

Around town

Economist receives Wagner award

Dr. Jack Harris, assistant research economist with the Texas Real Estate Research Center at Texas A&M, has been named recipient of a top award given by the American Institute of Real Estate Appraisers.

Harris will receive the Percy and Betty Wagner Award, which is granted annually for outstanding contributions to appraisal theory, in San Francisco on Sunday.

Harris' article, "Dynamic Nature of Highest and Best Use," which he co-authored with Dr. Nicholas Ordway, associate professor of finance and real estate at the University of Texas at Arlington, earned the pair a plaque and \$500 each. The article appeared in the July 1981 issue of The Appraisal Journal

Photo exhibition to open Tuesday

The Arts Council of Brazos Valley and the College of Architecture and Environmental Design are sponsoring "America's Architectural Heritage," a major photographic exhibition of outstanding examples of architecture in America from the 12th century to the mid-1970s. The exhibit will open Tuesday at 7:30 p.m. with a lecture by Emily White-side, Austin and Galveston preservation consultant, at the Langford Architectural Gallery.

"America's Architectural Heritage" will have a selection of 234 black-and-white photographs gathered by the Smith-sonian Institution in collaboration with noted architect, author and photographer, G.E. Kidder Smith.

A reception will be held by the Citizens for Historic Preservation following the lecture Tuesday in the exhibit gallery

Architecture students will be selling posters on campus made from one of the pictures in the exhibit.

Prairie View A&M to hold SPAC

The Institute of Electrical and Electronics Engineers (IEEE) at Prairie View A&M University is planning a Stu-dent Professional Awareness Conference (SPAC) for Nov. 11 for 9 a.m. to 4 p.m.

SPAC is aimed at issues confronting young engineers that are not specifically addressed by prescribed courses in the Bachelor of Science in Electrical Engineering program. Topics include ethics, professionalism, social implications of technology, career choises, pensions and perks, changing jobs, tenure, even finding jobs and writing resumes.

For those interested in attending, the cost is \$2.50 for IEEE student members, \$7.50 for non-IEEE student members, \$10.00 for IEEE members and \$15.00 for non-IEEE members. Send your name (and title), mailing address, teleone number and check (made payable to IEEE Inc.) to **IEEE-SPAC** c/o IEEE-SPAC Student Branch Counselor P.O. Box 2687 Prairie View, TX 77445

Candidates sell image in ads Some

by Susan Dittman

Battalion Staff The use of advertising in political campaigns is nothing new. Political posters and slogans have been around as long as elections themselves.

But until the present generation, the political advertisements were mainly intended to familiarize voters with the candidate's name, not to fashion public images. With the emergence of televi-

sion, however, candidates now are concerned more with the im-William Strong, a speech young and energetic

communications lecturer at Texas A&M and former consul- like a young John Kennedy," he tant to President Reagan's said. media adviser, Peter H. Dailey, media adviser, Peter H. Dailey, George Christian, political said a candidate's image is the consultant for U.S. Sen. Lloyd basis on which people vote.

Television has made people candidates must appear visually cerned for the people competent.

municate the credibility of the can solve problems. candidate," he said.

candidates' advisers must come oriented. p with the right marketing mix "(Jim) Collins (Bentsen's reach the broadest possible opponent in the U.S. senatorial up with the right marketing mix spectrum of voters.

area of the marketing mix is in their advertising," he said. packaging — a combination of Strong said that Collins, in his

that will appeal to voters. The most powerful way to

sell yourself is with charisma," Strong said. He said style and charisma

first became apparent to voters during the Kennedy-Nixon televised presidential debates.

Kennedy had a nice tan, wore makeup and had color and flair, said, while Nixon Strong appeared tired and worn-out.

Joe Buser, of Joe Buser and Associates, a Bryan advertising agency that handles political age that is reflected on the televi-sion screen in the living rooms of millions of voters. counseling, said the popular im-age for a candidate to have in this year's campaign is to look

"Candidates still want to look

Bentsen and Lt. Gov. Bill Hobby, said the popular image for focus on the visual," he said, "so candidates is to appear con-

The more successful candi-Strong said political advertis- dates this year are the ones who ing is like marketing a product. show concern," he said. "People 'The ads are trying to com- are looking for candidates who

ndidate," he said. Like product marketing, the he is involved in are very issue-

race) and Bentsen are emphasiz-Included in the advertising ing issues such as social security

and a second and a s

personality traits and positions commercials, is trying to identify his style with Texans by using the slogan, "Jim Collins senator who will vote like a Texan.

But, he said: "I think he's missing his mark.

By using the "good ole boy" who slams the hood of a pickup truck and asks, "Where is Nicaragua, anyway?," Strong said Collins is appealing to the rough-neck type of voter. "And roughnecks typically

don't vote," he said.

Strong said he doesn't think that type of political advertising is "a significant support base on which to win a senatorial election.

In the race for governor be-tween incumbent Bill Clements and his opponent Mark White, Strong said he thinks White has better commercials.

"Clements is a bit abrasive," he said. "Being mad doesn't make people believe you."

Strong said the issue in the political advertisements of both gubernatorial candidates is

whether the governor has the ability to control utility rates. White says the governor has

the power to control the rates and Clements says the governor does not have that power. Eventually the outcome will

be based on who people believe on the issue, Strong said. Buser said the so-called nega-

tive advertisements being done by both Clements and White are counter-productive. "In my view it will keep peo-

ple from the polls," he said. Christian said there is a lot of

negative advertising in politics and it offends a lot of people. But, he said, "It has been going on in politics as long as

there's been politics.' Christian said he thinks Cle-ments and White turned to negative advertising, making accusations about the other, because the race is a close one.

"One is the challenger and one has to defend himself," Christian said. "The challenger usually has to give a reason for voting the person out of office."

Strong said he th ments is right in a White's accusations on ties issue. "But he shouldn't by Bever

Battalion/Pag November 1,

time on every little by Bever said. "If you spend all Many peop answering what the oursements saying, all you do is give set of news ity to the accusation ction camp

The most important form new v teristics of political ad onfirm the Strong said, are clarin Glen Dror ity and repetition. Bryan-

Lack of repetition wagle, said so where Jimmy Carten the effect wrong in campaigninger endorse re-election in 1980, henational ele Strong said Carter II think pe 170 different televisiake up thei

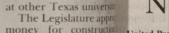
which was too many se (nation only had about 20. 1. Christian said televis: We might most effective mediumact on loc during a campaign, follers and lesse

radio and newspapers judgeship "Candidates try to Dromgoole around newscasts becat for the p people who watch thadidate whe more inclined to vote that sways p ple who don't," he said.

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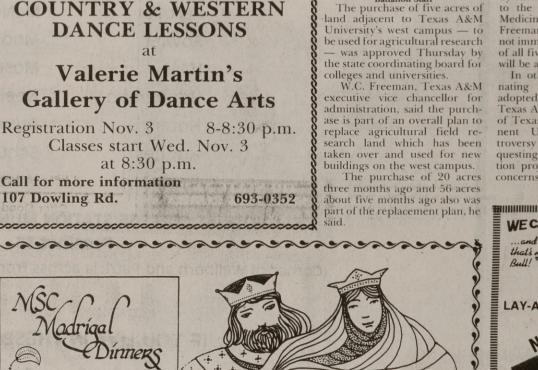
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NOV. 1

FREE DOOR PRIZES HOT DOG & COLA 10¢ GIANT TENT SALE

BARGAINS GALORE!

Medicine near the F & B Road. Freeman said the University will money for construction not immediately take possession of all five acres, but three acres will be acquired soon.

In other action, the coordi-nating board unanimously adopted a recommendation that Texas A&M and the University of Texas wait until the Permanent University Fund controversy is settled before requesting money for construc-tion projects. The controversy concerns the availability of per-





Class of '86 sponsors logo contest

The Class of '86 is having a logo contest. Entries in the logo contest must be appropriate for a T-shirt, show class spirit and represent the class as best as possible.

The entry deadline is Nov. 18 and entries will be judged by the freshmen class officers.

The winner will receive either two 50-yard line tickets to the TCU game or dinner for two at an as-yet undetermined restaurant

A general class meeting will be held Nov. 8 for freshmen interested in entering the contest. For more information contact Cassel at 260-3250; Brad Winn at 260-3250, Robert Shepart at 260-4968 or Laura Zeigler at 260-0232.

Teaching assistants receive awards

Eighteen graduate teaching assistants here have received excellence awards from a grant by the AMOCO Foundation. Each award includes a \$200 prize and a certificate.

The students are: Leonard S. Miller of Austin; Michael Matthews of Longview; Gary Don Robbins and Duane McVay, both of Houston; Vivek D. Wagle of India; Jose G. Arguello Jr. of Port Neches; Trevor D. Smith of England; Mark Steven Scnitzer, Jeffrey Lee Miller, Robert G. Walter Jr. and Janice Green, all of Dallas; G. David McDaniel of Sealy; Daniel W. Ortman of San Antonio; Mark Sybert of Argyle; and Debra Terry Gray, Terry Morris, Rifat Ullah and Chin-Ping Fan, all of College Station.

If you have an announcement or interesting item to submit for this column, come by The Battlion office in 216 Reed McDonald or call Tracey Taylor at 845-2611.

century English village. Browse through the Merchants' Market and join magicians, singers, and troubadours at the MSC Madrigal Dinners for a scrumptious holiday feast with delightful entertainment. Come! Raise your tankard and join the fun.

Friday, Saturday, Sunday Thursday, Friday, Saturday **MSC** Main Ballroom

December 3, 4, 5. December 9, 10, 11.

Merchants' Market at 6 P.M.;

Dinner served at 7:15 P.M. Tickets go on sale November 1st in the MSC Box Office

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