

# Career Fair offers opportunities for students

## Companies are set up at the MSC today to recruit engineering students.

Courtney Walker  
THE BATTALION

Engineering students have the opportunity to meet recruiters from national companies and show off their résumés during the Engineering Career Fair today and Thursday.

Companies will set up booths on the second floor of the MSC where students can submit résumés, talk with company recruiters and find information about the companies they are interested in.

Booths will be set up from 9 a.m. until 4 p.m. today and 9 a.m. until 3:30 p.m. Thursday. Freshmen engineering students can stop by the MSC during

a "Making the most of Aggieland" program today from 2 p.m. until 4 p.m. This program allows the students to talk with recruiters and find out what courses and grades they need to in order to land a job after graduation.

Companies from Texas, Washington and California will be looking for students interested in co-op work, internships and full-time jobs.

Mike Burck, a senior industrial engineering major, said the fair is a great opportunity whether students want an internship, full-time job or want to meet people in their intended career fields.

Tonight, recruiters and selected students can enjoy "Beer, Bones and Bingo" at the Texas Hall of Fame on FM 2818. There will be \$1,000 to \$2,000 in door prizes.

Recruiters will pass out tickets for the event today as students present their résumés.

Jon Collins, a co-chair for the

Engineering Career Fair and a senior civil engineering major, said the keys to success when meeting recruiters are to act natural and try to make an impression.

"Know a little about the company and make yourself stick in their minds, so in a couple of

work with this person."

Lynn Stall, manager of recruiting for Andersen Consulting in Houston, said students need to be prepared, have résumés ready to hand out and know what they are looking for in a company.

Collins said the fair is a great opportunity for everyone, and sometimes it changes the firms' perception of what engineering students are like and what companies are looking for in prospective employees.

"Sometimes they come into the fair with the mentality that they want a person with a 3.5 grade point average, but come and see students with average grades who excel in other areas such as extracurricular involvement," he said.

Stall said the fair benefits both the companies and the students.

"This is a great opportunity to meet students and for the students to visit with us," Stall said. "It is a win-win situation."

## Capitalizing On Engineering Opportunities

months, they will remember you," Collins said. "Find someone to actually talk to, because if they say, 'I can talk to this person,' then they will say, 'I can

# Negative phone company ads may repel customers

## The mudslinging between MCI and AT&T may cause customers to sign up with Sprint.

WASHINGTON (AP) — The multimillion-dollar mudslinging contest the phone companies are waging on TV is "really annoying ... a turnoff," complains Mark Jaffe, an AT&T customer in Meriden, Conn. and he's hardly alone.

Though the long-distance companies say the ads work, TV viewers and experts suggest they do more to repel customers than attract them.

The ads are biting and direct. In one MCI ad, former game show announcer Don Pardo is host of the "AT&T True-False Quiz." Pardo asks whether every AT&T customer gets true savings. "A buzzer goes off. 'False,' he says. 'Forty million save nothing.'"

In another ad, AT&T attacks MCI's discounted calling circles in which "MCI asks for the names and numbers of your family and friends so they can solicit them to switch to MCI. ... At AT&T, we don't ask you names and numbers. ... Privacy, that's the true choice, AT&T."

AT&T and MCI blame each other for the use of negative ads, which, they say, account for less than 20 percent of all their advertising.

"We're going to answer AT&T whenever it comes into the market and bashes MCI," said MCI's advertising director William Pate.

AT&T, MCI and Sprint combined spend \$1.2 billion a year on advertising.

Nearly 19 million people switched long-distance companies last year. And both AT&T and MCI, the main users of negative ads, contend they are effective in acquiring and retaining customers.

### "We're going to answer AT&T whenever it comes into the market and bashes MCI."

— William Pate  
advertising director, MCI

Dan Clark, an AT&T vice president, noted that his company's ad attacking MCI's calling circles emphasized privacy.

Professor David Stewart, chairman of the University of Southern California's marketing department, said, "We don't have a lot of evidence that these ads have been particularly effective in getting people to switch from one carrier to another."

In using the negative ads, AT&T and MCI run the risk of confusing and annoying people, losing credibility and smearing themselves as

well as their rival, the experts suggested.

"The companies must believe their message is working, but in my mind they are canceling each other out and confusing the public," said Joseph Turov, a communications professor at the Annenberg School for Communications at the University of Pennsylvania.

In one MCI ad, an operator peeks out from behind a computer and asks: "Are you out there, AT&T? ... You're not going to like this."

She then says that MCI, responding to an AT&T accusation that MCI doesn't tell customers the truth about savings, will provide customers with a written statement. "I hate to say it, AT&T, but you asked for it," she says.

With such ads, Thorson said, "studies have found that companies can damage their own reputations at the same time they are trying to diminish their rivals'."

Another unintended consequence of the negative campaign between AT&T and MCI is that it may help Sprint.

Wally Meyer, a Sprint vice president, says that's just what has happened, with thousands of customers signing up because of the AT&T-MCI ad war.

According to figures supplied by the Federal Communications Commission, for the first quarter of 1995, AT&T accounted for 56.6 percent of the long-distance market, MCI 17.7 percent, Sprint 8.7 percent and others 17 percent.

# Democrats lose seventh senator to retirement

## Sen. Sam Nunn decides not to run for re-election, the GOP would hold 60 seats.

WASHINGTON (AP) — Seven Democrats have now decided it's time to leave the Senate. Rhode Island's Claiborne Pell, who announced retirement Tuesday, most are in their 60s and 70s with long service behind them.

The generational turnover would not come at a worse time for minority Democrats. Their chances of retaking control of the Senate are nearly nil; they'll be hard-pressed even to keep enough seats to sustain a filibuster.

Republicans have their share of elderly senators up for reelection in 1996 — among them 72-year-old Strom Thurmond of South Carolina. But no large-scale exodus is expected. The 1994 GOP takeover elevated senior Republicans to coveted leadership posts that they are loathe to leave.

With the decision by Pell, who is 76 and in his sixth term, Sen. Sam Nunn, D-Ga., is the only Democrat whose intentions are undeclared.

Nunn wielded major influence over defense policy when Democrats controlled Congress and he was chairman of the Armed Services Committee. Hinsley predicted Nunn would pass up a re-election

race "because the Democratic prospects of retaking the Senate are going down the tubes."

Fifteen of the Democrats' 46 Senate seats are up next year. A Nunn retirement would put more than half of them in the open-seat column, robbing Democrats of the incumbent advantage and giving the GOP fair odds to reach 60 — the number needed to shut off debate and proceed with action on a bill.

All told, it's been a demoralizing year for Democrats. Two senators and three House members have defected to the GOP since the last election. So have 107 local and state officials, according to an Aug. 21 dispatch from the Republican National Committee.

Pell's retirement is not a departure from politics but "a passing of the torch to the next generation of Democrats," said Sen. Bob Kerrey, D-Neb., chairman of the Democratic Senatorial Campaign Committee.

Republicans, however, see more than a generational hand-off in the Democrats' misfortunes. "The Democrats have become a hollow party lacking fresh ideas, solutions and a vision for the country shared by the American people," the RNC said in a recent memo.

Nunn, who will be 57 on Saturday, has already served four terms. He has said now would be the time to enter the private sector if he wants to pursue a second career.



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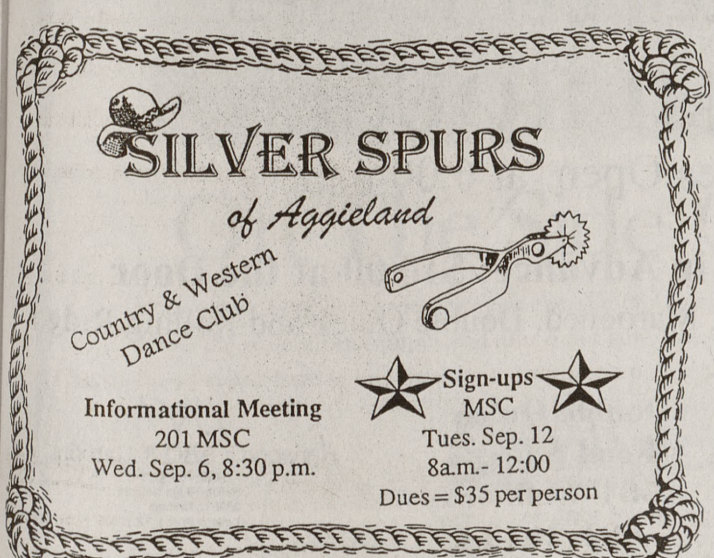


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