

Local



Photo by Skip Merrick

Julia Walling and Chris Shivner examine an advertisement posted on a bulletin board in the Memorial Student Center. Last November the Advertising and Publicity Committee, a

volunteer committee of students, faculty and staff, established guidelines for organizations to follow when posting information on campus at Texas A&M.

KAMU's annual auction goal set at \$20,000

By CATHIE FEIGHL
Battalion Reporter
Original art works, a pinball machine and antiques are some items up for bid when KAMU-TV holds its third annual auction April 5-9.

The auction is held to raise money for the operation of Texas A&M University's television and FM radio station and will be broadcast live for five nights from 8 p.m. until midnight. Viewers will be able to phone in bids for merchandise and services donated by area merchants and citizens.

Last year over 400 items were auctioned and \$15,000 was raised, said Penny Hyden, KAMU development and promotion coordinator. Hyden said this year's goal is \$20,000.

KAMU requires the funds from the auction and other sources to provide educational broadcast services for communications students, to provide closed circuit productions for university use, and to provide daily programs for the community.

Merchants are asked to donate items with a minimum retail value of \$25, Hyden said, but viewers may start bids at any amount they

choose. She said the merchants' donations are tax-deductible as is any amount a donor pays over the retail cost of an item.

A merchant may also contribute in the form of underwriting a display board for on-air credit. The boards display six or seven items up for bid and show the name of the underwriter on it, Hyden said. She said \$1,900 was raised last year from underwriters and expects at least that amount or more for this year.

Volunteers from the community and the KAMU staff and development office contribute to the production and organization of the auction.

"It takes 70 to 80 volunteers a night in addition to the regular KAMU staff to run the auction," Hyden said. "The auctions are vit-

al to KAMU — not only from the standpoint of raising money, but it's the largest way to get the community involved."

Financial support from the community is usually between \$110,000 and \$140,000 or approximately 13.4 percent of the station's total budget, said Mel Chastain, general manager of KAMU-TV and FM. Hyden said the auction is the highest ranking revenue source from the community.

Chastain said KAMU receives \$360,000 from the University for salaries of faculty and staff members who operate the television and FM radio station. All other costs for KAMU's services to students and the community have to be met by fund-raisers and donations.

Guidelines established for posting campus info

By KITTY FRALEY
Battalion Reporter

To stop a possible avalanche of paper, Texas A&M University has guidelines for posting announcements or advertisements on bulletin boards.

"Many other campuses have no guidelines, and their bulletin boards are a disaster zone," said Don Rohel, Memorial Student Center program adviser.

Over 430 recognized organizations exist at Texas A&M with at least 166 places available for announcements or advertisements to be posted.

"Recognized organizations can use bulletin boards, kiosks on Military Walk, or other public areas for publicity or advertising," Rohel said. A kiosk is a small round shed.

For an organization to be recognized, the group must submit a request for recognition, along with a copy of their constitution to Dr. Carolyn Adair, chairman of the student organization's board.

The board then votes on the official recognition of the group.

Rohel is also chairman of the advertising and publicity committee, a volunteer committee consisting of students, faculty and staff.

Last November this committee established guidelines for organizations to follow when posting information.

The guidelines suggest maximum sizes for posters and request that only one flyer be placed on each bulletin board by each organization.

All publicity must contain the name of the responsible organization or individual and a clearly visible expiration date.

Organizations or people who advertise are responsible for removing the material.

Also, Lambda Sigma, the sophomore honor society, checks the expiration dates of posted material once a week and takes down out-of-date advertisements.

There is at least one bulletin board in every major classroom building on campus. These boards are for either University news or personal news.

Personal notices can be posted without any formal guidelines and are designed as a service to the students, faculty and staff.

The guidelines were established to make posting information easier for both the organizations and the programs office.

"The organization has a copy of the guidelines and follows them so I don't have to approve everything," Rohel said. "The guidelines save time and energy."

Violations of these guidelines do occur though. Advertising by chalking University sidewalks is a violation of the guidelines and an organization could lose posting privileges for doing this.

Fraternities and sororities are not recognized by the University but often advertise events on the bulletin boards.

"These (guidelines) are exactly what the name implies — guidelines and not enforceable regulations," Rohel said.

"Since we can't have someone guarding the boards all the time and no way of enforcing the guidelines, there is always going to be someone who ignores them," Rohel said.

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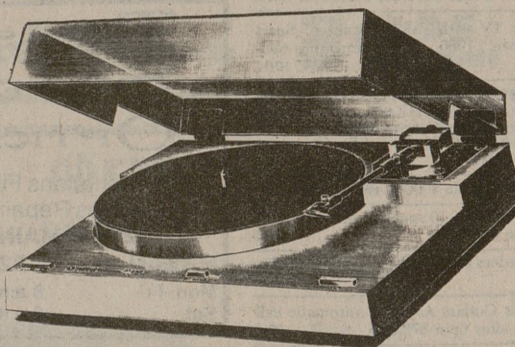
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