

Publicity Pays Off

You have everything to gain from well-planned campaigns.

Let Us Show You How!

Publicity Workshop — Saturday Nov. 13
Room 014 Reed McDonald 10 a.m.-3:30 p.m.

Sessions:

1. What's Public Relations?
2. Press Releases With Pizazz
3. Attention — Getting Graphics
4. Advertising That Works
5. Media Resources

Organizations and individuals interested in learning to promote ideas, programs and activities.

Sponsored by:



Contact:
JANE BRUST 260-5351
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(Contest and Prizes)

BONFIRE '82



KEEP TRADITION GOING!

OCA cutting crews will meet on Duncan Field November 6 & 7 at 6:00 and 7:30 p.m. From there we will caravan out to the cutting sight.

This is the last mandatory cutting weekend for bonfire, and we need you! Come on out and help keep one of TAMU's finest traditions going.

MEN & WOMEN WELCOME!

FOR MORE INFO., CONTACT

KEVIN GOODWIN 846-5614 ALLEN BAXTER 696-5983 PAUL ROY 846-4058

OCA BONFIRE T-SHIRTS ON SALE THIS WEEK
FIRST FLOOR, MSC.

local

Battalion/Page 8
November 4, 1982

Self-study

(continued from page 1)

"We've added a lot of faculty, but we've added a lot more students."

Building space also is mentioned, Barzak said. Even departments in new buildings, such as the Academic and Agency Building, already have used all available space, he said.

Barzak said the preliminary reports and the final report are needed to help make plans for necessary equipment, staffing and directions the University will take in education and goals. "It's a planning document," Barzak said. "It's a guide for a

department or college to examine what it is doing, how it is doing it and how well it is doing things."

Adams said Texas A&M President Frank E. Vandiver told him the report will be a "major planning document" in the University's future.

"If you don't do this, you end up in a crisis management situation, like the Keystone Kops," he said. "We can't survive that way."

The study also is one of the few ways right now a faculty member can express opinions on problems and solutions at Texas A&M, he said.

Adams said department reports help pinpoint problems which can be changed most readily.

The college reports look at the overall picture of their college, he said. The 12 University committees look at specific functions in a broad University perspective.

University committees on the institution's purpose, organization and administration, educational program, financial resources, faculty, library, student

development services, physical resources, special activities, graduate program and research specifically are required by the association for the accreditation study. Adams said the Texas A&M self-study added a committee on computer service because it was considered a problem area.

"One of our University-wide committees has done a study from their viewpoint on how the administration should work," Adams said.

Adams said the committees include people who are "problem-solvers, solution-finders, cynics, optimists, old-timers and rookies."

He said at least possible solutions to problems can be found with those types of people on the committees.

"For the studies, we have people with enough intellectual ability to light the city of Cincinnati," he said.

Recommendations made by the various committees may not be used, Adams said, but University administrators will consider them.

"We're very proud of our

work," Adams said. "I believe we will get a lot of attention."

After the self-study is completed, Barzak said, the report will be made available to those interested in looking at them.

Barzak, who worked on previous self-studies, said faculty and staff seem to be a bit more cynical about this year's study than past ones.

"I have noticed some of the complainers at the beginning of the study will confirm it was a worthwhile experience, an educational experience," he said.

The chance to get out of the office and interact with others at the University, Barzak said, is the most fruitful benefit of the study. He said it prevents an attitude of "parochialism."

Adams said the study has generated some cynicism and even from faculty members because it interferes with their regular teaching or researching duties. Adams is an associate professor of history and Barzak is an associate professor of English.

"You can't simply drum up someone's enthusiasm and expect it to last two years," he said.

Fuel plant model donated to A&M

by Kim Schmidt

A model of an experimental coal liquefaction plant, once used to train Exxon plant employees, has been donated as an educational tool to Texas A&M.

The model, which has been on display here since Oct. 17, will be officially donated to the University in dedication ceremonies Friday at 11 a.m. in the lobby of the Zachry Engineering Building.

The color-coded scale model is a replica of Exxon's coal liquefaction plant in Baytown. Covering an area of 375 feet and

standing 10 feet tall, the model is one-twenty-fourth the size of the actual plant formerly in operation in Baytown. The plant was used to change solid coal into a liquid form which can be used like petroleum to power cars or heat homes.

Dr. Kurt Irgolic, associate director of the Center for Energy and Mineral Resources and mediator between Exxon and Texas A&M on the donation, said the model took 12 men one year to complete.

The \$300,000 model originally was built as a design and construction tool for the builders

and operators of the Exxon plant, Irgolic said. He said changes in construction and better repairs on the plant were time consuming and less expensive for Exxon when they were first done on the model and then tried on the actual facility.

The model was housed on the plant site so that it could be consulted by engineers at any time, he said. Later, the model was used to train Exxon employees.

But now, because the experimental coal liquefaction plant has proved to be effective under commercial-like conditions, there is no reason for the pilot program to continue, Irgolic said. Exxon has begun dismantling the experimental plant and therefore has no further use for their model, he said.

Instead of letting the model go to waste, they decided to donate it to Texas A&M, Irgolic said.

"They knew Texas A&M was interested in synthetic fuel," he said.

Irgolic said that the model will be used primarily for engineering instruction and to explain Exxon's method of coal liquefaction.

During the dedication ceremonies, Robert E. Payne, manager of the Baytown plant, will take spectators on a "guided tour" of the plant using the model to explain the plant, Irgolic said.

After Friday's dedication, the model will be disassembled and moved from the Zachry Engineering Building to the Texas Engineering and Extension Center where it will be available for visitors upon request.

SCHULMAN THEATRES
\$1 off adult ticket
1st Matinee
Mon-family night Sch 6
Tue-family night M.E.III

SCHULMAN 6
2000 E. 9th 775-2468

HALLOWEEN III
7:25 9:50
GARP
7:15 9:50

MOTHERLODE
7:15 9:40

JEKYLL & HYDE
7:10 9:25

IT CAME FROM HOLLYWOOD
7:25 9:40

THE SORCERESS
7:10 9:25

MANOR EAST III
Manor E. Mall 823-8300

AN OFFICER & A GENTLEMAN
7:15 9:50

FANTASIA
7:30 9:45

ROCKY III
7:00 9:40

CAMPUS

POLTERGEIST
7:15 9:30

210 UNIV. **CAMPUS** 846-6512
Midnight Show

Summer Of '72

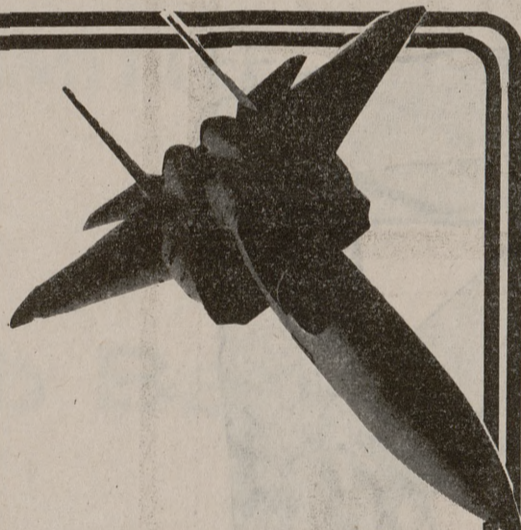
At Least Once In Every Young Man's Life,
There's An Older Woman...

Starring Penthouse's Loni Sanders • Lisa De Leeuw
Hustler Covergirl Bridgette Monet

With Special Guest Star Annette Haven Rated X

Friday, November 5

"AIR FORCE AWARENESS DAY"



Proclaimed by Mayor Richard Smith of Bryan and Mayor Gary Halter of College Station

Come hear the

AIR FORCE BAND (Dimensions in Blue)
MSC Student Lounge

Booths will be set up in the MSC Thursday & Friday for Engineers, Pilots, and Navigators.

AIR FORCE APPRECIATION DINNER

featuring guest speaker

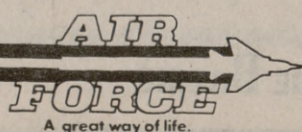
Richard L. Griffin, Colonel

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presents

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Hear war-lord
COL. HEATH BOTTOMLY
speak on

**SUCCESS
IN THE '80's**

TUESDAY, NOV. 9
6:30 P.M.

RUDDER
AUDITORIUM

Sponsored by:

- Grace Bible Church
- Young Life
- Fellowship of Christian Athletes
- Campus Crusade for Christ
- InterVarsity Christian Fellowship
- Aldersgate United Meth. Church
- The Navigators