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For further information please contact Terry Bennett at 845-7625.

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Continental strike reaches 2nd day

Airline says effect of flight attendant walkout remains minimal

HOUSTON (AP) — A strike by some flight attendants at Continental Airlines continued for a second day Tuesday with the carrier insisting the walkout had fizzled while the union was proclaiming some success in disrupting airline operations.

Continental said only 2 percent, or 130, of its 6,500 flight attendants had taken to picket lines while a spokesman for the striking Union of Flight Attendants said 1,075 of 6,800 flight attendants had not reported to work.

"It's looking very positive for us today," union spokesman Charlie Sampson said Tuesday. "We did have quite a few flight attendants yesterday. There are a lot more that need to be replaced — about 1,075. These are people who were scheduled to fly but didn't."

"The so-called strike has had absolutely no effect on our operations," Continental Chairman D. Joseph Corr countered. "Not a single flight cancellation has resulted from UFA activity. The vast preponderance of Continental's flight attendants continue to provide warm, friendly and professional service to our passengers."

The Houston-based airline also said it has ample reserve flight attendants to fill in should more attendants decide to honor the strike.

The flight attendants' walkout was an attempt to assist striking machinists at sister carrier Eastern Airlines, Corr said, adding that Continental's continuing flights "proved UFA's attempt to assist the International Association of Machinists in carrying its scorched-earth war to Continental is a complete fizzle."

The 8,500-member Machinists union walked off their jobs March 4 at Eastern, which like Continental, is owned by Houston-based Texas Air Corp.

At Houston's Intercontinental Airport, Continental's main hub, the union reported 132 pickets Tuesday, but Tina Ceppi with the Houston Department of Aviation said only 15 to 20 pickets were present. No Continental pickets were reported at Hobby Airport, the city's other major airport.

On Monday, Continental reported only 48 attendants participating in the walkout. Union spokesman Sampson put the total at 60.

Sampson also contended Continental has exhausted its reserve pool of flight attendants and was calling on other company employees to fill in.

"We understand they are scrambling and we should have more delays and cancellations this afternoon," he said.

Sampson also insisted the airline was experiencing delays and cancellations, but could not say how many or where.

"They have been told to delete any cancelled flights from the public viewing screens," Sampson said of the airline strategy. "I don't know how many are cancelled, but delays are really starting to show. But the company is blaming the delays on everything else — weather, catering and anything they can think of — except crews."

Continental spokesman Dave Messing said the airline has not changed its method of displaying cancelled flights on public viewing screens.

"All the information is being posted and available," he said.

Lewis Jordan, Continental's executive vice president and chief operating officer, said flight attendants who did not report for work would be "permanently replaced." He said they could be restored, but only after everyone else on the eligible list is working and then probably not at the same status.

The carrier operated 1,400 flights Monday without a single cancellation, Messing said.

The union is striking despite what Continental officials described as a $19 million wage and fringe benefits increase that took effect Jan. 1 and that the airline said brought attendants' salaries in line with "comparable industry rates."

The union, which has not had a contract with Continental since the carrier filed for bankruptcy protection in 1983, has been seeking a three-year deal that would boost the lower end of a salary scale by 5 percent and the upper end of the scale by up to 35 percent.

Some union officials said the strike, which was approved last November but delayed by promises of more negotiations, was not linked to the ongoing Machinists strike at Eastern. Others, however, said the timing was designed for maximum exposure while Eastern's labor problems are receiving heavy media coverage.

News program designed for teens gets mixed reviews from education officials

By Sherri Roberts
STAFF WRITER

Channel One, the news program geared for teen-agers, has received mixed reviews from various education and marketing officials.

The satellite-delivered program, which Whittle Communications is testing in high schools throughout the country, features a 12-minute newscast. The show has been criticized by educators who say the four 30-second commercials included in the program are being force-fed to "captive" students.

The program premiered in six middle schools and high schools on March 8 as part of a five-week trial run. Whittle plans to market Channel One to about 8,000 schools next year if the program is successful in its trial run.

Whittle and some education officials have praised Channel One saying it will increase students' awareness of world affairs.

A&M Consolidated Principal Mike Ogg said the project seems to be a good idea.

"The concept sounds pretty good," Ogg said. "I'm not opposed to the commercials as long as the program is on their level."

Ogg recalled that when he was in junior high, students listened in the classroom to current event radio programs, which had commercials. The programs increased his awareness of world affairs, he said.

However, Dr. James McNeal, a professor of marketing at Texas A&M, said the program probably benefits marketers more than students.

"It's an enormous advantage these advertisers have," McNeal said. "Having the advertising in a school setting gives it more credibility. When they (students) are in a captive setting like this, it tends to take advantage of them."

In Channel One's premiere show, commercials for candy bars, blue jeans and shampoo were featured, in addition to news reports on issues such as the Eastern Airlines strike and the controversy surrounding John Tower's nomination as defense secretary.

Of the 15 companies approached by Whittle about advertising on Channel One, Levi Strauss & Co., Wm. Wrigley Jr. Co. and Schering-Plough's Maybelline Co., were among those who accepted.

In the March 6 issue of *Advertising Age* magazine, Levi's marketing manager Dan Chew said, "We see 'Channel One' as an intriguing, innovative way to reach parts of our primary target audience, which is 14- to-24-year-olds."

McNeal said the argument of those who say the program will increase the current-events awareness of students is unfounded because students are bombarded with news on television.

"I can't justify this except on a marketing basis," he said. "The news already goes out to a mass audience on an eighth-grade educational level."

Pairing the advertisements with news segments does not justify showing it to students in a classroom setting, he said.

"We try to keep the educational setting as pure as possible," he said. "Whittle has pulled a coup here."

It's not the first coup Whittle has pulled in recent years. Chris Wittle, chairman of Whittle, was labeled as the media baron of the 1990s by *Advertising Age* because of the innovative media ideas he has launched.

One such media project was the controversial *Special Reports* — a plan which introduced six quarterly magazines into the waiting rooms of family doctors' offices in Fall 1988. Whittle offered to supply the magazines free to doctors with one catch — that they display only these magazines and two rival publications in the waiting rooms.

Though some have criticized the project saying it violates laws against the restriction of trade, this restricted access to consumers' appeals to marketers. Whittle expects to sell about $40 million in advertising in the project's first year, *Advertising Age* reported.

Whittle enticed American Airlines into taking part in one of its innovative ideas called *Travel Life, a magazine distributed to travel agents in which American was the exclusive advertiser. The project represented an appealing solution to help the airlines better communicate with travel agents, who book about 70 percent of American's fares.*

Whittle's knack for developing creative media projects that appeal not only to advertisers but also to the distributors of the projects has accounted for much of the corporation's success in launching media ideas.

McNeal said schools participating in the Channel One project are faced with a difficult dilemma. Whittle provided $50,000 worth of technological equipment free of cost to schools who are participating in the project. In addition to broadcasting the 12-minute program, schools can use the equipment for other educational purposes. This offer makes it difficult to say no to the project, he said.

"They (Whittle) have found another way to have restricted access," he said. "They're experts."

Specialist offers ways to reduce fat intake

By Holly Beeson
REPORTER

Stapling stomachs, wiring jaws shut and inducing vomiting are harmful extremes people are using to lose weight.

To avoid these extremes and still be able to lose weight, Carol Suter, Texas Agricultural Extension Service nutrition specialist, suggests reducing the amount of fat in the diet.

"Fat calories are worse than other calories," she said. "New findings show it takes the body less energy to store dietary fat in fat tissues than to convert it into energy."

Health risks for an obese person include high blood pressure, heart disease, diabetes and certain types of cancer.

One gram of fat contains nine calories while one gram of carbohydrate or protein contains four calories. It isn't recommended to have more than 30 percent fat in the diet. Some fat intake is good, however.

New research shows that monounsaturated fat, found in olives, olive oil, peanuts, peanut oil and canola or rapeseed oil, can actually lower blood-cholesterol levels.

Suter suggests the following ways to reduce fat intake:

- Use non-stick pots and pans rather than adding fat.
- When cooking vegetables, use chicken or beef broth or tomato juice instead of oils.
- Bake or broil meat, fish and poultry instead of frying.
- Trim off all visible fat before cooking meat. Remove more fat by dabbing meat with a paper towel.
- Take time to plan meals. Eating between meals is OK as long as it is included in the meal plan.
- When eating salads, avoid high-fat dressings and ingredients such as bacon, avocados and olives. Choose lean beef, ham or chicken and select low-fat cheese. Order dressing on the side to control the amount added.
- Wait to finish a meal before ordering dessert. Fresh fruit is a good low-calorie dessert.
- Reading labels is the best way to find out how many calories are in a product.
- Watch alcohol consumption. Alcohol is high in calories and may increase appetite.

Suter recommends that dieters lose no more than one or two pounds a week.

"It is important to combine nutrition with exercise," she said.

Most people who lose weight soon return to their old eating habits, Suter said, and gain back all the lost weight and sometimes more.

"To lose weight and maintain weight loss successfully," she said, "it is best to lose weight with a sensible diet plan that can be maintained for a lifetime."

Suter recommended walking as a good exercise to incorporate into a weight-loss program. A person needs a minumum of 35 minutes of brisk walking three to five times a week, she said.

"Exercise is the most sensible way to diet, have good health and feel good," Suter said.

What's Up

Wednesday

STUDENT GOVERNMENT: will have a student body presidential candidate debate at 6 p.m. in the MSC flagroom.
AGGIE SPELEOLOGICAL SOCIETY: will meet at 8:30 p.m. in 305 Rudder.
CHI ALPHA CHRISTIAN FELLOWSHIP: will present "Paradise" in concert at 7 p.m. at Rudder.
TAMU BADMINTON: will practice at 7 p.m. in 351 G. Rollie White.
CATHOLICS ON THE QUAD: will discuss the resurrection at 9 p.m. in Lounge B on the Quad.
TAMU SAILING CLUB: will have a general meeting for all interested in learning to sail at 7 p.m. in Rudder.
S.O.T.A.(STUDENTS OVER TRADITIONAL AGE): will meet at 8 p.m. in 440 Herman Heep.
UNITED CAMPUS MINISTRIES: will have an Aggie supper at 6 p.m. at A&M Presbyterian Church.
TAMU TRAP AND SKEET CLUB: will meet to plan for nationals at 7 p.m. at the Chicken Oil Company.
HILLEL JEWISH STUDENT CENTER: will have intermediate Hebrew at 7:30 p.m. at Hillel.
MSC SCONA: Applications are available for Chairman of Finance, Operations and Planning in 223 G MSC. Interviews will be Friday at 4 p.m.
STUDENT ORGANIZATIONS: Nomination forms for the John J. Koldus Award are available in Student Activities, Multicultural Services Center, International Student Services, Student Programs Office and Intramurals and are due Friday.
RECREATIONAL SPORTS: will have registration from 8 a.m. - 5:30 p.m. in 159 Read for: ultimate frisbee, putt-putt golf, superstars, Penberthy softball tournament and a rock-climbing trip.

Thursday

SOCIETY OF WOMEN ENGINEERS: will meet to discuss the regional conference at 6:30 p.m. in Zachry.
MSC JORDAN INSTITUTE FOR INTERNATIONAL AWARENESS: is now accepting applications for executive positions. Applications are available in 223G MSC.
INTERNATIONAL DEVELOPMENT FORUM: will have presentations about the deforestation problem, rain forests and arid-land forests at 7 p.m. in 401 Rudder.
HILLEL JEWISH STUDENT CENTER: will offer beginning Hebrew at 7:30 p.m. at Hillel.
ALPHA PHI OMEGA: will offer free babysitting service to students and faculty from 6:30-10:30 p.m. in 301 and 308 Rudder.
SOCIETY OF PROFESSIONAL JOURNALISTS: will meet at 7 p.m. at the Flying Tomato.
BETA ALPHA PSI: will have a professional meeting with Exxon at 6:30 p.m. at the Hilton.
TAMU EMERGENCY CARE TEAM: will have a team meeting at 7 p.m. in 301 Rudder.
VIETNAMESE-AMERICAN STUDENT ASSOCIATION: will meet at 8:30 p.m. in 601 Rudder.
RHA GENERAL ASSEMBLY: will meet at 8:30 p.m. in 301 Rudder.
TAMU BICYCLING CLUB: will meet at 8:30 p.m. in 402 Rudder.
OFF CAMPUS CENTER/S.H.A.R.E.: will present the fifth annual Bryan-College Station housing fair from 10 a.m. - 4 p.m. in Rudder Exhibit Hall.
TAMU BAHA'I CLUB: will present the "Role of Education in Combating Racism" at 7 p.m. in 510 Rudder.
CATHOLIC STUDENT ASSOCIATION: will have a celebration of the Lord's last supper at St. Mary's Catholic Church.
AMERICAN INSTITUTE OF ARCHITECTURE: will have a fashion show at noon in the MSC flagroom.
AGGIE PEER ORIENTATION PROGRAM: Orientation leader applications are available in 108 YMCA and are due March 31.
RECREATIONAL SPORTS: will have registration from 8 a.m. - 5:30 p.m. in 159 Read for: ultimate frisbee, putt-putt golf, superstars, Penberthy softball tournament and a rock-climbing trip. There will also be a water polo team captain's meeting at 5 p.m. in 167 Read.

Items for What's Up should be submitted to The Battalion, *216 Reed McDonald, no later than three business days before the desired run date. We only publish the name and phone number of the contact if you ask us to do so. What's Up is a* Battalion *service that lists* non-profit *events and activities. Submissions are run on a first-come, first-served basis. There is* no guarantee *an entry will run. If you have questions, call the newsroom at 845-3315.*