

Garden

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be taken care of." Meredith Kamm, a senior community health major and employee of Plain Jane Clothiers, prefers spending time at the district rather than the mall.

"I don't like the big crowds at the mall," Kamm said. "I think you get more personalized attention here."

All the shops are locally-owned which keeps all the money in the Bryan-College Station area.

But because the district is structured different from a mall, some people may have the misconception that The Garden District is not affordable. The shop owners couldn't disagree more.

Tricia Lindsey, a senior speech communications major and employee of Pygmalion (the jewelry store), said the district caters to all different price ranges. Higher

prices mean better merchandise, she said.

"I think you're getting a little better quality for your money," Lindsey said. "The quality is definitely there."

Not only is the district an ideal place for locals to shop, students often go there to relax, Marilyn said. They can sit on the veranda and have a cup of coffee, or they can take their books by the pond to study.

"The atmosphere is very laid back," she said. "We don't want anyone to feel intimidated. We want them to come and have a good time."

If possible, the owners plan to expand The Garden District.

"We know the potential," Marilyn said. "We've proven it."

Despite the obvious benefits, the owners and employees of The Garden District are proudest of one in particular.

"We are giving something to Bryan-College Station that they didn't already have," Marilyn said. "That is very gratifying."

Talk shows

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"The Oprah Winfrey Show" is carried by 198 U.S. television stations and broadcast to 62 foreign markets. In addition, a representative of the show said it is viewed by more than 14 million people daily.

"I think Oprah's show is so successful because of who she is and her vibrant personality," Boaz said. "She has a unique way of dealing with the subject and the audience. Also, she was the first to legitimately follow Donahue."

According to the Battalion survey, different techniques used by the hosts and the topics they choose to address often shape a specific show's audience as well as dictate its success.

Of those who chose "The Oprah Winfrey Show" as their favorite, over 80 percent said she is "a true person," "down to earth" and "seems to honestly care about her guests."

"Geraldo" was the second favorite daytime talk show according to the survey, capturing more than eight percent of the votes. The percentages were spread thin due to the large number of talk shows those surveyed mentioned.

Boaz said "Donahue" is the second leading daytime talk show in the nation, proba-

bly due to the longevity of the show.

"His was one of the first talk shows on the air," Boaz said. "Donahue has really good staying power."

"Donahue" is viewed by an average of 19 million people every week, according to a show representative.

The third favorite show, according to the Battalion poll, was "Montel Williams," receiving eight percent of the votes.

According to Boaz, "Maury Povich" is the third favorite show, nationally. Erika Goldberg-Murray, promotion coordinator for "Maury Povich," said the show is viewed by 13 million households in the U.S. per week.

Obviously, the craze is on. When asked about the many shows springing up, Boaz said he suspects everyone just wants a piece of the pie.

"These (new) people are just following in their (Oprah and Donahue) footsteps hoping to catch the craze," Boaz said.

No matter what their motivation, however, people still want to watch.

Fifty-two percent of those surveyed who watch daytime talk shows said they believe talk show hosts, in general, are motivated solely by profit. Twenty-four percent said they think the hosts sincerely want to inform and educate the public.

Lewis said he believes people are entertained by the human aspect of the shows. He said many shows, such as "Roseanne" and "Murphy Brown" offer a similar appeal

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-Roger Lewis

KAMU program director

by playing up the human aspects of the scripts.

"Even all of the cop shows that have been popping up lately have that 'true appeal,'" Lewis said. "Again, people vicariously experience something through the shows. Something that really, actually happened."

Forty-seven percent of those surveyed said they find the shows to be just entertaining; while 14 percent said the shows are informative.

"Depending on the subject, the show can educate the viewer," Boaz said. "But they can get a little risque or questionable."

Thirty-eight percent said they feel the shows address unimportant issues. Yet, the same 38 percent still watch the shows.

Thus, it seems no matter what the reason, a large number of the viewing public is addicted to talk shows. And whether that is a good or a bad thing remains a matter of opinion.

"I don't think it speaks well of society," Boaz said. "But that is what sells."

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