



# 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, 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 Smithsonian 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 Student 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 choices, 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, telephone 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

## 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 Scitzer**, **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 Battalion office in 216 Reed McDonald or call Tracey Taylor at 845-2611.

# Candidates sell image in ads

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 television, however, candidates now are concerned more with the image that is reflected on the television screen in the living rooms of millions of voters.

William Strong, a speech communications lecturer at Texas A&M and former consultant to President Reagan's media adviser, Peter H. Dailey, said a candidate's image is the basis on which people vote.

"Television has made people focus on the visual," he said, "so candidates must appear visually competent."

Strong said political advertising is like marketing a product. "The ads are trying to communicate the credibility of the candidate," he said.

Like product marketing, the candidates' advisers must come up with the right marketing mix to reach the broadest possible spectrum of voters.

Included in the advertising area of the marketing mix is packaging — a combination of

personality traits and positions 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, Strong said, while Nixon appeared tired and worn-out.

Joe Buser, of Joe Buser and Associates, a Bryan advertising agency that handles political counseling, said the popular image for a candidate to have in this year's campaign is to look young and energetic.

"Candidates still want to look like a young John Kennedy," he said.

George Christian, political consultant for U.S. Sen. Lloyd Bentsen and Lt. Gov. Bill Hobby, said the popular image for candidates is to appear concerned for the people.

"The more successful candidates this year are the ones who show concern," he said. "People are looking for candidates who can solve problems."

Christian said the campaigns he is involved in are very issue-oriented.

"(Jim) Collins (Bentsen's opponent in the U.S. senatorial race) and Bentsen are emphasizing issues such as social security in their advertising," he said.

Strong said that Collins, in his

commercial, is trying to identify his style with Texans by using the slogan, "Jim Collins — a 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 between 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 negative advertisements being done by both Clements and White are counter-productive.

"In my view it will keep people 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 Clements 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 thinks White's accusations on utilities issue.

"But he shouldn't waste time on every little thing," he said. "If you spend all your time answering what the other is saying, all you do is give credibility to the accusation."

The most important characteristics of political advertising, Strong said, are clarity and repetition.

Lack of repetition, he said, is where Jimmy Carter went wrong in campaigning for re-election in 1980, he said.

Strong said Carter had 170 different television spots which was too many (national only had about 20).

Christian said television's most effective medium during a campaign, following radio and newspapers.

"Candidates try to get around newscasts because more people who watch them are more inclined to vote than people who don't," he said.

# Coordinating board OKs land purchase

by Rebeca Zimmermann  
Battalion Staff

The purchase of five acres of land adjacent to Texas A&M University's west campus — to be used for agricultural research — was approved Thursday by the state coordinating board for colleges and universities.

W.C. Freeman, Texas A&M executive vice chancellor for administration, said the purchase is part of an overall plan to replace agricultural field research land which has been taken over and used for new buildings on the west campus.

The purchase of 20 acres three months ago and 56 acres about five months ago also was part of the replacement plan, he said.

The five acres of land, owned by Alvin Houston, are adjacent to the College of Veterinary Medicine near the F & B Road.

Freeman said the University will not immediately take possession of all five acres, but three acres will be acquired soon.

In other action, the coordinating 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 construction projects. The controversy concerns the availability of per-

manent funds for construction at other Texas universities.

The Legislature approved money for construction projects, but the board is asking the Legislature to wait until voters decide to fund will be administered before providing funds for A&M and UT for construction projects.

Texas A&M University Galveston had planned to request approximately \$10 million for construction of a new building at the board's meeting but subsequently withdrew its request.

**COUNTRY & WESTERN DANCE LESSONS**  
at  
**Valerie Martin's Gallery of Dance Arts**  
Registration Nov. 3 8-8:30 p.m.  
Classes start Wed. Nov. 3 at 8:30 p.m.  
Call for more information 107 Dowling Rd. 693-0352

*MSC Madrigal Dinners*

This Christmas season, journey through time to a 15th 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 December 3, 4, 5.  
Thursday, Friday, Saturday December 9, 10, 11.

MSC Main Ballroom  
Merchants' Market at 6 P.M.;  
Dinner served at 7:15 P.M.  
Tickets go on sale November 1st in the MSC Box Office 845-2916.

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Advertising in The Battalion 845-2611

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8:00 P.M. - MIDNITE

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• PRIZES INCLUDE :  
WRANGLER WARDROBES  
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**\$3.00** AT DOOR