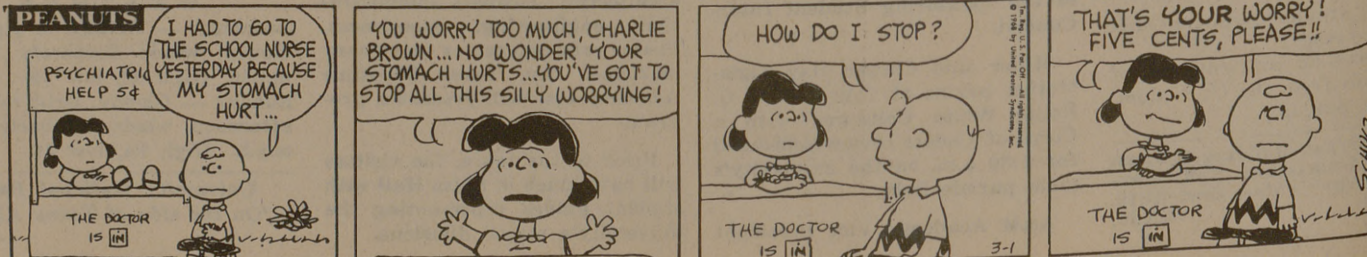
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PEANUTS



By Charles M. Schulz