

Editorial

\$885,000

Slow down and think

Thursday night, after six class days of consideration, the Student Senate plans to vote on a recommended Student Service Fee budget totaling \$885,000.

Eleven student service groups testified this month before a Student Government allocations committee chaired by Curt Marsh, SG vice president of finance. The 54-page summary of those hearing and the recommendations of the allocations committee were unloaded on the senate during the week before spring break. Thursday night, six class days later, the senators are expected to understand the budget, poll their constituents and make an informed vote.

Because this is the most important recommendation of the year and because the budget is so cumbersome and confusing, especially the athletic department budget with recommended user fees, The Battalion would like to see the senate wait one more week.

Thursday night would be useful for discussion of the 54-page recommendations. Senators could question the proposals and then have a week to gather reaction from constituents.

Recommendations involving \$885,000 deserve more time for discussion than normal senate procedures allow.

Listen Up

Dr. Powell on Silver Taps

Students' conduct receives praise

Editor:

Last night I had the unpleasant duty of attending Silver Taps with the parents of the deceased Aggie and I would like for the student body to know how much they appreciated the honor you have given to them by your remembrance. I would also like for the student body to know how much I appreciate the absolutely perfect ceremony and all that it meant to the parents.

I believe the father told it best when he said to me that this was the saddest and proudest day in their life. They were saddened by the death of their son, yet extremely proud that he had attended Texas A&M University, which he loved so much and where he had made so many wonderful friends.

We take for granted the rich traditions and wonderful students at Texas A&M. However, last night reinforces how lucky I am to work for A&M, whose student body is the greatest in the world.

CHARLES W. POWELL
Director of Student Affairs

Office sought

Editor,

Monday morning I officially filed for the office of Student Body President. Over my three years in Student Government, I have noticed some weaknesses in the organization, and I am basing my campaign on defining these weaknesses and revitalizing SG to make it more responsive as well as powerful. I have

observed that:

- 1) Students in general have little knowledge of SG and as a result become apathetic.
- 2) Many of SG's leaders have little knowledge of the potential of SG.
- 3) Lack of communication between the students and SG is serious.
- 4) SG is plagued with a lack of continuity in its leadership.

I believe that SG could become almost irrelevant to the student body if it can't change to meet the changing times.

Internally, I propose that SG take the responsibility of opening its doors to all students. I will hold weekly press conferences to inform the news media, local and statewide, of the concerns of the student body. Never again will a Building Use fee increase bypass the news media. I will write periodic articles in the Battalion to inform students of the projects and problems that we are working on.

Externally, I believe that SG cannot function unless we recognize weaknesses here as well. I propose that SG be made completely independent from the Student Services branch under Dr. John Koldus, and have the organization directly responsible to Dr. Jack Williams, TAMU president.

Students have been by-passed on policy-making for much too long, and I believe that a direct link with the President will provide us with greater input. This new indepen-

dence will end our helpless position when fees are being raised and walls are being built.

In conclusion, my campaign is designed to create a momentum, not only for the reform of SG, but of its potential in regard to placing input into the administration and Board of Directors. Perhaps this will happen during our Centennial.

JEFF DUNN

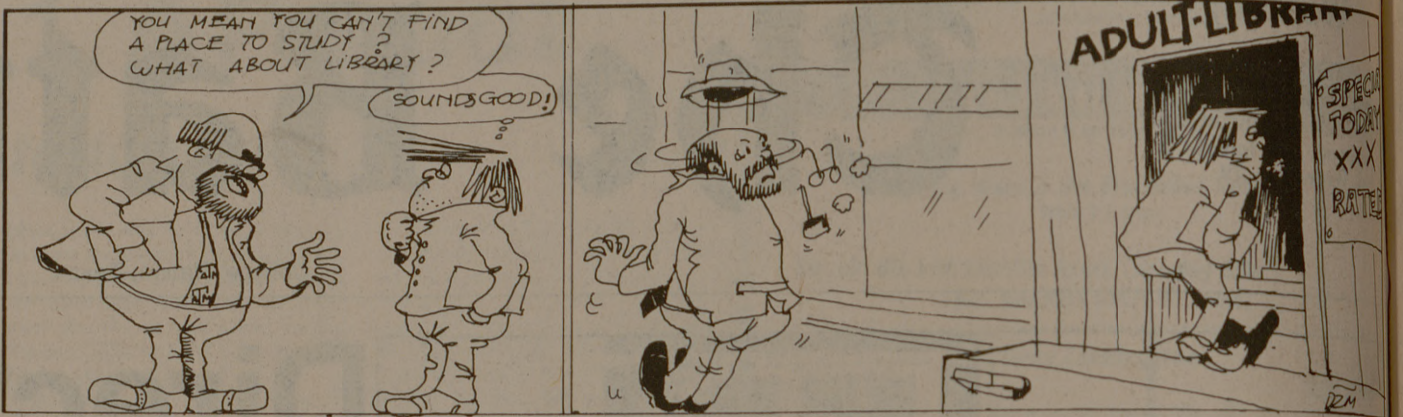
The wall

Editor:

What is the logic behind a wall on the A&M campus? A wall running along-side of TAMU's north side destroys the appreciated atmosphere present here. A&M is known for its friendliness, its beauty and its openness towards new students as well as other schools. A wall would demolish this belief. It will make the businessmen of Northgate shopping center, who have been doing business for many years with the students, suddenly seem unwanted.

What are we trying to keep out? Or better yet what are we trying to keep in? As of now there are only three places I can think of that requires a wall, one is a prison, another is a reform school and the last is t.u. Who knows, after the wall is finished we could always lay a mine field along the outer perimeter, that is to say if we had any money left in our expenditures. It would be a wonderful way to keep students from going awol (absent

Koozat



By Nguyen Dziem

The economic reply

Uncle Mike's kiddie show

Brought to you by Coors, Marlboro and Tampax

By MIKE PERRIN

The Federal Communications Commission is at it again — this time they want to determine what your children can watch on Saturday.

At least they want to control the advertising content of the Saturday

morning cartoon-fest. And they will do it if this proposal passes at their next meeting.

The proposal actually means a reduction in the amount of car-



toon time ads as well as a change in their content. The proposal's backers claim that small children are "brainwashed" by cartoon characters selling things like sugary cereals, toys and Keebler cookies, to name a few.

Cartoon characters and cartoon hosts would be prohibited from selling at all under the new rule. Sugar cereals, candy and some other items would be prohibited from advertising in those time slots.

The net effect of the rule will be to lower the quality (such as it is) of Saturday morning programming by excluding prime advertisers from the market. Ad rates will have to fall to attract advertisers who have items less lucrative to peddle at that time. Think about it: if cereal, candy, cookie, or toy manufacturers can't advertise to the Saturday kids, who will want to?

Not L one Star beer. Not Big Mama Pantyhose. Not Tampons. Kids don't buy any of that stuff. I guess that children's record companies can sell their wares at that time, and clothing manufacturers. At any rate, fewer ads and advertisers mean less money to spend on cartoon production and a drop in quality.

The second thing the rule will do is create an income loss for cartoon hosts. For example, Uncle George's cartoon hour features Uncle George. Uncle George can pick up a few extra dollars to plug Mattel toys. The station knows that he makes extra doing this and so pays him less to start. Now if George loses that income, his station will have to spend more on his salary or he will have to leave or take the income loss.

My estimate is that he will take a "straight" broadcasting job and a beginner will become the new Uncle George, who will be more inept because he is new. The children will just want to know what happened to good old Uncle George. Or the station will raise his pay and

cut back on expenses somewhere else, producing a less quality status in some other respect.

I think that the rule's supporters underestimate the intelligence of both the child and the mother. Small children were actually hooked on these sugary cereals, then these companies would not have to advertise so much. Just get the kid to try it and he'll come back for more.

And if mothers always bought what their children wanted, then they would be buying them things like .22 caliber rifles, hand grenades, tanks, Christmas trees, matches and all sorts of "fun" items which can be lethal.

And of course, the bill's backers must not only believe that both the child and the mother are dumb enough to not only fail to realize that sugar cereals are not particularly good for you, but they also assume that sugar cereals are lethal.

If the cereals were merely neutral in effect, then surely there can be no objection to selling them. There are slight drawbacks to them, then the consumer will find that after trying a box. Only if there are severe effects can the stuff be banned. And by severe, I mean severe enough such that simple experimentation can't tell you that there's something wrong with the stuff because you'll be too dead to come around a second time.

And I don't think that has been proven. At least all that sugar gives the kid some quick energy, if not protein and it keeps his stomach full enough so that he doesn't faint at school.

So this rule, to "protect" children all over the country has the actual effect of creating cheaper ad rates for manufacturers with marginal child interest, diminishing the quality of Saturday morning programming, unemploying cartoon hosts, subjecting them to a lower standard of living or creating a general lower level of station quality.

Protection like this we don't need.

Fight it?

Editor:

As former students at Texas A&M, we wish to thank all of you for keeping us entertained with your ridiculous reactions to the yell leader situation. We never were the diehard Ags that it seems some people still think everyone who goes to A&M should be, so we are able to see just how silly this whole issue is.

Women yell leaders? Hell should freeze over first. You give them an inch and they want a smile. Next thing you know, the dam two percenters will want to turn the drill field into the Susan B. Anthony Memorial Parking Lot, abolish the bonfire in favor of something constructive, abolish the corps of cadets, turn Old Army Louputs into a hippie boutique, and change the band into something other than a mass of marching tin soldiers.

Fight it, Ags. Don't let the walls come crumbling down. Don't let the Aggie jokes stop. Let's make sure that the boys in white are still boys. And then get the girls after the game. Giv'em.

Chip & Mina Brees

How they vote

Editor:

Gerald Olivier's article in the Battalion (Cloud 9, March 13) comparing the voting records of the two incumbents in the College Station city council election fails to recognize the complexity of each rezoning request.

The two incumbents are Larry Bravenec and Don Dale.

Each request would require indi-



'A CHANGE OF IMAGE? WHAT DO YOU SUGGEST?'

The Battalion

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Letters to the editor should not exceed 300 words and are subject to being cut to that length or less if longer. The editorial staff reserves the right to edit such letters and does not guarantee to publish any letter. Each letter must be signed, show the address of the writer and list a telephone number for verification.

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Artists and cartoonists: Dr. James H. Earle, Nguyen Dziem, Brad Foster, Rodney Hammack, Tom Brents, Scott Morgan.



AGGIE CINEMA

The Aggie Cinema Committee is currently recruiting new members for the remainder of this spring semester and for the upcoming fall. Membership is open to all who are willing to be active participants in film programming on the TAMU Campus.

Please come by the student programs office and fill out an information sheet by Friday, March 28th and turn it in to the secretaries if you are interested.

step into the msc circle

