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SCONA opens with media reps

By ROBIN BLACK
Staff Writer

The American media has freedoms that are unheard of in other countries, from First Amendment freedoms to free enterprise business operations, two speakers at the Student Conference on National Affairs said Wednesday.

Fred Friendly, former CBS executive and professor emeritus of broadcast journalism at the Columbia University Graduate School of Journalism, and Donald Kummerfeld, president and chief operating officer of News America Publishing, Inc., presented those two approaches in separate addresses Wednesday, opening the 3½-day conference.

Friendly, who gave the keynote address on Media and Society to kick off SCONA 29, pointed out the unique qualities of the American press.

He said that because the United States is the only nation with the freedoms guaranteed by the First Amendment, "we're the only press in the world that could print the Pentagon Papers."

Citing the Constitution as "the gridiron on which the great American green is played out," Friendly traced the development of a free press through First Amendment Supreme Court precedents and its impact on society.

He pointed out the importance of the precedents of prior censorship and libel laws to the media's ability to function properly.

Because of the freedom those two protections gave the American press, Friendly said, media has developed into a vital and powerful part of society.

Figuratively a fourth branch of government, he said, the media has made for itself an obligation and responsibility to keep the people of the nation informed.

"Our job is to hold up a mirror to government or business or whatever for the American people to see what is going on," he said.

Friendly, producer of the critically-acclaimed CBS show "See it Now" from 1961-66, said the world of media is far more different and powerful today than it was when he was a boy, when newspapers were the sole source of information to the public.

Today, he said, technology has vastly expanded the capabilities of the media to relay information, and as a result, most people get their news from television or radio.

But, he warned, "it's all lights and wires in a box" unless there is dedication and inspiration by people in the media to supply the public with information in the most enlightening and effective manner, and not just attempting to entertain the audience.

"Contrary to that old saying, 'what you don't know won't hurt you,'" Friendly concluded, "what the American people don't know — about deficits and Lebanon and everything else — can and will kill them."

Donald Kummerfeld, who spoke on the relation between media and business, said he knows of no country in the world that provides its people with the wide diversity of programming that the United States media does.

Kummerfeld explained this by defining media as privately-owned communications businesses that are free to pursue profit like any other business, with minimal government regulation.

He divided media into nine areas: broadcasting, cable and pay-TV, books, consumer magazines, business magazines, newspapers, business information services, entertainment-providing services and advertising agencies.

Diagnosing media as being economically healthy, Kummerfeld



Fred Friendly speaks to SCONA delegates Wednesday afternoon

pointed out that media ranked eighth among national industries in profitability and growth.

Over a five-year period from 1978-82, media as an industry had a compound annual growth rate of 15.1 percent and a compound annual profit margin of 9.7 percent, he said.

With a combined growth rate of 13 percent, the communications industry was the only industry with positive growth, he said, while all other industries were seeing receding growth and profits during the recession.

Kummerfeld said that media as a business has had to make huge in-

vestments in new technology to keep up with audiences' demands and decrease labor requirements.

He said the print and electronic media have been effected the most by this.

"The media business must meet the tests of the market," Kummerfeld said. "They must compete for the time, attention and dollars of the consumers."

Kummerfeld said that from what he sees, competition in the media is increasing.

"And so long as profit is high and governmental regulation is minimal, the media should be able to compete and provide a variety of program-

ming," he said.

"Media is not just a business," he said, "media is a creative institution."

"Journalists are not businessmen, but professionals who strive for creative excellence."

He said the business side of media shouldn't be "deplored, ignored or circumvented," but treated as an important part that is necessary to keep the whole institution functional.

Speaking today in Rudder Theater is Reed Irvine, founder and chairman of the board of Accuracy in Media, and Harvard law professor Arthur Miller.

Senator wants Soviet summit

United Press International

WASHINGTON — Senate Republican leader Howard Baker Wednesday urged President Reagan to hold a summit meeting this year with Konstantin Chernenko, the new Soviet leader, saying the two probably would "get along very well."

Baker, who traveled to Moscow with Vice President George Bush for the funeral of Yuri Andropov, described the 72-year-old Chernenko as a "take-charge individual" and said he showed a "lack of anger, animosity" in his meetings with the American delegation.

"I think we're going to have to take a fresh look at this because he struck me as a man who knew where he was going and knew how he was going to get there," Baker said. "It may be a turning point."

Asked on ABC's "Good Morning America" if there should be an election-year summit between Reagan and Chernenko, Baker replied, "Frankly, I think there should be. I think they'd get along very well."

When Bush went to Moscow for Andropov's funeral, he carried a message from Reagan to Chernenko. The contents were not disclosed, but Reagan has said the note "makes ... plain that the time has come, or has long since passed, for talking about a number of contentious issues between us."

Reagan, 73, has said often that he is willing to meet with the Soviet leadership, but only if solid groundwork for discussions are laid beforehand. He repeated that stance this week saying, "I still think it remains that you should have an agenda to have such a meeting that lays out the issues that we need to discuss ... you want to know that there's some substantive issues that we can really get down to talking about."

The administration indicated over the weekend that the president might be more open to a summit than he has been in the past and Reagan himself has taken a more conciliatory tone to Moscow since the first of the year.

In a televised speech Jan. 16, Reagan said, "I believe 1984 finds the United States in its strongest position in years to establish a constructive and realistic working relationship with the Soviet Union. The fact that neither of us likes the other's system is no reason to refuse to talk."

Baker said a Reagan-Chernenko meeting would be good for the United States.

"Holding each other hostage to nuclear weapons is just a bunch of nonsense and we've got to get away from it," he said. "This man may be the man to talk to."

Russian leader attacking U.S. policies

United Press International

MOSCOW — The Soviet Union's new leader, Konstantin Chernenko, attacked U.S. policy in Central America and the "aggressive intrigues of U.S. imperialism" in meetings Wednesday with the leaders of Cuba and Nicaragua.

The official Tass news agency, reporting on Chernenko's meeting with Nicaraguan junta leader Daniel Ortega, said "both sides strongly denounced Washington's intention to whip up tension, to interfere in the internal affairs of countries in that region and to impose its writ on them."

In his meeting with Ortega, whose leftist regime is under attack from

U.S.-backed rebels, Chernenko reiterated Moscow's support for "the Nicaraguan people, defending the freedom and independence of their homeland," Tass said.

Chernenko, who succeeded the late Yuri Andropov Monday as general secretary of the Soviet Communist Party, then met with Cuban President Fidel Castro and reiterated Kremlin backing for Havana's opposition to "the aggressive intrigues of U.S. imperialism."

Chernenko's attack on the United States came less than 24 hours after he met with Vice President George Bush, who said the new Kremlin leader agrees that "constructive" steps are needed to halt the decline

in U.S.-Soviet relations.

"We felt the spirit of the meeting was excellent," Bush said Tuesday after the first session between a top U.S. official and a Soviet leader since Bush met Andropov at the funeral of Leonid Brezhnev 15 months ago.

Bush was in Moscow at the head of the U.S. delegation to Andropov's funeral, who died last Thursday at the age of 69 after a prolonged illness.

Chernenko's latest remarks indicated Central America remained one of the biggest obstacles, along with the Middle East and nuclear arms, toward improved U.S.-Soviet relations.

The new Soviet Communist Party

chief also met for 35 minutes Wednesday with Canadian Prime Minister Pierre Trudeau, who has started an independent peace initiative to ease superpower tensions.

Trudeau told reporters the death of Andropov gave the Soviets an opportunity to change policy and return to the Geneva arms negotiations.

"The general secretary talked specifically about the need to reduce the nuclear threat and reduce the number of nuclear arms significantly. He's hoping for real progress" Trudeau said.

But in a meeting with West German Chancellor Helmut Kohl Tuesday, Tass said Chernenko reiterated

the Soviets would not return to the Geneva talks until NATO removes all U.S. cruise and Pershing-2 missiles from Europe.

The talks on intermediate-range nuclear missiles and strategic arms broke down last November after NATO countries began deploying the first of 572 U.S. missiles planned to be installed in western Europe.

Relations between the NATO allies and the Soviet Union, cool at best, took a sharp turn downward last September with the shooting down by Soviet jets of a Korean airliner with a loss of 269 lives.

Genene Jones convicted of murder in the drug injection of 15-month-old

United Press International

GEORGETOWN — Vocational nurse Genene Jones was convicted Wednesday of murder in the drug injection of a 15-month-old Kerrville girl.

The seven-woman, five-man jury deliberated 4½ hours before finding the 33-year-old mother of two guilty of killing Chelsea McClellan with an injection of a powerful muscle relaxant.

Jones clenched her teeth and cried when the verdict was read. Chelsea's mother, Petti McClellan, hugged a family member and also cried.

Jones, who never testified in the trial, faces up to life in prison. The punishment phase of the trial was set for 10 a.m. Thursday.

Chelsea's great-grandmother, Hester Turner, said enduring the five-week trial was worth the guilty verdict.

"We can start living now. We've nearly gone mad. It was worth every minute because justice has been done," she said.

McClellan and her husband, Reid,

had no comment for reporters. Mrs. McClellan held a fist high in a victory sign before she got into her car. McClellan gave a thumbs up sign, then the two embraced.

Robin Alexander, Chelsea's grandmother, said, "We can finally bury her and they can dig her up no more."

Kerr County District Attorney Ron Sutton said he was very tired.

"I was hoping they would come across with a 6 o'clock verdict and they did," he said. "The jury reached the proper decision."

Prosecutors contended Chelsea's death — and injuries to six other Kerrville children — were part of a scheme by Jones to show a need for a pediatric intensive care unit, which she and her friends would run, at the Hill Country town's small hospital.

No trial dates have been set on six charges of injury to a child pending against Jones in Kerrville or on another injury charge stemming from an unrelated incident in San Antonio. Those children survived alleged injections by Jones, although one child died seven weeks later.

Defense attorneys tried to prove Chelsea, a blue-eyed baby girl described by trial witnesses as healthy and happy, died of natural causes.

However, toxicological tests performed in Sweden on her exhumed body indicated the presence of succinylcholine, a drug used primarily in surgical patients to relax the muscles and stop respiration to facilitate the use of a breathing tube.

Witnesses testified Chelsea went limp, stopped breathing and seemed to suffer a seizure moments after Jones injected her with what the nurse said were routine immunizations at pediatrician Kathleen Holland's clinic Sept. 17, 1982.

Chelsea died of respiratory and cardiac arrest about two hours later in an ambulance on the way to a San Antonio hospital with Jones at her side.

In closing arguments Wednesday, Jones' attorney Burt Carnes suggested it was pediatrician Kathleen Holland's incompetence that caused the death of Chelsea, not the injec-

tions claimed by prosecutors.

In her eight days of testimony, Holland provided the most incriminating statements against Jones, saying the nurse showed her a vial of succinylcholine with two needle holes in it shortly after Chelsea's death.

Carnes accused Holland of planting that evidence to make it appear Jones was guilty, saying Chelsea could have died from a number of medical problems.

But Sutton rebutted, saying the defense was trying to put everyone on trial but Jones.

"The only thing they have not suggested to you as of Chelsea's death is that she committed suicide," he said.

In his closing argument, prosecutor Nick Rothe said Jones had "left a trail of rag dolls behind her."

"This whole thing is frightening, it's bizarre, it's terrible that a human being would do this to babies," he said.

In Today's Battalion

Local

- A&M students are organizing a project to raise \$3000 to help students who had property damage to their rooms over the holidays because of the freeze. See story page 3.
- Texas A&M is ranked 4th nationally in National Merit Scholar enrollment. See story page 3.

State

- Many Texas towns will lose their HUD grants while many towns have become eligible for them. See story page 4.
- A state-wide survey shows Texans think their children get a quality education in Texas public schools. See story page 7.

National

- Louisiana's Red River may not be able to re-open due to federal budget cuts. See story page 7.