

Sports Information Department not known

By ROBERT CESSNA
Staff Sports Writer

If one of your professors would give you the question, "Define the responsibilities and duties of the Sports Information Department in 25 words or less, you would probably be in deep trouble. For that matter, so would your professor. "Our office acts as a liaison bet-

ween the athletic department and the news media," said Spec Gammon, Sports News Director, S.I.D. or sports news, which I prefer, deals in supplying news which takes in multiple responsibilities, Gammon said. A&M is involved in seven sports that compete in the Southwest Conference: football, basketball, swimming, golf, tennis, track

and baseball, he added. In all these sports, S.I.D. has a job to do.

"We act as a service office for the news media," Gammon said. S.I.D. provides releases, pictures and color slides for the media. Many hours are spent fulfilling the media's requests.

"We also have a publication job," Gammon said. S.I.D. produces the football brochure, basketball guide and a separate one on swimming. In other years they also produced a spring sports brochure but this year they will break it down into two separate guides. One will have golf and tennis while the other will contain baseball and track.

Another duty is the answering of requests from the public. "We spend a lot of time with requests from youngsters," Gammon said. They may want a picture of an Aggie athlete who is their idol. It may be a bumper sticker or a press guide. Not only do we get requests from youngsters but adults as well," Gammon said. When humanly possible S.I.D. tries to oblige. Requests also have been mounting in football season from magazines desiring information on the Aggies. And to a lesser extent in basketball season.

When asked what was S.I.D.'s

greatest problem, Gammon said.

"The greatest problem is not doing a good enough job." The trouble time for S.I.D. is in the spring. At this time, baseball, track, golf, tennis and spring football practice are all in full swing, Gammon added.

With that much going on it's nice to have an assistant who can help share some of the load. "I am blessed with the best assistant in the country in Jim Butler," Gammon said. "Also we get a lot of help from students working for the Batt during the spring," Gammon added.

Then there are lots of little jobs that go unnoticed. S.I.D. has to set up the press credentials for all the incoming media. Then they have to prepare the press box to make it a workable area for the media. This includes the making of programs for the press.

Interviews with players also have to be arranged by S.I.D. for out of town media. "The better your teams are the busier you are," Gammon said. And with women's sports coming into the spotlight the coverage is getting spread thinner.

But with all these duties, Gammon still finds his job rewarding. "Every morning I get up I enjoy going to work," Gammon said. "It's a great institution here and I'm a

representative of A&M," Gammon said.

Gammon works under Marvin Tate, Associate Athletic Director who in turn works under Emory Bellard, Athletic Director. Any funds allotted S.I.D. come out of the Athletic Department Budget. "The Athletic Department is self-sustaining," Gammon said. "No tax dollars are used," he added.

Gammon has been with A&M since July of 1963. He earned his degree from Oklahoma State in 1947. From there he started to work with newspapers until he reached A&M. His first newspaper job was at the Seminola Oklahoma Producer. After about six months he moved on to the Borger News Herald for another six months. From there it was onto the Amarillo Globe News. But again he had a short stay of only six to twelve months.

Then he moved to the Valley Edition of the San Antonio News Express. It was a two man sports desk in the Rio Grande Valley. Dick Snider was the other man on the desk. Snider has now moved on to be the head of the National Collegiate Athletic Association Films.

The job at the Rio Grande Valley was one of his shortest ventures, only a 25 day stay. Then it was onto

the Odessa American to be sports editor. After a 13 year stay there was on to A&M.

WE HAVE SOME BOOKS THAT COULD CHANGE YOUR MIND

Cliffs Course Outlines

AMERICAN HISTORY Volume 1 Since 1800

VONNEGUT'S BLUE PRINT

Cliffs Notes

Books to help you keep up. Books to help you catch up. Books to help you get your head together on most any subject. Try us.

HERE...

UNIVERSITY BOOK STORE, INC.
"At the North Gate"
P.O. Drawer CT • (713) 846-4818
College Station, Texas 77840

Backlashes

By BRUCE L. SUBLETT

It's winter, hunting season is over and it's too cold for fishing. Right? Wrong!

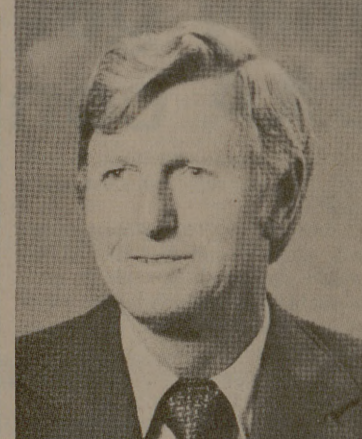
White bass and crappie are on the move, getting ready to spawn. Yegua Creek below Somerville Dam is good right now and it's close. I fished there three times last week and caught good strings every time.

The fish are definitely not big, but on light spinning tackle they're a lot of fun. Light (1/8 ounce) jigs in yellow and white fished in pairs are about the only thing the fish are hitting, producing even better than minnows. The most effective retrieve is to let the jigs settle to the bottom at about midstream then bring them back slowly and steadily. By slow, I mean slow enough to keep them bouncing on the bottom. The fish aren't really hitting the jigs, just stopping them. Grappie have especially tender mouths, so a hard jerk to set the hook is out. A twitch of the rod tip is plenty.

Something in Yegua Creek that does take some hook-setting is drum. Some folks call them gaspargou. They aren't much to eat, but they can pull. The drum coming out of the creek aren't big, running anywhere from one to three pounds. The fast water makes them seem as big as the 10-pounders in the Angelina River. Drum really go for live crawfish fished on the bottom. They won't ignore a wad of big earthworms either. Minnows and jogs also take their share of drum.

It's not too early for bass if you don't mind getting cold. Deep baits like worms and Little Georges in the honey holes can pay off with some real hogs. After all, duck season just ended so you ought to be used to the cold and wet. Right? Wrong!

Stay tuned next week for a lesson on how to catch pneumonia in an East Texas duck marsh.



SPEC GAMMON

Singleton inks pact with UT

AUSTIN, Tex. (AP) — An apparent mixup in a weekend visit to Southern Methodist has swung bluechip defensive back Stan Singleton of Mesquite to the Texas Longhorns.

Singleton, 6 feet 1 and 160 pounds, said of the SMU recruiters — "They were going to pick me up Friday night but they never came. It must have been a misunderstanding because Coach Roland Rainey called Saturday morning and apologized. It was one of those things, I guess."

Singleton said Arkansas was his second choice. He canceled a Tuesday visit with Arkansas, however, after selecting Texas and also pulled out of a Wednesday meeting with Texas Tech's new coach, Steve Sloan.

"I guess every high school player in the state someday dreams of playing for Texas," said Singleton, who intercepted 13 passes in each of his junior and senior seasons.

Come To Diamond Country
Sankey Park Diamond Salon
213 S. MAIN DOWNTOWN BRYAN

Engagement Rings
Wedding Rings
"Diamonds Exclusively"

Specials Good Jan. 23 - Jan. 25
Thursday thru Saturday

Bacardi Rum . . . qt. \$4.99
Kentucky Tavern . . . qt. \$4.99
Cutty Sark qt. \$7.99
Tavern Vodka qt. \$3.49
Seven-Eleven 1/5 Seagram \$4.09

BEER SPECIALS

Budweiser 6 pack (cans) \$1.49
Schlitz 6 pack (cans) \$1.59
Miller 6 pack (cans) \$1.59
Buckhorn 6 pack (bottles) .99

Liquors 846-1381
524 E. University

Part of "Mama's Touch" is no secret.

Mama Adelaida Cuellar's original Mexican recipes are a family secret. But we can tell you one thing she always said: "to get great taste, use great ingredients." So we use the best, the freshest, the purest foodstuffs... Just like Mama taught us.

El Chico
Mexican food with "Mama's Touch"
Manor East Shopping Center
3109 Texas Avenue

Bring your ideas into a vigorous environment.

Houston. And The Light Company.

There's a rich diversity of technology here in this nation's sixth largest city. And you encounter it in every phase of operation within Houston Lighting & Power Company.

We're the largest electric utility in the Southwest. With assets of \$1.8 billion, the Light Company operates solely in the 5,600-square-mile Houston-Gulf Coast area.

We've tripled our generating capacity in 10 years and look ahead to the greatest growth period in our history.

Our Energy Control Center incorporates the most sophisticated techniques of automation to control the generation and distribution of electricity in our service area. And the computerized on-line Customer Information System developed by the company has been a model for the entire industry.

We're in planning stages

for two nuclear generating plants. And we support an active research and development program to meet the challenge of future energy needs.

In this robust environment, you have an exceptional opportunity to bring your own career into maturity.

If you're about to become an Electrical, Mechanical, Civil, Chemical or Nuclear Engineer or a graduate in Chemistry, Marketing, Accounting, or Business Administration talk to us.

We'll be on your campus:
Tuesday, Wednesday, February 11 & 12

Contact your campus Placement Office to arrange an interview.
Our man in Houston:
Mr. M. T. Robin, Recruiting Director, Houston Lighting & Power, P.O. Box 1700, Houston, 77001.
An Equal Opportunity Employer.

The Light Company
Houston Lighting & Power

The Light Company's Electric Tower in downtown Houston.

Announcing . . .

The First Arts Committee Poetry Contest

First Prize	\$100.00
Second Prize	\$75.00
Third Prize	\$50.00
Three Honorable Mentions	\$10.00

Here's all you have to do . . .

Submit 3 pages or less of poetry
Turn poems in to English Department by 5:00 p.m., Wednesday, January 29.

Get more information in Student Programs Office in the MSC.