Media leaders discuss future technology

By Andrea Taormina

THE BATTALION

The only agreement among panelists at a discussion on Saturday about what media will be like in 12 years seemed to be that the newspaper will still be around but not in the form that is now common

Dr. Charles Self, head of the Department of Journalism and moderator of the discussion, set the scene for the discussion of media in the 21st Century by talking about the current strug-gles in the media.

Self said all the struggles grow out of one paradox: convergence and fragmentation of the media.

Gerald Garcia, editor of the Houston Post, said he thought the newspaper of the future will be very specialized and targeted to specific markets that share the same interests

Garcia said he visualizes a paper that is only one section long, about 20 to 24 pages, is on computer, and has everything in it that comes in the newspaper now.

Glenn Dromgoole, editor of the Abilene Reporter-News, did not see the paper of 12 years in

Health Care

"Medical individuals love fan-

cy technology, and buyers don't

care what it costs," Saving said.

"The more buyers that you have

who don't care about the costs,

the higher the prices that the hos-

pitals can get away with."

He predicted that in a system

where everybody cared about the costs, hospitals would advertise

cannot affect the cost of medical care," he said. "You can't have

competition when neither side

"Until you change that, you

Continued from Page 1

lower prices.

the future as radically different than it is now. It will still be the leading source of local and state news, Dromgoole said, and it

will still emphasize good writing, good leads and information.
"Reporting stays the same however we deliver it," Dromgoole said. "We still have to gather the information before we disseminate it.

John Hotard, director of corporate communications for American Airlines, said a problem he believes exists right now

People develop a great deal of data, Hotard said, but there is a difference between data and useful information. He said he thinks someone will still have to sift through information for peo-

The main concerns raised by people in the audience and the panelists were focused on people losing the desire to read, and where the money will come from to pay for the new technology

Becky Swanson, president of Benchmark Communications, said she thinks the cost will shift

Swanson said the future in media is the development of more technology.

cares what it costs. You have to

to develop new medical technolo-

gy. In a community the size of Bryan-College Station where med-

ical care is competitive, when one

hospital gets new technology,

then others begin competing and you see an escalation in technolo-

"As a consumer, we are not discerning about whose technology we use," he said. "If a physi-

cian says you need it, you will get

it no matter the costs. It is not like

nomic problems, Clinton's nation-

al plan introduces a theory known

To solve some of these eco-

Gay agreed it is very expensive

make the buyers care.

gy, he said.

shopping for cars.'



John Hotard (second from left), director of corporate communications for American Airlines, answers a question Saturday during a panel discussion on the media in the 90s held in the MSC.

She talked about how much computers already impact peo-

She said because people are now starting preschoolers on computers, there would be a new generation of people that are comfortable with getting their media electronically

The generation used to reading papers is dying out, Swan-

as managed competition. Managed competition is basically an

attempt to promote price competition in the national health care The health care market, like other markets, is made up of buyers and sellers, but unlike most

nore the cost of health care. Experts agree an attempt to structure the medical market so doctors and hospitals compete for patients should lower health care

markets, the buyers and sellers ig-

Duke Hobbs, director for the Center for Executive Development, said managed competition stifles competition.

He called the term an oxy-

moron because if competition is managed, then it is not true com-

Saving said a system using IRAs would work best. The way this would work is

that a certain amount of money is put into an account for every person in the country

They spend that money throughout the year on their health care and receive, tax-free, the money that is left over at the end of the year.

"Suddenly, people will care what it costs for their health care,"

That's the only thing that will work to control costs; that's real competition."

Health care plan will hurt small businesses, experts say

By Stephanie Pattillo

THE BATTALION

Universal health care coverage for all Americans, the central goal of President Clinton's health care plan, will be costly to small businesses, say local and University

In small business, according to the president's health care plan, the owners would pay 80 percent of employees' insurance premiums while the the worker would pay 20 percent.

But for companies with fewer

government subsidies would kee pay for health care." health care costs at 3.5 per-cent of

-Duke Hobbs, director of the Center

for all workers making less than \$24,000.

Thomas R. Saving, director of the Private Enterprise Research Center, said if this plan goes through Congress, there will be a dramatic change to the cost of small business

He said there will be a change in the demand of labor that will cause wages to fall. Benefits that were available

before will disappear, he said.

Duke Hobbs, director for the Center for Executive Development, said if the health care plan goes through Congress, then mandating companies with fewer than 50 employees to pay 80 percent of their workers insurance will force these small businesses to go bankrupt. "If a company can't afford to

pay wages for more than a handful of people, they can't afford to pay for health care," he said.

But Ron Gay, regional director of the southwest health plan at Scott & White, said although em-

ployers will have to pay for m of their employees' health can they won't be losers in the los

Small employers who are providing benefits will have now, and that will simply be

cost of doing business, he said
According to analysts, to
president's plan will affect to
economy as a result of it's impe

on small businesses Hobbs said that because sm businesses employ the majorit workers in America, empl mandates will be devastating the economy.

"If a company can't afford to pay wages for more than a handful of people, they can't afford to

for Executive Development

payroll

passed on to consumers.
"While we have seen the pri of a VCR stay constant, the proof of medical care has gone up, said. "What we will now see trade-off. Medical costs will a

lowering health care will

down while we see the price say a VCR go up."

Saving said employer mandates will affect the way business

es hire people.
Firms without insurance w

pay more and therefore attraction young, healthy people, he said.
"You will get what is called at

verse selection; that is, firms the offer insurance will get sick pe ple because the young, healt people will go to the firms the pay more," he said. Gay said more than just the

healthy will profit from the health care proposal He said society will benefiti employees have benefits and ge

good health care.

"I think that for the grass root employee, they will be a winner,"

If you like games like Jeopardy and Trivial Pursuit, or if people tell you that you know a lot of meaningless trivia then you should play:

COLLEGE BOWL

the Varsity Sport of the Mind We want your brain!!!!

So prove how much you know by registering your team and competing against other Aggies in a fun quiz bowl setting.

We need competitors and game officials. Look on the NOVA wall in the Student Programs Office on the second floor of the Memorial Student Center for information. Register with Barbara Wheat, the fee is \$20 per four person team.



Doug Balsam

April Burleson

Chari Colwell

Randy Eckhardt

Eddie Fulkerson

Jenny Hewell

Greg Holmes

Steve Huffman

Amorette Jenkins

Michelle Englemann

Jeopardy and Trivial Pursuit are registered trademarks

International Business Fraternity

1993 FALL PLEDGE CLASS

Congratulations and Good Luck!!

Ann Miller

Cissy Porth

Michelle Ray

Jeff Rayburn

Carin Roberts

Heather Solberg

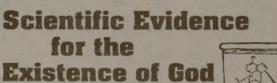
Cecilia Zamora

Michael Wilbracht

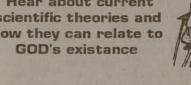
Jeff Null

Jennifer Miller





Hear about current scientific theories and how they can relate to



Dr. Walter Bradley, Ph.D., Materials Science Former Chairman, Dept. of Mechanical Engineering Professor and Senior TEES Research Fellow at Texas A&M University



This program has been presented at Princeton, Yale, Dartmouth, Stanford, MIT, Cornell, Brown and other leading universities and t.u.

TUESDAY! · Oct 5, 7:00 pm · Rudder Theater



MSC Political Forum and the Jordan Institute present:

The Future of the **European Community**

A program featuring Consul Generals from ten European countries discussing misconceptions about the EC.

The program will be held Wednesday, October 6 at 4:00 p.m. in room 206 of the Memorial Student Center

Persons with disabilities please call 845-1515 to inform us of your special needs. We request notification three (3) working days prior to the event to enable us to assist you to the best of our ability.

The views expressed in this program do not necessarily reflect those of the Memorial Student Center, Political Forum, or the Jordan Institute.



A FRESH APPROACH TO YOUR CAREER New Restaurant Opening Soon

SOUPER SALAD the freshest, the greatest, the original soup and salad bar restaurant is opening a new restaurant in **COLLEGE STATION!**

We are seeking dependable, enthusiastic people who take pride in their work to join our team. Positions available in all areas: (wait, kitchen, hostess & cashier). Please apply in person at

1727 So. Texas Ave at Harvey

or call

693-3883 between 8:00a.m. & 5 p.m.

THE BATTALION

CHRIS WHITLEY, Editor in chief

JULI PHILLIPS, Managing editor DAVE THOMAS, Night News editor BELINDA BLANCARTE, Night News editor MICHAEL PLUMER, Sports editor MACK HARRISON, Opinion editor

MARK EVANS, City editor ANAS BEN-MUSA, Aggielife editor WILLIAM HARRISON, Sports editor

KYLE BURNETT, Photo editor

Staff Members

City desk – Jason Cox, April Arias, James Bernsen, Michele Brinkmann, Lisa Elliott, Cheryl Heller, Jan Higginbotham, Jennifer Kiley, Mary Kujawa, Kevin Lindstrom, Jackie Mason, Kim McGuire, Jennifer Mentlik Miura, Stephanie Pattillo, Geneen Pipher, Melinda Rich, Jennifer Smith, Mark Smith and Michelle Tremblay News desk - Robert Clark, Jennifer Petteway, Trish Reichle, Khristy Rouw and Heather Winch

Photographers - Mary Macmanus, Tommy Huynh and Nicole Rohrman Aggielife - Dena Dizdar, Jacqueline Ayotte, Margaret Claughton, Melissa Holubec, Lesa Ann King and Joe L Sports writers - Julie Chelkowski, Matt Rush and David Winder

Opinion desk – Toni Garrard Clay, Tracey Jones, Jenny Magee, Melissa Megliola, Jay Robbins Frank Stanford, Jason Sweeny, Robert Vasquez and Eliot Williams

Cartoonists - Jason Brown, Boomer Cardinale, Clifton Hashimoto, George Nasr, Gerardo Quezada and

Graphic Artist - Angel Kan Clerks- Grant Austgen, Eleanor Colvin, Wren Eversberg, Carey Fallin and Tomiko Miller

The Battalion (USPS 045-360) is published daily, Monday through Friday during the fall and spring ser and Monday through Thursday during the summer session (except University holidays and exam period Texas A&M University. Second class postage paid at College Station, TX 77840. POSTMASTER: Send address changes to The Battalion, 230 Reed McDonald Building, Texas A&M Ur College Station, TX 77843.

News: The Battalion news department is managed by students at Texas A&M University in the Division Student Publications, a unit of the Department of Journalism. Editorial offices are in 013 Reed McDona Building. Newsroom phone number is 845-3313. Fax: 845-2647.

Subscriptions: Mail subscriptions are \$20 per semester, \$40 per school year and \$50 per full year. To charge by VISA or MasterCard, call 845-2611.

helps prob

Monday

Proje

year of p

another s dine Inde on weap gations chance to

akes and Projec Aldine I north Ha tured, 1 proach t eem in Acevedo

Some

border o pline: str boys mu ties. No j All te must be ma'am o Stude desks at tors, and side in

adults.

All st

nity ser

trash alo

at parks

working ing yard Stude are picke their do the same But n of the p structors treat the

- with

say, the

working

Acev "bunche guns to Project F

Limbau mile fro where the blu midday

he's pij

at Bern

ELS the Vi this tir 1981 miracl neight "W Virgin Quinte

image peare