

Service delivers campus mail by the tons

by Elizabeth Hascall

Battalion Reporter
The University Mail Service picks up about a ton of campus mail every day.

The University Mail Service does all the business with the U.S. Postal Service for the faculty, staff and various departments of Texas A&M, John Stanislaw, director of the service said. Every morning at 6:30 they pick up the University's mail at the sectional post office in Bryan, he said.

Picking the mail up instead of waiting for it to be delivered saves them about three hours every day, Stanislaw said.

The mail is then sorted and sent out to 221 locations around campus twice a day, he said.

The mail service also delivers mail between the offices and departments of the University, he said. There is no charge for intracampus mail, he said.

The service sends out mail for the University and bills the different departments for postage, he said.

"Last year the out of campus mail bill was close to a million dollars," Stanislaw said.

The service sends out about 10,000 pieces of mail a day, he said. Stanislaw said that they do a lot of little things too.

"We distribute memos for

professors like notes on new courses," he said, "we also help the Former Students Association distribute The Texas Aggie."

The service is state funded. "The state pays for 80 percent and organizations such as the Texas Transport Institute and the Texas Agriculture Extension Service who also use it pay an annual fee for the rest," he said.

The mail service does have some problems. One of their largest problems Stanislaw said, is keeping up with the changing faculty and staff of the University.

Constant construction causes time schedule problems.

"We have added a new truck this year to cut some of the routes and save time," he said.

Bennett Blake, supervisor for thirteen years, said that the mail service also does little things for people. They help parents who are looking for their children's mail and direct them to the U.S. Post Office.

The mail service offers every service a regular post office does, Stanislaw said. "We offer registered mail, insured mail, overnight mail, and lots of fore-

ign mail," he said.

Lilly Johnson, who is in charge of incoming registered mail, said all kinds of things come through her office.

"Once we got a package of live snakes," she said. "I can always tell when we get a new professor, because a lot of fetal pigs and biology specimens come through here instead of the professor getting them through a parcel service. I just call them and tell them to come get it," she said.

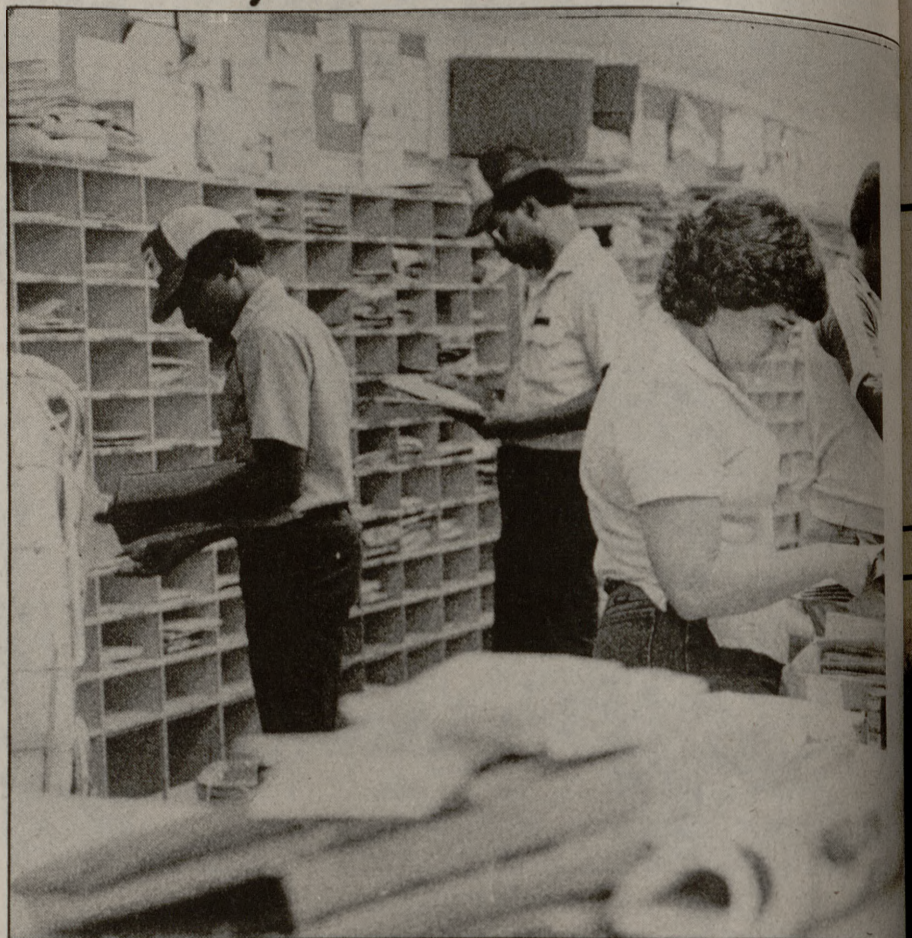
The mail service is working on starting a new system, Stanislaw said. The new system will help reach all the departments that have branched out into separate offices, he said.

The departments are assigned an additional zip code number for their mail, he said. This helps the workers sort the mail faster. If there is a number on it a letter without a department name will get to the right person, Stanislaw said.

Blake said that if all offices and departments would use their new numbers things would go a lot faster.

Stanislaw is a graduate of Texas A&M, and says he enjoys working here. He began working for the University Mail Service in 1972 in the work-study program.

He said the service is here to serve the University and anyone who needs help or has a problem should call.



University Mail Service workers sort tons of campus mail daily.

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Remote broadcasts attract listeners' attention, dollars

by Ann Santarelli
Battalion Reporter

Remote broadcasting, a live radio broadcast from a store, sale, or a special event, may seem gimmicky but it does attract attention and provide name recognition for the advertiser.

And that's exactly what the radio station and the advertisers want.

"It's beneficial to both the radio station and the advertisers. We're pushing their product, services or location to our audience, but it also gives the radio station exposure," said Dave Barnett, president of WTAW.

Remote broadcasts are common in all markets large and

small, but they are especially suited and popular in Bryan/College Station.

Because this is a small community they are more affordable than in a larger market. Also the broadcast are aimed at people out driving, in this area people are usually within a 15 minute drive of any broadcast.

Remotes are often used to advertise a grand opening or a special sale. The advertiser usually gives away freebies like t-shirts or refreshments, frequently beer. So the broadcast takes on a noisy, party like atmosphere and the disc jockeys encourage people to come on out.

"Remotes are the best advertising dollar to be spent in this area. They by far pay for themselves. It doesn't matter if it turns people off they still remember the name of the advertiser," said Sally Adams a KORA-KTAM disc jockey, who frequently works remotes.

"A remote can be as good as the advertiser wants it to be. We can bring in traffic, but what they do with them when they get there is their business. Very few are unsuccessful and they usually get feedback for two weeks," said Adams.

Adams said one remote she did for a housing project seemed dead all afternoon, but

she found out the next day they sold three houses.

"In the last year KORA-KTAM only had two weeks that they didn't have a remote broadcast," said Ann Santarelli, advertising sales manager for KORA-KTAM.

We encourage customers to do something special if they have a remote, she said.

"Remotes are a bargain cause you get good crowd name recognition for your business. The public is bored with the name and location of your establishment. If they are at all interested in your product they may come down for an event or at the least they'll remember your name," she said.

Remotes often appeal to impulsive buyer and work when an advertiser is selling expensive product. Gene Joyce, a manager at Audio Video he has done a few remotes he doesn't like them.

"They don't fit into our image, we carry better merchandise," Joyce said.

"Remotes don't appeal to intellectual mind. They're good when trying to sell cheap goods with a great customer demand, but not when trying to sell high quality high priced merchandise," Joyce said.

He did say one remote that did pay for itself was that people find your business's name and you are located.

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We will be conducting campus interviews on **Monday, October 24, 1983.** Please make arrangements with the Placement Office to schedule an appointment.

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THURSDAY EVENING SPECIAL Italian Candle Light Spaghetti Dinner SERVED WITH SPICED MEAT BALLS AND SAUCE Parmesan Cheese - Tossed Green Salad Choice of Salad Dressing — Hot Garlic Bread Tea or Coffee FOR YOUR PROTECTION OUR PERSONNEL HAVE HEALTH CARDS.		
FRIDAY EVENING SPECIAL FRIED CATFISH FILET w TARTAR SAUCE Cole Slaw Hush Puppies Choice of one vegetable Roll or Corn Bread & Butter Tea or Coffee	SATURDAY NOON and EVENING SPECIAL Yankee Pot Roast Texas Style (Tossed Salad) Mashed Potato w gravy Roll or Corn Bread & Butter Tea or Coffee	SUNDAY SPECIAL NOON and EVENING ROAST TURKEY DINNER Served with Cranberry Sauce Cornbread Dressing Roll or Corn Bread - Butter Coffee or Tea Giblet Gravy And your choice of any One vegetable

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