

## What's up

### Thursday

**WILEY LECTURE SERIES:** Paul Warr, a political science instructor, will conduct a pre-program lecture on "Interpreting the Constitution" at 7:30 p.m. in 302 Rudder.

**SOCIETY FOR ENTREPRENEURSHIP AND NEW VENTURES:** Phil Springer, owner of the Bryan-College Station McDonald's franchise will speak on franchising at 7 p.m. in 228-229 MSC.

**ALCOHOLICS ANONYMOUS:** will meet at 12:15 p.m. Call 845-5826 for location.

**ADULT CHILDREN OF ALCOHOLICS:** will meet at 6 p.m. in 402 Rudder.

**STUDENT COUNCIL FOR EXCEPTIONAL CHILDREN:** will tour Geranium Junction, Wonder World and Brazos Rehabilitation Center at 9:30 a.m. Call 693-7715 for more information.

**STUDENT PEACE ACTION:** will show a slide show on refugees from Guatemala, Mexico, at 7:30 p.m. at the College Station Community Center.

**STUDENTS WITH CHILDREN:** will meet at 7:30 p.m. in 342 Zachry.

**MEXICAN-AMERICAN ENGINEERING SOCIETY:** will meet at 7 p.m. in 402 Rudder.

**LEBANESE STUDENT ASSOCIATION:** will meet at 8:30 p.m. in 604 A-B Rudder.

**TAMU MACINTOSH USERS GROUP:** will meet at 7:30 p.m. in 101 Soil and Crop Sciences.

**ASIAN CHRISTIAN FELLOWSHIP:** will conduct a Bible study at 7 p.m. in 704 A-B Rudder.

**WATER SKI CLUB:** will meet at 7 p.m. in 504 Rudder.

**TAMU MEN'S TENNIS:** will play SMU at 1 p.m. at the Omar Smith Tennis Center.

**BRAZOS DUPLICATE BRIDGE CLUB:** invites students, faculty and any beginners to join it at 7 p.m. to the College Station Community Center.

**STUDENT ACTIVITIES BUDGET WORKSHOP:** will conduct a funding workshop for treasurers of eligible student organizations at 4 p.m. in 701 Rudder. Budget request forms are due at 4 p.m. March 31 in 217 MSC.

**STUDENT GOVERNMENT/PARENTS WEEKEND:** tentative schedules for Parent's Weekend are available in the MSC through today.

### Friday

**UNITED CAMPUS MINISTRY:** will have a peanut-butter fellowship at 11:30 a.m. at Rudder Fountain and a Bible study at 6:15 p.m. at the A&M Presbyterian Church.

**TAMU MEN'S TENNIS:** will play Baylor at 1 p.m. at the Omar Smith Tennis Center.

*Items for What's Up should be submitted to The Battalion, 216 Reed McDonald, no less than three working days prior to desired publication date.*

## Perot offers big donation for new park

SAN ANTONIO (AP) — Dallas billionaire H. Ross Perot said today he will make a multimillion-dollar donation later this month to a development that will create thousands of science-related jobs and spur new technology.

Perot declined to give a figure until March 20, saying he wanted city officials to make the announcement about the Texas Research Park.

Retired Gen. Robert F. McDermott, chairman of the board of the Texas Research and Technology Foundation, said Perot's gift already has spurred interest from foundations outside of Texas.

"The impact will be national in scope because he is a man of vision," McDermott said. "His gift will be substantial to really be a catalyst for others to give."

McDermott said the overall construction budget is \$102 million, but he declined to say how much has been raised.

Perot, who spoke at a fundraiser for Mayor Henry Cisneros, said that the research park project could be a source of economic diversion for both the city and the state.

Perot said, "I think it's going to be an incredible benefit to this region, specifically this city, in terms of diversifying the job opportunities, the types of industries that will move around a center like that."

"The educational requirements that will be imposed on the university here in the area will cause it to continue to be dramatically upgraded and the net benefit will be a diversified job base in the city."

The park is being developed on a 1,500-acre tract in West Bexar County and is expected to bring together academic and private researchers.

The park will be anchored by a new University of Texas Institute of Biotechnology that will operate under the UT Health Science Center.

McDermott said construction of the institute will begin in June and will be completed in two years.

The program will involve projects on genetic engineering, physics, medicine, pharmaceuticals, chemistry and electronics.

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## A&M study looks at yuppies, advises marketing methods

By Ronda Tapp  
Reporter

Yuppies have at least some college education, receive an annual income that exceeds \$30,000, hold white-collar occupations, are between the ages 25 and 44 and live in urban areas.

This is the definition used in a study on yuppies prepared by Dr. John Burnett, associate professor of marketing at Texas A&M, and Alan Bush, former A&M assistant professor of marketing.

The study, which Burnett said is the first to systematically analyze the yuppie group, was used to draw the guidelines needed to reach yuppies through media strategies and was sponsored by Needham Harper Worldwide as part of its annual lifestyle study.

In 1984, questionnaires were mailed to 2,000 married men, 2,000 married women and 1,000 single women. They asked opinions on subjects such as the family, the frequency of participation in activities such as preparing meals and shopping and the use of a variety of products and services.

Hypotheses of the study tested areas of concern about health, use of convenience products, personality traits, frequency of travel, personal values and attitudes toward advertising, Burnett said.

"Environmentally, they're (yuppies) health conscious, but they don't live it out," Burnett said. "They're in the right places, but they're doing all the wrong things."

The study indicated that yuppies consume more diet sodas, drink

more beverages with 100 percent Nutrasweet and exercise more than the general population. But the study also shows that the general population views natural foods, dieting and nutrition more important than the yuppie.

Yuppies are more interested in the social aspect of health facilities than in health itself, Burnett said.

"They eat out a lot because they work so much and would rather do other things than cook," Burnett said.

They are more likely to own microwaves, shop at convenience stores, use automatic teller machines and credit cards, eat at fast-food restaurants and shop through mail-order catalogs, he said.

Personality traits the study attributes to yuppies are optimism, leadership, self-confidence and a zest for adventure, while those attributed to the general population include nostalgia, impulsiveness, assertiveness and propriety.

The study also associates yuppies with investments, expensive cameras, sports cars and chocolate.

Yuppies also view advertising as insulting the intelligence, Burnett said, so advertising targeted toward yuppies should use factual information instead of song and dance entertainment.

The yuppie audience also tends to be more responsive to messages that incorporate success, financial adventure and prestigious material possessions.

Burnett said that through the study, he found people who fit the

definition of a yuppie but who do not like the title.

Because of these people, he said it is important not to use the term yuppie in advertising aimed at the entire group.

There also are, he said, people who don't fit the yuppie definition but who would like to have the title.

### Senior inmate on death row gets new trial

AUSTIN (AP) — The Texas Court of Criminal Appeals Wednesday threw out the capital murder conviction of Robert Excell White, who has been on the state's death row longer than any other inmate.

The conviction was overturned because White had not been told that what he told psychiatrists would be used against him in court.

A retrial was set Wednesday for May 18 in McKinney.

White has been on death row since Aug. 26, 1974. He was convicted in one slaying that was part of a May 1974 crime spree in which four men died.

White, now 49, was sentenced to die in the death of Preston Boyle, a 73-year-old storekeeper, who, along with two 18-year-old customers, was killed by machine-gun fire.

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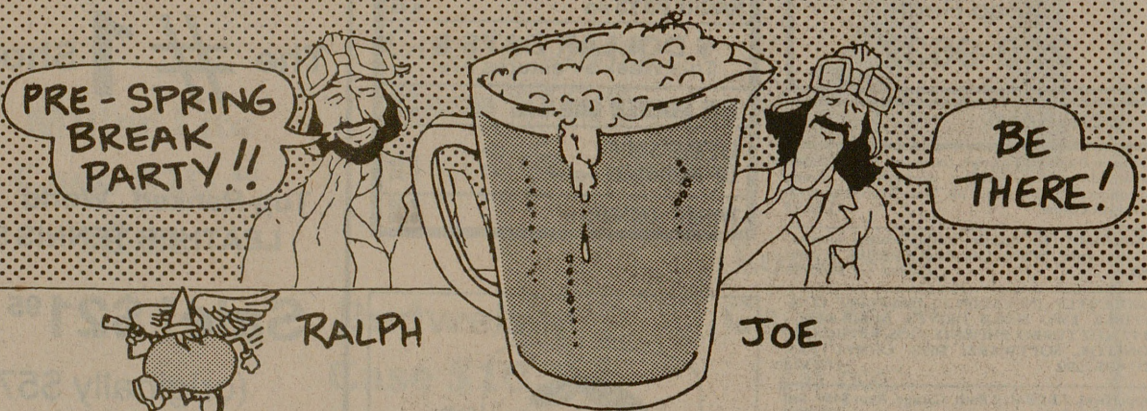
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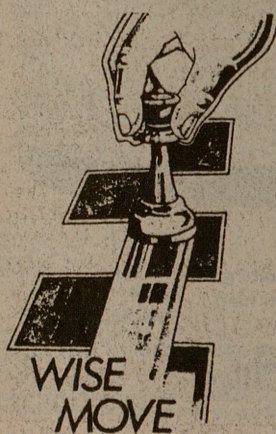
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