

THE AGGIE KICKOFF

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Robert Earl Keen



& A Very Special Guest
 at **WOLF PEN CREEK**

Where the 12th Man will be!
Friday Sept. 19 7pm

Tickets at MSC, Marooned, Cavender's Sponsored by Double Dave's & Dickson Productions

FREUDIAN slip

improvisational comedy

We got back.

Saturday, Sept 6
 9 p.m. Rudder Theatre
 Tickets are \$4 in advance (MSC Box Office)
 \$5 at the door

AUDITIONS: Sunday, Sept. 7
 Rumours Deli @ 7 p.m. Questions call 696-9414
<http://http.tamu.edu:8000/~fslip>

That was then...



This is now!



We'll take you to church!
FBC, Bryan
FREE BRUNCH THIS SUNDAY
 Fish Pond 9:05
 Quad 9:10
 Commons 9:15
 Provided By Compass College Ministries, FBC Bryan

Unions offer Aggies a lesson

United students in government could echo Teamsters' success

"Three strikes and you're out" is the familiar phrase many know from America's favorite pastime. Since those olden days, not only has America's favorite pastime changed to daytime talk shows, strikes are transforming into remarkable public relations tools.



STEPHEN LLANO
 columnist

Marketing majors take note: A job at the Teamsters might be just where the 21st century's jobs lie. UPS is once again delivering packages, and the big summer story of the strike has been pawed off to second-class commentators and panel discussions on cable networks. But that does not mean there is nothing to learn from the brilliant planning of this nationwide advertisement. Any good advertiser will preach that successfully selling a product is to take advantage of what is called the marketing mix — price, product, place and promotion. Of course, due to a slip of almost five percent in the nation's economy, UPS is not winning any new customers due to this stunt. Teamsters' president Ron Carey, after a questionable campaign, still has fish to fry with the son of Jimmy Hoffa who ran against him. Now allegations that Carey cheated the election process have called for a new election, pitting these two adversaries against each other. A successful national strike under Carey's belt has basically given him the support of union locals everywhere. This time he does not have to cheat. Personal ambition aside, the planning of this strike directly addresses the "four p's" in their entirety. • Product: UPS does not create anything, make anything or even own a company that produces anything. As a service, they are not providing a physical, tangible

good that consumers would miss seeing from their shelves. The average consumer has no need for bulk mailing of packages, and the post office is usually where most people would think of going when something needs to be delivered. Only businesses that deal with shipping would be harmed, and more than likely they would blame UPS, not the Teamsters' union for the problems they face. By choosing an organization with a national reputation that provides no tangible visible good to average consumers, Carey defended the union from direct assault during the ordeal. • Price: Along with product, the price of this strike was very important. CEO James Kelly threatened several times during the strike that many UPS customers would not return, and many jobs could be slashed. Furthermore, the cost to many businesses would be high, as alternate shipping means were expensive in both time and resources, not to mention overburdened and slow. But Carey's advantage comes from another simple thing — to many businesses who regularly use UPS, the personal interaction with that specific driver is the only contact with the company business owners have. Personal contact easily places the national concern in the background, while owners worry about how their friend is doing. The physical cost is set aside by personal feelings. • Promotion: UPS, as a national company, had no problem getting as much free coverage as it would like. But the real winner is Carey, who acted with outstanding poise and delivered perfect and poignant prose anytime a sound bite was needed. Next to Kelly, Carey looked like a man with a moral mission rather than a businessman concerned with going into the red. • Place: The calendar is the assistant here. Carey picked August, far away from

major holidays, and slow enough to not be superseded by any other news story, it was perfect. Newspapers did not get the chance to run headlines such as "Santa on Strike," which would have made the Teamsters look worse than the Grinch. The summertime did not affect individuals as much as businesses, who will blame UPS corporate giants anyway. Carey may not be Jimmy Hoffa's son, but he certainly is a great marketer. Not only has he won a victory for UPS employees and himself, but he, through a great publicity stunt, has displayed unions in a positive light for the first time in a long time. Texas A&M students, rarely acting in concert, could possibly take Carey's action to heart. Administrators, like big business, can sometimes forget that there are needs and concerns the student body shares. Acting in carefully planned concert, with a discernible goal at the right time, can place student wishes neatly centered in front of administrators. A&M is at an unprecedented time of growth and university-wide change. Student concerns should not be lost in the shuffle. Like unions, it is time for Aggies to collectively step up to the plate to address changes that may affect student life in the years to come. Student government might be just the forum around which students should rally. With student attention and involvement, Student Government could effectively plan and take meaningful, direct action to help the student body make progress in making their bark once again come with bite. Marketing is everywhere, and Carey is smart enough to place it where it belongs in his union. Aggies should follow the trend to make their beloved university once again directly answerable to the concerns and needs of the students.

Stephen Llano is a senior history major.

Organizations should practice tolerance

The Inter-Fraternity Council held a move-in on campus on Wednesday and Thursday last week. Fraternity members fanned out on both Northside and Southside to help students with the sometimes overwhelming task of moving into residence halls.



DAN CONE
 columnist

On Wednesday afternoon, while parents and new students moved in on Northside, an all too familiar scene occurred on Northside. Residents of Crocker and Walton Hall sported their "Rent a Friend, Join a Frat" shirts and proceeded to show what makes Northside the part of campus that stereotypes the entire University. Northside residents have never been known for their tolerance of Greeks and what they describe as an "exclusive system," claiming that Greeks take people away from Bonfire and that they don't associate with anyone who is not Greek. Their arguments and hos-

ilities have long been associated with Texas A&M, making it another unofficial tradition. This tradition was continued during move-in last week. While fraternities helped move students in, members of Walton Hall shouted derogatory remarks with a bull horn and tried to disrupt an otherwise peaceful, hot College Station afternoon. Other Northside residents proudly sat around as mothers and fathers labored to move their children into the halls. It seems that the best response for the Northside residents was to do nothing to help their new neighbors move into their homes. The only thing they cared about was trying to make the Greeks feel unwanted and once again set a tone that has damaged A&M reputation for a long time. It is not surprising that Northsiders feel fraternities take men away from their activities. Who wants to be associated with a group of people who respond to others good deeds by being hostile towards them? While the hostility was not directed at the parents or new students, the Northsiders took the opportunity to make the fraternity mem-

bers feel unwelcome on a part of their own campus. With the gains that have been made in recent years in curbing the hostility between organizations such as the Corps and Greeks, it is unfortunate that other organizations still believe that they should treat people with different views as enemies. Greeks do not take people away from bonfire; many actually help build Bonfire. The belief that Greek organizations are exclusive is true, but any organization on campus has some level of exclusiveness. Even the "Rent a Friends" are elitist. No member of a fraternity is welcome at their parties, and they have their own organizational system. They might not be recognized by the University as a fraternity, but they have many of the characteristics; even the shirts. It is important for every student to find a place within the University that makes them feel at home and wanted. That is the purpose of residence hall, Greek and service organizations. These groups give students something to call their own at a time when many are just learning responsibility and self-sufficiency. To say that any one group is

better or worse than another is to say that group is different. The differences between organizations is what makes them appealing to various people. Not every student fits in with other members of the student body. With a school the size of A&M, there is a need for all students to have a different way to express themselves. For some it is a Greek organization, for others it is Bonfire. It is unfortunate that incidents like the one last week occur at a university that prides itself on its friendly atmosphere. Northsiders and fraternities, in many instances, are composed of different types of people, but it is necessary for these people to be willing to accept each other. They may not agree on many issues, but they must have a level of respect for each others' individuality. At an institution as large as Texas A&M, student society is as diverse and complex as in any major metropolitan area. Just like in any city, the citizens of A&M owe their neighbors the right to their individual life, liberty and happiness.

Dan Cone is a junior economics major.

Hispanic Open House
 September 8, 1997
 7 P.M.
 292 MSC
 Guest Speaker: Dr. Dionel Aviles,
 Texas A&M University System
 Board of Regent
 Come and visit with
 Hispanic organizations on the
 Texas A&M campus.
 Call Erica Flores at 695-0835 for more information.

FLYING TOWARD YOUR FUTURE:
 CO-OP, INTERNSHIPS & SUMMER JOBS
 The TAMU Career Center invites
 you to attend a
Panel Discussion
 on the "other" education.
 601 Rudder
 Tuesday, September 9
 5:30 - 6:30 pm