

-CS gives more money

KAMU prospects bright

By KATHLEEN A. WAKEFIELD
Battalion Reporter

Funding is no longer the problem it has been in the past for Texas A&M University's KAMU-TV since support from the community has increased recently. KAMU-TV signed on the air February 15, 1970 as a public broadcasting station and experienced a few years of financial hardships. The financial difficulties were attributed to the station "changing priorities and escalating costs," said Mel Chastain, general manager of KAMU-TV&FM. However, this past year, money has been a problem for the television station, he said. Through funding, the community has played a major role in helping the production of KAMU-TV's projects, Chastain said. Last year the station raised from the 100-30,000 viewing households approximately \$10,000.

The main PBS (public broadcasting system) office, located in Washington D.C., determined that the \$10,000 amount is above the national average and therefore ranks KAMU-TV as a local leader in terms of funding support per television household, said Chastain. The station uses the methods of auctions, radio and television to raise financial support, Chastain said. Auctions are very instrumental in the support, as well as radio, which alone brings in about \$27,000-\$30,000 annually.

Chastain said the other method of funding, festivals, are three separate one-week television drives which run in March, August and December. The festivals cover programs as the "Grand Ole Opry," the "Metropolitan Opera" and Broadway musicals.

Even though KAMU-TV gets most of its support from the community, the station is "opposed to constantly being on the air with its hand out," said Chastain.

One way to keep from asking for so much community support, Chastain said, is to not offer such premiums as bags and umbrellas on fund raising drives. The money to pay for these items comes out of the donations. If you want to donate to the station, every penny goes to a fund which can be expended only for programming," he said.

Being a member of PBS entitles KAMU-TV to many benefits, said Rodgers Lewis, program director for television.

As a member of PBS, the station receives free programs, the costs of which have been paid for by a grant from a major corporation or governmental agency, Lewis said.

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Another benefit which stems from being a PBS member is that for the first time in four years, Lewis said, KAMU-TV has been able to take part in an universal buy. A universal buy is a special program for those stations who agree to buy all programs offered by PBS so they will be entitled to receive a 15 percent cut rate of "The Job" programs they have purchased.

The universal buy is a part of a market place that PBS members called The Station Program Cooperative, said

Chastain. In the cooperative the more stations that purchase a particular program, the less the cost of that program to each of the purchasers.

The problem in the past for KAMU-TV is that the station has not had enough money to take part in the universal buy, Chastain said. "However, the support from the community was so gratifying last year that we were able to participate," he said.

The annual dues for PBS members is about \$20,000 plus about \$40,000 which is spent for satellite time, Lewis said.

Not only does the financial support from the community keep KAMU-TV on the air but the station's

The first broadcasting station was located where Harrington Complex stands now in what was once Bagley Hall. It originally was a closed circuit educational station, producing educational materials for about eight different departments on campus.

part-time student employees and full-time employees help by keeping the production costs at a minimum, Lewis said. The students receive comparatively lower pay and produce a great number of programs which are used.

Students are paid minimum wage at KAMU-TV, and those who work there longer than a year are entitled to pay increases, said Chastain. The wages increase on wage scale steps from one to four, and employees are paid accordingly.

The station has 21 full-time employees and 18 part-time employees. The students are involved in virtually every department, said Chastain. Students work in the news department, production, programming and promotion, graphics and engineering.

Lewis said students do everything from writing scripts and lighting the stage to camera work. In a senior level course, Journalism 412, the students are responsible for producing stories which are to be used on the news at night.

Local shows produced by students and full-time employees account for about 15 percent of air time, Lewis said.

Over the last year a problem has arisen at KAMU-TV, Lewis said. There are more local jobs available for broadcast majors and no students willing to take those jobs. Students need to realize that when applying for a job it is the experience they get at school that is necessary, he said.

Wayne Nelson, a recent graduate of Texas A&M, now the producer of 5 o'clock news at KDFW-TV in Dallas, said "working at KAMU-TV has proved to be invaluable for my career." Texas A&M is one of the few universities that gives "hands on" experience, he said.

KAMU-TV received its Federal Communications Commission license in August of 1969. The first broadcasting station was located where Harrington Complex stands now in what was once Bagley Hall, Chastain said. In 1964 it originally was a closed circuit educational station which operated with a small studio and video tape machine on the second floor. It produced educational and instrumental materials for about eight different departments on campus, he said.

KAMU-TV is located on Channel 15 on the UHF dial and on cable in Brenham, Bryan-College Station, Caldwell, Hearne, Lyons, Madisonville and Somerville.

Holiday concert, program tonight

By JANE G. BRUST
Battalion Staff

It's beginning to look a lot like Christmas on the Texas A&M University campus with two holiday programs scheduled for tonight.

The vocal music department's four choral groups will perform in concert at 8 p.m. in Rudder Auditorium, and then the MSC Christmas program will take place in the main lounge at 9 p.m.

Admission to the MSC program is free. Concert tickets can be purchased at the door for \$1.

The concert will feature the Reveillers, the Century Singers, the Women's Chorus and the Singing Cadets performing holiday music. Included in the program will be the Singing Cadets' rendition of "Was the Night Before Christmas," as well as the "Hallelujah Chorus" finale, from Handel's "Messiah," sung by over 200 voices in all four groups.

The annual MSC Christmas program, a project of the MSC Council, will begin with a reception for people to mingle, Committee Chairman Marcy Macha said. Members of the MSC Hospitality Committee will serve refreshments.

The program includes piano entertainment by Scott Zesch, a junior English major, and carols by the Women's Chorus. Acting President Dr. Charles Samson and MSC Council President Ernen Haby will offer their comments, and members of Squadron 15 will perform their version of "The Twelve Days of Christmas."

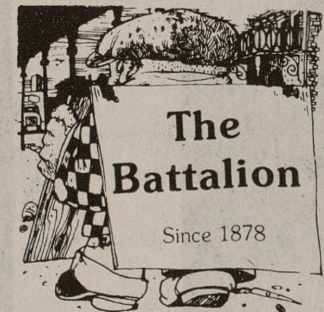
The MSC Christmas program is funded by profits from the Lost and Found auction held in October.

Notices for spring grads on sale now

Texas A&M University students who plan to graduate in May can get a jump on one of their final semester deadlines by ordering their commencement announcements now.

Orders may be placed at the Memorial Student Center Finance Center, located in Room 217, between 8 a.m. and 4 p.m. Monday through Friday. Students must pay for the notices when ordering.

The last day for ordering graduation announcements is Feb. 6.



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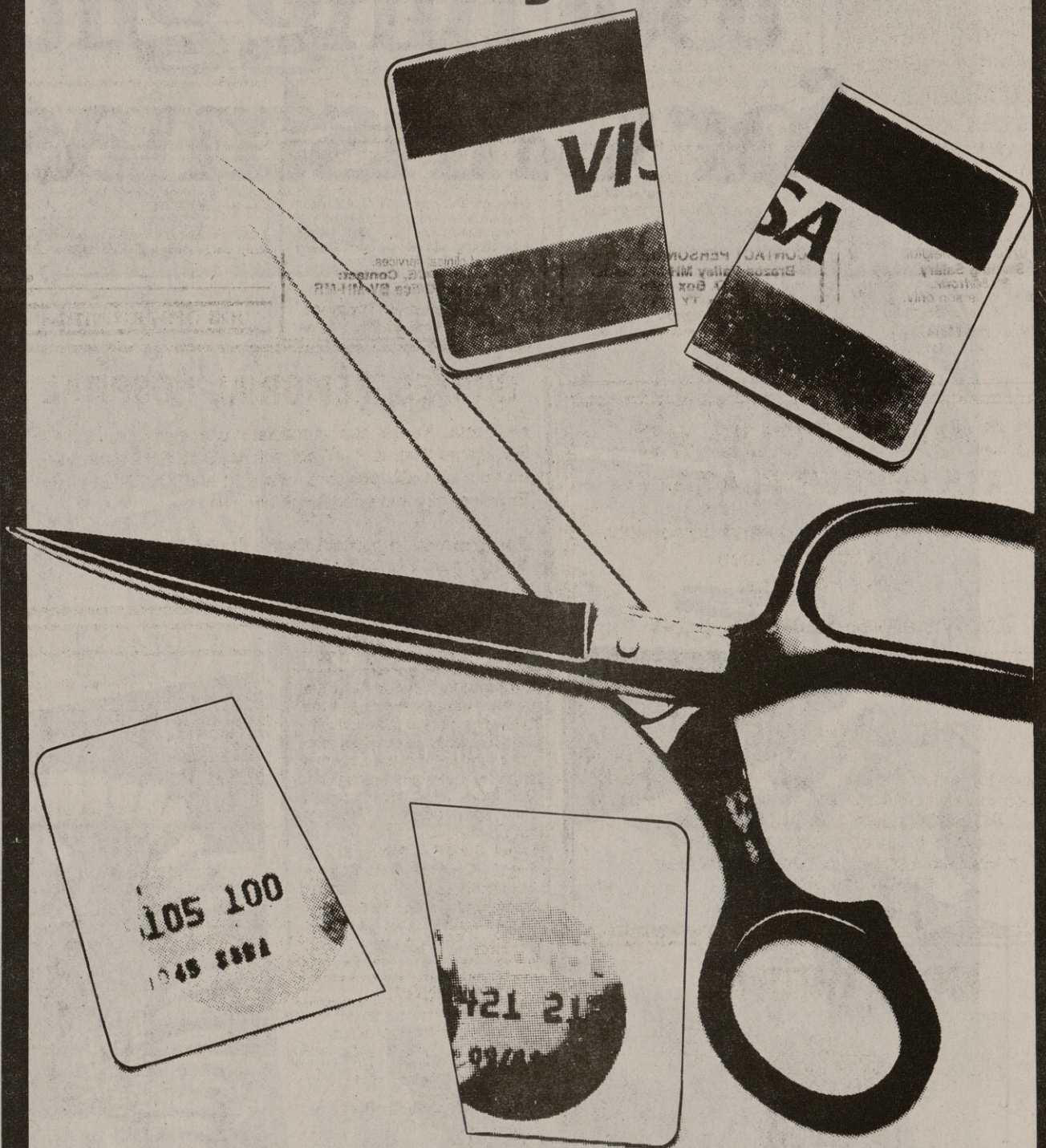
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