

## Around town

### Science students must take exam

Any junior or senior in the College of Science who has not previously taken the English Proficiency Examination should plan to take the test Oct. 15 unless they have completed English 301 with a minimum grade of C. Students in the College of Science are required to pass either English 301 or the proficiency test in order to qualify as a degree candidate.

The English Proficiency Exam will be administered by the English department. Students in the biology, chemistry, mathematics and physics departments should register for the exam in 313 Biological Sciences Building prior to the exam.

### Voter registration deadline approaches

Saturday is the last day to register to vote in the November election. Aggie GOP will have registration tables in the MSC, Blocker Building and Zachry Engineering Center this week.

### Aggie Players present Liliom tonight

The TAMU Aggie Players will open their 40th season with the haunting, romantic fantasy, "Liliom" at 8 p.m. tonight in Rudder Forum. "Liliom" will also be presented Friday and Saturday. Tickets are \$4 for the general public and \$3 for Texas A&M University students and are available at the MSC Box Office. Reservations can be made by calling 845-1234.

### Scholarship applications available now

The Scholarship Bank has announced 10 new scholarship programs that are currently accepting applications from college students. Funds are available for students in the fields of education, business law, computer programming, accounting, anthropology, biology, conservation, marine science, sociology, journalism, broadcasting, public relations, political science and history. Graduate fellowships as White House interns are also available. For a print-out of financial aid sources send a stamped self-addressed envelope to Scholarship Bank, 10100 Santa Monica #2600, Los Angeles, CA. 90067.

### Anthropology Department presents lecture

A lecture and slide presentation entitled "Origins of Horticulture and Agriculture in the Eastern U.S." by Dr. Patty Jo Watson will be presented at 2 p.m. tomorrow in 301 Rudder. Dr. Watson has devoted most of the past several decades in the excavation and analysis of sites in the eastern U.S.

## Planning and zoning board meets tonight

The rezoning of a 0.096 acre lot behind Texana National Bank will be one of the topics of discussion at the public hearing of the College Station Planning and Zoning Commission at 7 p.m. tonight.

James E. Jett is requesting that the lot be changed from a high density apartment district to an administrative professional district.

The commission also is scheduled to consider final plats for The Rain-bow Acres Phase II subdivision east of the city limits and the Glenhaven subdivision on University Drive next to the East Bypass.

The commission will consider the preliminary plat for the David B. Lewis subdivision phase I.

## MTV taking steps to protect market

### United Press International

NEW YORK — The communications world did not sit idly by while MTV, Music Television, radically changed the shape of rock music the past three years, earning a bundle of money in the process.

Challengers like NBC's "Friday Night Videos" sprung up on network television and hundreds of independent companies across the nation have organized half-hour video clip shows.

The incentives to produce such shows are clear: Videos are provided free by the record companies, there is an inexhaustible supply of them and, at least so far, the audience demand seems inexhaustible.

Despite the competition, MTV has remained No. 1 in influence and popularity both because of its scope — it is the only 24-hour music channel in the world and reaches 22 million homes — and aggressive marketing.

To keep interest high, MTV has offered contests — chances to spend the weekend with Van Halen or be a roadie for Bruce Springsteen — bought specials, such as "The Cutting Edge," a weekly music showcase, and initiated features like "Friday Night Video Fights," in which two videos square off for viewer votes.

The music channel's latest efforts, however, are designed to not only overwhelm its competitors but simply lock them out.

MTV has been signing "exclusivity agreements" with record companies, agreeing to pay them undisclosed sums of money for the right to show certain performers' videos for several weeks before they are distributed to competitors.

Elektra-Asylum Records is the latest label to sign such a pact, joining Columbia, EMI-America and other biggies.

For the record companies, exclusivity agreements guarantee money back on the cost of producing video

clips. And although it briefly limits a video's audience, it's only temporary and may well generate more interest in the clip because only a limited audience is viewing it initially.

MTV's other move to guarantee its pre-eminent status was its first annual music videos, presented Sept. 14 in a ceremony at Radio City Music Hall.

There is an important difference between these awards, however, and awards such as those for the movies and television, the Oscars and the Emmys. In those cases, a relatively independent group selects who will be nominated.

The MTV awards, however, limit the eligibility to the videos that MTV chooses to show on MTV — the programmer is picking the best of the selections it chooses to broadcast.

To put the idea of MTV establishing its own awards in clearer perspective, consider if ABC, CBS or NBC established its own awards program and only the shows on the network sponsoring them could be nominated.

Defenders of MTV respond, however, that the cable channel does not make the videos, artists from competing record companies do. MTV is simply a conduit, they say.

Despite its current stranglehold, there is every indication MTV's overwhelming advantage soon will be a thing of the past.

Two new cable music channels are due this fall — Discovery Music Network and another backed by media mogul Ted Turner. And yet another, a separate network to be launched by MTV, is to start in January.

All three of the new networks will aim for older audiences. That probably will not mean more adventuresome programming, but it will add needed leverage to competitors in an industry that so far has made MTV the only horse in a one-horse town.

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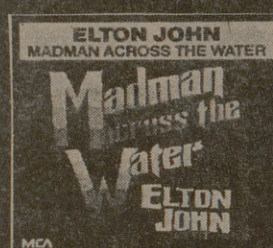
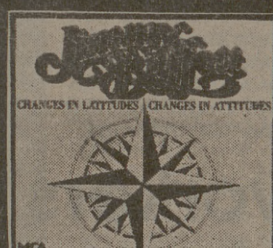
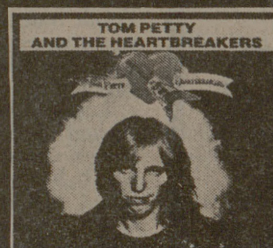
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