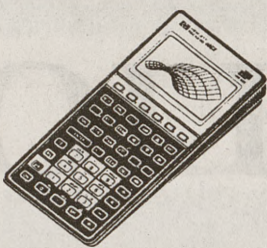


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STATE & LOCAL

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THE BATTALION

Monday, August 30, 1993

Fearful AIDS messages more effective

By Cheryl Heller

THE BATTALION

Messages about AIDS that stress fear and anger are the ones most young adults are most likely to remember, according to a survey conducted by a Texas A&M journalism professor.

Associate professor of journalism Dr. Lynn Walters and her husband recently completed an experiment of recognition and recall in college students.

The experiment required students to watch a one hour television program with eight AIDS public service announcements mixed in with the regular commercials, Walters said. After watching the program, the students were asked questions to see which announcements they recalled.

Survey says 'plain talk' not working

From the experiment, Walters learned that the public service announcements that use "plain talk" about AIDS education didn't have any effect on the students.

"The students were much more affected by the messages that evoked fear," Walters said. "They also remembered the ones that say the disease is in their community."

Walters said her interest in AIDS prevention came from working as a public relations person for an AIDS hospital in Houston.

"I learned that education is the key to preventing AIDS," she said. "In order to prevent AIDS on college campuses, we needed to find the components of messages about AIDS that make them jump out."

Walters said she and her husband decided the experiment was necessary because the typical public service announcements are causing an uproar in Washington D.C. with AIDS policy-makers.

"A lot of people in the AIDS community have complained that the announcements put out by the Centers for Disease Control are too bland," she said. "They don't speak plainly, and they kind of jump around the subject."

"If the announcements used correct language and emotion, they would be more effective in getting people to change their behavior," she said.

Walters said she was surprised by the number of students who said they could tell just by looking

at people if they were healthy.

"They also say that no one they know would have AIDS, and that if someone doesn't appear sick, they're not sick, and they can have unprotected sex," Walters said.

Because of the students' attitudes, Walters said she thinks public service announcements that indicate that AIDS is on campus, and those that stress that you can't tell someone is sick just by looking at them would be most effective.

Walters said the next step is to get grants to conduct the experiment at Prairie View A&M and Laredo State University.

"We could find out if there are cultural differences that affect attitudes about AIDS," she said. "We would use the same public service announcements, but change the faces from white to black, or the language from English to Spanish."

Mobley looks at A&M's future

Chancellor to concentrate on international, minority issues

By Jennifer Smith

THE BATTALION

As Dr. William H. Mobley leaves his post as Texas A&M University president and moves to the position of chancellor, he said he hopes the Texas A&M University System will become an 'international impact' system.

"I'd like to be part of building an international agenda within the System," Mobley said. "One of our System goals is to make sure we have an input on international issues. We are indeed a global village."

Mobley said he recognizes the importance of being a part of an eight agency system with over 73,000 students and an annual budget of \$1.2 billion.

"One of the challenges is to help those parts of the System benefit from the fact that they are part of a system," he said. "We want to build a sense of being part of a team within the System, but also allow each institution to keep its uniqueness."

Mobley became president of A&M in August 1988 and will have served five years in the position by the time he leaves at the end of this month.

Mobley said the Capturing the Spirit Campaign, a \$500 million fund-raising campaign, will probably be looked at as his most significant accomplishment.

The campaign is eight months ahead of schedule at the end of its third year, and has raised over \$300 million.

Mobley said A&M has continued to thrive in tough economic times.

"I think the past five years have been years of

academic challenge in Texas," he said. "With the hard work of A&M faculty and administrators, we have been able to maintain our momentum."

"The University has continued to move forward," he said.

Mobley said he will also be remembered for increasing minority enrollment.

"A&M has over 6,000 minority students at this time," Mobley said. "Our minority enrollment has increased by 28 percent since I've taken office."

Mobley said he realizes the standards for admission and the curriculum have become more difficult.

"It has continued to be more rigorous, as it needs to be," Mobley said. "The world is more rigorous."

Mobley said he hopes to still be visible to A&M students but in a way that is not intrusive to the new president.

Mobley will continue living in College Station and will work in the A&M System Building. He said he will probably spend a disproportionate amount of time in Austin and Washington D.C.

When his time as chancellor is through, Mobley said he hopes to live in College Station and return to teaching business and psychology classes at A&M.

"My long-term goal is to return to the faculty, and I will be pleased to return to teaching," Mobley said.

Mobley served as head of the Department of Management and dean of the College of Business Administration. He also served as executive deputy chancellor of the A&M System before becoming president.



"We want to build a sense of being part of a team within the System, but also allow each institution to keep its uniqueness."

-Dr. William H. Mobley

Heath protests executions as lethal injection rate increases

The Associated Press

HUNTSVILLE — In the quiet just before midnight, Mike Heath sets up shop under the glow of eerie pink floodlights that reflect off 20-foot-high red brick walls.

A few candles. Maybe a sign or two. Sometimes he's alone. Other times a handful of companions join him at Avenue I and 12th Street, outside a corner of the Texas Department of Criminal Justice Walls Unit prison.

For years, Heath, 25, has been a fixture outside the death house where the state — just after midnight — administers lethal injections to convicted killers.

Now, the University of Houston graduate student and opponent of the death penalty finds his 90-mile trip from Houston to Huntsville becoming all too familiar as the pace of executions in Texas has accelerated to a one-per-week clip.

The lethal needle has been used five times in the last five weeks — an unprecedented briskness in a state that by far leads the nation in the administering of capital punishment.

This year, 12 inmates have been put to death and 66 since 1982, when executions resumed. Texas had 12 executions in 1992.



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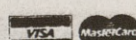
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