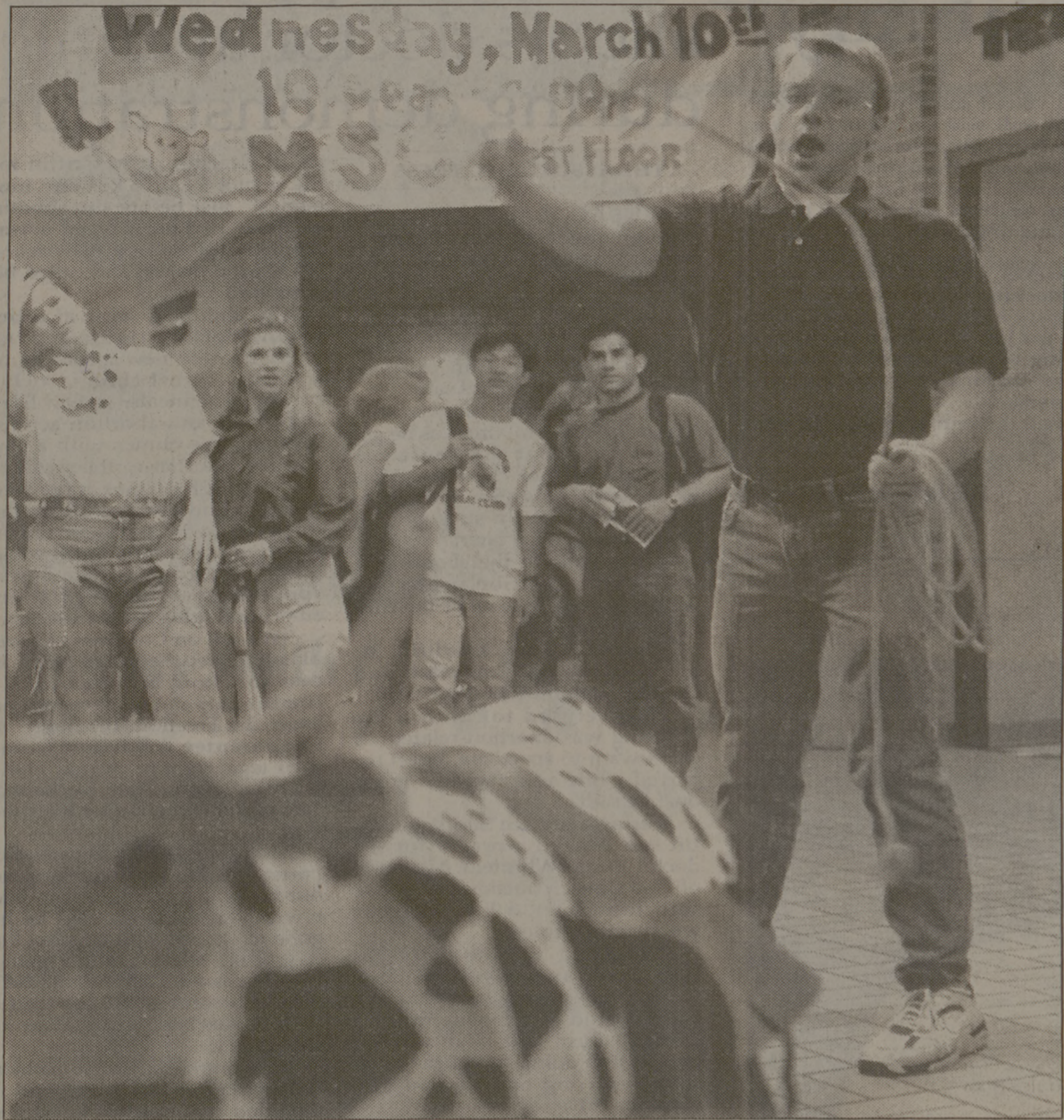


## Ropin' the wind



RICHARD DIXON/The Battalion

David Hileman, a biomedical science major from Plano, ropes a steer in the Off Campus Housing Fair Wednesday afternoon in the MSC. Hileman won a mug from the Texas Aggie Food Services for his talent.

## Producer says role of women in media is changing 'No longer just a pretty face'

By ROBIN ROACH

The Battalion

Women can find progressive and rewarding careers in the media, said Catherine Evering, executive producer of "Homefront News," at a meeting of Women in Communications, Inc. Wednesday evening.

"The entire spectrum of working in the media for women has changed tremendously," Evering said. "It's no longer that pretty face, pretty girl syndrome. You're actually recognized and acknowledged for the skills and experience that you have."

Ten years ago, the jobs of women in broadcast media consisted of reading a prepared script with little emphasis on explaining or even understanding the news, she said.

Evering stressed the importance of being able to communicate information to people, transferring meaning and not just reading a script.

The three things media employers look for in job applicants are the ability to communicate, a solid

educational background and practical experience, she said.

"Try, as much as possible, to get as much practical experience because, unfortunately, that's what they're looking for," Evering said. "Choose a couple of courses that force you to gain practical experience."

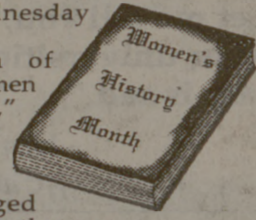
"Take a speech class where you have to stand up with people, where you have to debate, where you have to present information in five minutes time," she said.

Evering also encouraged students to expose themselves to both the production and technical side of the media.

"As an individual you need to be really interested in the news, what's happening, and you need to be creative too," she said. "You need to think about what you like and that comes from exposure, not through academic courses."

Evering is originally from Guyana in South America and lived in Jamaica where she received a degree in mass communications with an emphasis on television production.

She also worked in Jamaica for two years and then moved to England where she received a degree in management and worked for British Broadcasting Corp. before coming to Bryan-College Station.



## Mattox quits his quest for Senate

THE ASSOCIATED PRESS

AUSTIN — He's been talking like a candidate, and he's been campaigning like a candidate for nearly three months, but former attorney general Jim Mattox announced Wednesday he will not run for the U.S. Senate.

Mattox, a Democrat, said he will not challenge interim Democratic Sen. Bob Krueger in the May 1 special election because he doesn't want to hurt the party's efforts to keep the seat.

"Given the fairly equal footing between the two political parties in Texas, a divisive race between Bob Krueger and me could very well jeopardize the Democratic Party's chances of holding on to the Senate seat in the run-off against whichever Republican

than just being tough," he said.

Mattox had said he intended to run in the race, although he had not officially announced his candidacy.

But Democratic leaders last week decided to force his hand. Democratic Party Chairman Bob Slagle and others who have endorsed Krueger in the race met with Mattox in a closed-door session to urge him not to run.

Slagle, who joined Mattox at a news conference to announce the decision, praised Mattox's choice to stay out of the race.

"For more than 20 years, I've always respected the Jim Mattox who is willing to make a tough decision because it's the right thing to do," Slagle said. "Today, we Democrats stand united behind Bob Krueger knowing there's a lot more to Jim Mattox

than just being tough." Krueger, in a written statement, thanked Mattox for stepping aside, saying he had "made a magnanimous decision, setting aside his personal goals in order to serve the good of the Democratic Party."

## Correction

A front page story running in Wednesday's edition of The Battalion incorrectly identified the keynote speaker for this year's Muster. The name of the speaker is actually Jack Fritts. The Battalion regrets the error.

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The Office of Energy Management, Physical Plant Department and its sponsors are pleased to announce the first annual

## TAMU POSTER COMPETITION

**What should the poster be about?**  
Poster entries should incorporate an educational or motivational message regarding resource or energy conservation at Texas A&M (e.g. resident hall life, classroom, office, or laboratory habits, etc.). Winning submissions will be printed for use campuswide.

**What are the awards?**  
\*1st, 2nd, and 3rd prizes (\$35-\$100 value)  
\*Honorable mentions and special awards (\$10-\$35 value)  
\*Certificates of appreciation to all participants

**What is the deadline?**  
Submissions (18" x 24" in either color or black and white) must be received by 5:00 on April 16, 1993 at the Office of Energy Management at the Physical Plant.

**FOR ADDITIONAL INFORMATION**  
**CONTACT THE ENERGY OFFICE AT 862-4470 or 845-5317**

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