

For power plants, by Penn State Study

# Bigger generators recommended

NEW YORK — The U.S. power industry could save the equivalent of 200 million barrels of oil a year, or 9 percent of its fuel consumption, by consolidating into operating units using bigger generators, according to a Pennsylvania State University study.

Dr. John E. Tilton, Jr., who conducted the study with John H. DeYoung, Jr., a graduate student, said most of the utility companies simply are not big enough to follow the example of the American Electric Power Co. system, with huge, efficient generators that produce power more cheaply than other systems.

By saving 9 percent on fuel, the power industry could cut \$2.5 billion a year from costs at present prices, the study said.

Fragmentation is the main cause of the lag in building bigger, more efficient fossil-fueled generating plants and the only solution is for the government to foster consolidation of the companies, the study said.

John Dolan, an American Electric Power Co. vice president, said he thought Tilton's estimate of the savings that could be achieved if all the 1,000 power systems in the United States could be raised to the efficiency of his company's system was about right.

But Dolan said there are many obstacles to this and, in reality, the potential saving frequently is not a sufficient incentive to justify abandoning investments in existing smaller generators and raising money to build huge new fossil-fired plants. He also said that when smaller companies begin thinking about such big ventures, they may begin thinking about nuclear plants instead of burning coal or oil.

Dolan said the legal and political obstacles to consolidations are tough and the red tape surrounding a big nuclear venture is even more formidable.

Jack Schenck, an official of Edison Electric Institute, the industry's biggest trade association, wouldn't comment on Tilton's figures without seeing them in detail but said he believed the power industry in the United States is making satisfactory progress towards rational consolidation and power pooling in order to take advantage of economies of scale.

He noted while there is still room for improvement as Tilton points out, the building of even bigger generators would lead inevitably to a point of diminishing returns. He also noted that the projected growth rate of power demand in the United States has been cut back significantly in the last few years.

Tilton made the further point that small utility companies are doubly deterred from building the largest and most efficient generators by the high cost of installing and maintaining backup generators in case of damage to the primary plant.



KAMU news director James Smith does his thing in KAMU's studios. The station plans an auction the first three days of April to raise \$10,000 needed for the station to complete its \$80,000 operating budget. The auction will be conducted on KAMU-TV; bids for merchandise will be accepted on the phone. The station also plans other fund-raising projects, including a chili cook-off.

Battalion photo by Hurlie Collier

## April auction to raise funds for KAMU

By PHYLLIS PONDER  
Battalion Reporter

On April 1, 2, and 3, KAMU-TV will broadcast their fund raising auction to the Brazos Valley. The items that area merchants have donated for the auction will be shown and described on KAMU-TV. Viewers will call in their bids on the items shown. The highest bid will be confirmed on the telephone by KAMU staff and the bidder will pick up his item at the designated auction place.

The merchandise to be auctioned might range from a toaster to a trip to Tahiti, depending on what is donated. KAMU Auction Program suggests that the item to be donated have a minimum retail value of \$25. Art and antiques donated by Central Texas artists, craftsmen and antique dealers will be shown and sold only on April 2. Any item that could be beneficial to the auction is welcome.

KAMU is having this auction to help pay its operating budget this year of \$80,000. Jean Herbert-Resenburg, development and promotion coordinator for KAMU, said she hopes the auction will raise the biggest part of the approximately \$10,000 needed to complete the fund raising effort. Fund raising goal for KAMU is \$29,500 to be raised by Aug. 31. The station has been working on this goal since January 1978 and has raised \$19,500. Resenburg said this goal must be achieved so the station will be able to continue operation.

## Contacts beat knowledge

WASHINGTON — The best way to find a job in the United States is to "tap the old boy networks" rather than agencies or ads, a career counsellor says.

Diane Blumenson, a Bernard Blum Associates representative and a contributing columnist for Working Woman Magazine, said "informal networks" is the fastest way to a new job, a change in company or a fresh entry or re-entry into the job market.

And it's easier to break into the so-called "old boys network" than people think," she said in an interview.

A 1973 Labor Department study, which she says is still valid, showed that 84 percent of the nation's jobs were obtained through who-you-know systems, only 13 percent

through advertisements and 12 percent through employment agencies.

Blumenson said most available positions never show up in want ads or on employment agency lists.

"A person has to know where and how to look and how to promote himself or herself," she said.

"It comes down to regarding yourself as a product and knowing how to package and market that product and break into the 'old boys network'."

The marketing techniques include defining what skills a person's successes involved, Blumenson said.

These are determined by analyzing 10 or 15 accomplishments in a person's life to learn which talents were used in each experience, she said. If the talents or skills are repetitive, it becomes obvious which careers would be most suitable.

Blumenson said these talents should be ranked in order of enjoyment.

These "motivated skills" will be engaged in career pursuits.

"Then comes the entry into the 'old boy network.'"

"But you should do this only after you determine what your skills are," she stressed.

Although the long range object of a job search is to gain employment, Blumenson said, "in the short run, it's to expand the 'who-you-know network.'"

The idea, she said, is to obtain one interview in the career field of interest to impress the interviewer — not necessarily to be offered a job. With luck, she said, the interviewer will provide names of other people in related positions and will mention the job seeker's name to them.

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