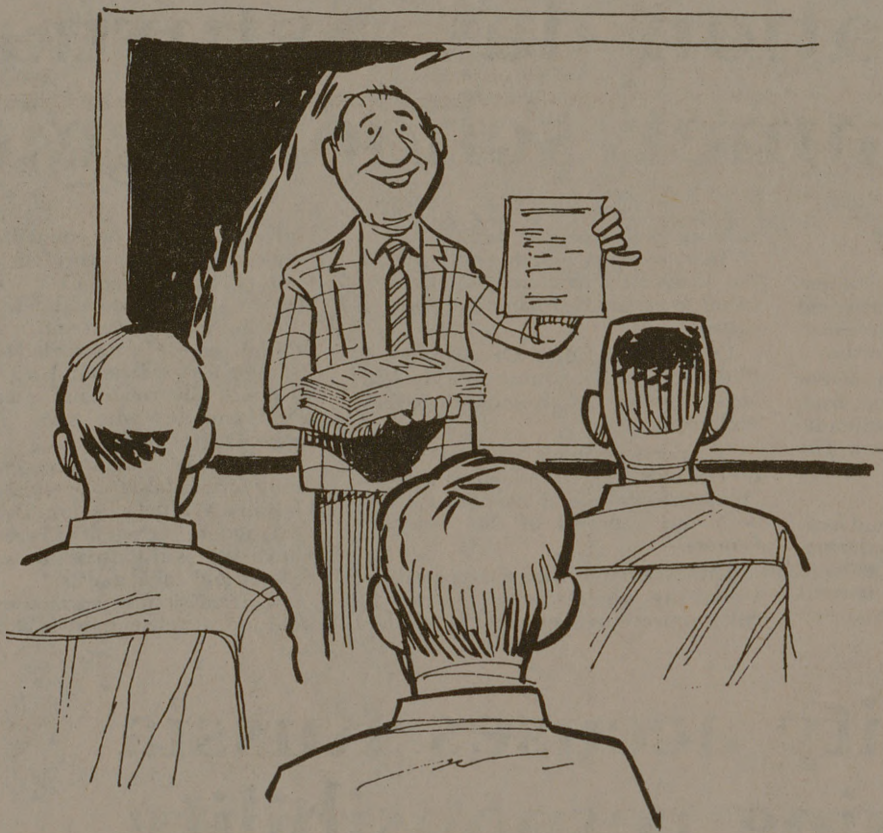


Slouch By Jim Earle



"Since this is dead week, and since tests are not supposed to be given, it should not overload if I'm the only one who gives a test!"

Interns don't use stethoscopes

By PATRICIA McCORMACK
United Press International

Not all interns pack stethoscopes and wear white coats.

Thirteen from across the country scrambling around New York City tote reporter's notebooks, tape recorders, and other trappings of broadcast media types.

The "broadcast" interns are shadowing or working at the elbows of pros in the network radio and television industry. That includes association with more than those "airing" news reports and such.

Stephen Labunski, executive director of the International Radio & Television Society, said some interns in summer program funded by the IRT Foundation also learn about network sales and advertising agencies — conduit for television and radio commercials.

The IRTS is a nonprofit membership organization for broadcasting professionals and emphasizes education about the industry as its major role.

The happiest broadcast intern of all in this sixth annual batch — picked from 610 applicants — has got to be David Gibson of Gonzaga University, Spokane, Wash. He goes on the payroll at NBC Radio Network when the intern program program ends Aug. 21.

Some others getting the on-the-job experience will go back to school. Still others, their experience files enriched, will hit the job trail.

"This is a unique opportunity for students to receive on-the-job experience at top communications companies in the center of the broadcasting-advertising industry," said Labunski, a 25-year broadcast vet

and once NBC Radio division prexy.

Susan Sigur, from California State University in Fullerton, an intern with Independent Network News and working out of WPIX-TV in Manhattan, said the experience is fantastic.

"There's no way anything in the classroom can compare to this," she said.

"I cannot believe there are so many departments and so many people working together to put out a news show. I'm right in the thick of it. We have everything. The human nature breakdowns when tempers flare and technology breakdowns when equipment fails.

"The teamwork required is phenomenal."

The summer internship program is the second of a two-prong IRTS program linking academia and the world of broadcast.

The first part each year is a Faculty-Industry seminar for teachers and 25 students from universities and colleges nationwide. The 13 interns are picked from the 25.

The core of the seminar was a game plan. Participants worked out problems for a hypothetical broadcast station attempting to serve its community with honor and profit, said Trisha Curran, a broadcast professor from Fordham University.

"But it is not automatic, nor is it easy, as the professors discovered in their increasingly-less-cavalier attempts to bring in interesting, intelligent, in-depth news and public affairs programs," she said.

"As the student-professors evaluated themselves as programmers they gained a new security in their knowledge and understanding of the broadcasting world."

And that's as planned. Labunski's purpose of IRTS Faculty-Industry is "to bridge the academic and the professional and the communications faculty."

Some seminar and intern projects give participants exposure to houses in the broadcast industry.

Don Hewitt, executive producer of "60 Minutes," for example, was a speech speaker.

He told how the program can help correspondents are chosen on news-as-entertainment views.

During the question and answer session, Hewitt said Barbara Walters was the best woman journalist for the job that she's not available.

One day a week the college interns work in a broadcast industry giant.

They said the time with James G. Thompson, president of CBS Television, was the highlight of the IRTS, a hard day.

President of the earlier event, the National Conference in Glen Cove, N.Y., Thomas, of John Brown University, said it was "the most valuable, concentrated learning experience I had."

Labunski said in broadcast, as in other fields, there are more graduates than jobs.

But the sales part is full of opportunities for good candidates — those with initiative and stamina.

He is puzzled over something that has puzzled many other graduates: why so few years few seminar or intern projects. Participants express interest in two fields: soap opera writing and sports.

Former Republican chairman praised

WASHINGTON — What Bill Brock said about Ray C. Bliss, in commenting on the death last week of his distinguished predecessor as chairman of the Republican National Committee, was the literal truth: "Our present success is due in large measure to his devotion and continuing leadership."

There are few national party chairmen who put their marks on history. For Republicans, they run in an alliterative tradition: Mark Hanna to Will Hays to Len Hall, and, more recently, from Bliss to Brock. Of the five, Hanna and Bliss were probably the great innovators, on whose work the others built.

It was Hanna who showed the Republicans how to organize business and industry as a source of major campaign funds, an art they have never lost. It was Bliss, 70 years later, who welded onto that financial base the mass of small direct-mail contributions and showed how the money could be sensibly spent to build local organizations, guide campaigns through scientific polls and use mass-media to shape the party image.

Brock, now the U.S. special trade representative, has received deserved praise for bringing all those elements to a high pitch of readiness in 1980 and making an immense contribution to the best Election Day for Republicans in a generation.

But what Brock said about Bliss was true: The seeds were planted then. And if it had not been for the folly and arrogance of the Nixon administration, they might have born fruit much earlier.

Those who know the Republican National Committee only as the affluent, well-staffed organization it is today cannot believe what a feeble thing it was 16 years ago when Bliss came in from Columbus, where he had been Ohio Republican chairman for 16 years before that. He arrived in the wake of the Goldwater debacle at a time when the RNC was, in his phrase, "a second-rate answering service."

He took over a party demoralized by defeat and split down the middle by the mutual recriminations of the Goldwater and Rockefeller wings. Rather than duck those divisions, Bliss pulled the antagonists — and all the other major figures in the party hierarchy — together in a policy vehicle called the Republican Coordinating Committee. Over the next four years that committee developed and publicized such innovative notions as federal revenue-sharing. But its great function was to ease

the personal feuds and persuade the public that Republicans could agree on a positive agenda for the future.

Bliss's personal passion was training; it was no accident he married a school teacher. There were endless rounds of workshops for city, county and state chairmen on the nuts-and-bolts of politics. Use of polls, computers, TV, direct-mail in campaigns at all levels, is routine now; it was not then, and it was Bliss, more than anyone else, who organized the teaching process.

To read the clips on Bliss is to rediscover the origins of the modern muscle of the Republican Party:

Is the GOP the party of ideas today? In September, 1965, Bliss met with 239 political scientists "to discuss ways of attracting more professors to the Republican Party."

Is its Capitol Hill headquarters the only permanent home an American political party ever had? In January, 1966, Bliss appointed a committee to find such a home.

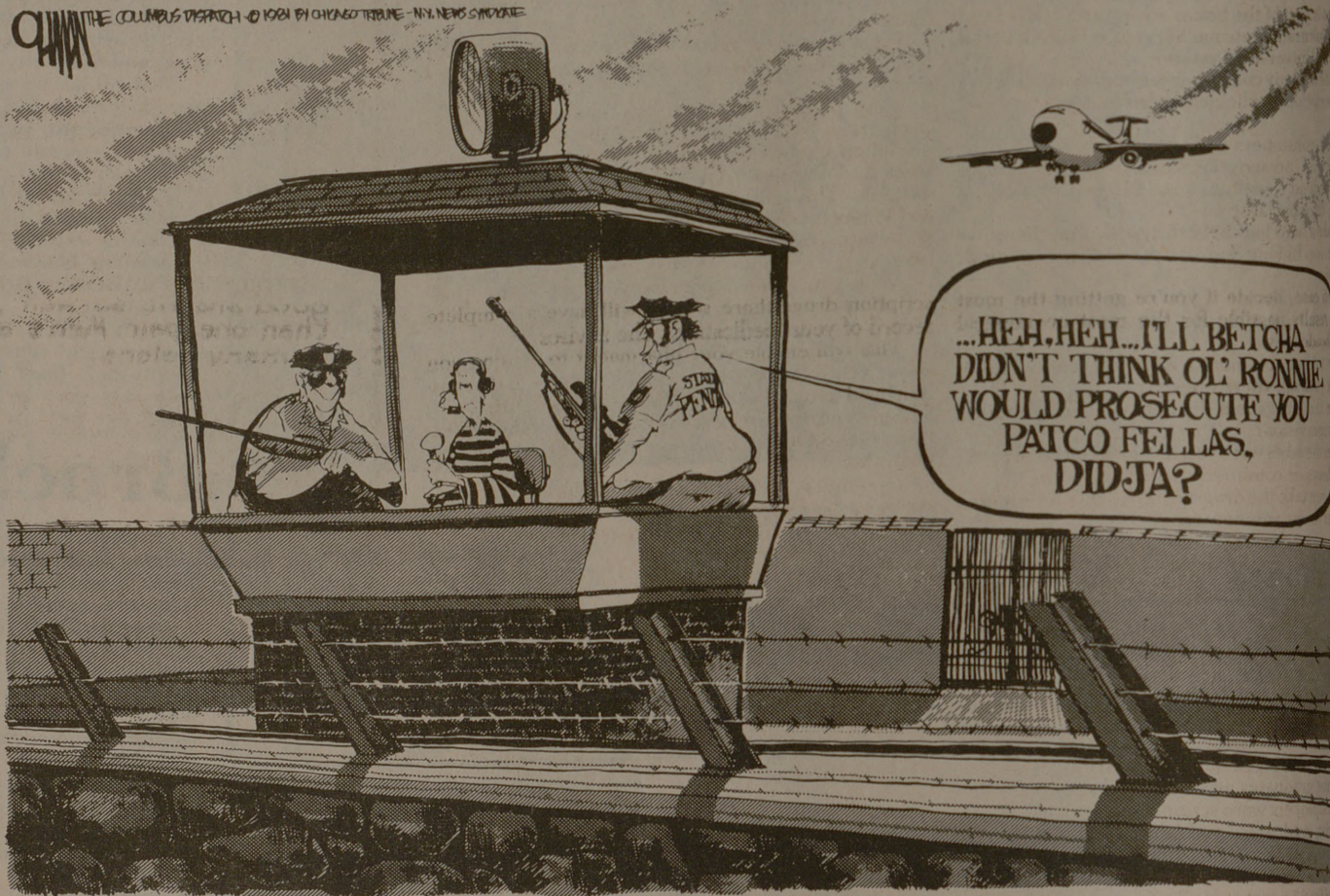
Does money pour in with every mail-delivery, as the result of a small-donor, direct-mail program that make the Democrats green with envy? In January, 1966, Bliss had his finance chairman, retired Gen. Lucius D. Clay, announce they would mail more than 10 million letters asking for money. They raised half their \$7.1 million budget from \$10 contributions that year.

I remember talking to Bliss at the time, and his personal bitterness was less than his professional disappointment that the pieces he believed were in place for Republican capture of Congress in 1970 would now probably not be carefully assembled. Events proved him right.

But I also have a happier memory of that period in early 1969, when he was awaiting the formalities of the purge. He and his wife, Ellen, came to a big party in a reporter's home, where there were probably more Democratic officials than Republicans. But Bliss was the lion of the evening.

The Democrats he had just helped turn out of power surrounded him and praised his craftsmanship, while marveling that Nixon would so cavalierly discard such an asset. Bliss had been a partisan Republican from his election as precinct captain in Akron in 1932; he would remain one until his retirement from the Republican National Committee last year and his death last week.

But he was a hero that night, even to the Democrats, because he was much more than a partisan. He was a pro.



In England, they'd have to call it petro-ale

By DICK WEST
United Press International

WASHINGTON — The great Conoco merger fight, perhaps the most intensive struggle since "Rocky II," appears to have ended in a felicitous arrangement.

Conoco, the oil heavyweight, is being taken over by Du Pont, the chemical heavyweight, with Seagram, the liquor heavyweight, getting 20 percent of the stock.

That combination seemingly bodes well for America's energy needs — and possibly her drinking needs as well.

One of the more promising alternative fuels is gasohol, a mixture of gasoline, a Conoco speciality, and alcohol, a Seagram speciality. Under the new setup, Du Pont's speciality can now be devoted to chemically improving the hybrid, a boon for us all.

Or, failing that, maybe Du Pont chemists can come up with alcoline, a gasoline-alcohol mixture one puts in one's stomach rather than into the fuel tank of one's automobile.

Many serious drinkers in this country have been warning that the United States is becoming too dependent on grain as the basis for spirituous beverages.

Some of the deep thinkers at the Blue Mirror II, a local sequel to Bassin's, the late, lamented discussion center, were talking about the prospects the other evening when I dropped in to use the telephone.

"It is true America is currently self-sufficient in barley, corn, rye and other amber waves of grain used in the production of alcohol," Anderson was saying.

"But at the rate consumption is increasing, particularly with large amounts being diverted to filling stations, how long can our farmers continue to meet the demand?"

"Suppose the Russians were to buy up most of the world's barley crop. Or suppose we had an invasion of Mediterranean barley flies similar to the medfly infestation of Californian fruit. Then where would we be?"

Burnett nodded thoughtfully. "I can see America becoming dependent on imported beer. Imagine what that would do to the economy."

"We've got enough problems from the Volkswagen without having German breweries take over the market. And what if the Japanese started flooding the country with rice beer along with Toyotas and Datsuns?"

Everyone ordered another round while they contemplated that grim outlook.

What seemed like the most logical remedial action was suggested by a theoretician who identified himself both as Wiessler and Weissler, apparently a name with interchangeable diphthongs.

"Petroleum-based beer — that's the answer," he cried.

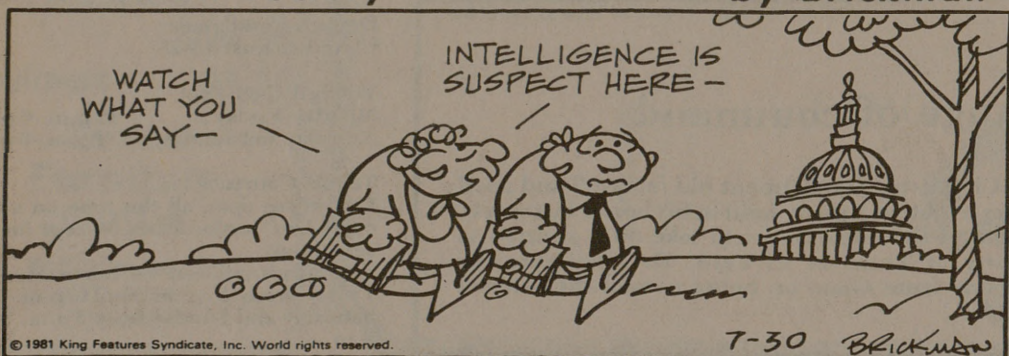
"The world has an oil glut at the moment. If someone developed a method of converting surplus petroleum into beer, it would greatly reduce the risk of America becoming dependent on imported suids."

It was later that evening that the concept of alcoline came to me.

OK, Du Pont-Seagram-Conoco (Dugramco?) — the ball is in your court. Let's have a sixpack of Old OPEC.

the small society

by Brickman



THE BATTALION

USPS 045 360
MEMBER
Texas Press Association
Southwest Journalism Congress

Editor Angelique
City Editor Greg
Photo Editor Greg
Sports Editor Robert
Focus Editor Cathy
News Editors Marilyn Feltz
Greg Gammon, Venita
Staff Writers Bernie Fette, Kathy
Dennis
Cartoonist Scott

EDITORIAL POLICY

The Battalion is a non-profit, self-supporting organization operated as a community service to Texas A&M and Bryan-College Station. Opinions expressed in this publication are those of the editor or the author and do not necessarily represent the opinions of Texas A&M University administrators or faculty members, or of the Regents.

The Battalion also serves as a laboratory for students in reporting, editing and photographing within the Department of Communications.

Questions or comments concerning any editorial should be directed to the editor.

LETTERS POLICY

Letters to the Editor should not exceed 300 words, and are subject to being cut if they exceed that length. The editorial staff reserves the right to edit letters for length, but will make every effort to maintain the intent. Each letter must also be signed, show the name and phone number of the writer.

Columns and guest editorials are also welcome, but not subject to the same length constraints. Address all inquiries and correspondence to The Battalion, 216 Reed McDonald, Texas A&M University, College Station, TX 77843.

The Battalion is published Tuesday, Wednesday, Thursday during Texas A&M's summer semester. Subscriptions are \$16.75 per semester, \$33.50 per year and \$35 per full year. Advertising rates are available upon request.

Our address: The Battalion, 216 Reed McDonald, Texas A&M University, College Station, TX 77843.

United Press International is entitled exclusive use for reproduction of all news dispatches carried herein. Rights of reproduction of all other matter herein are reserved. Second class postage paid at College Station, TX.