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## MSC E.L. Miller

Science and Technology Committee

Join one of the newest MSC committees!

From the history of spaceflight to the cutting edge of forensic science, from biological weapons to the impact of the Computer Age on society, this committee will address a wide range of science and technology issues with entertaining as well as educational programming.

### Informational Meeting:

Thursday, January 27th

6:00 p.m. MSC 146

Leadership positions available involving web design, event planning, marketing, public relations and financial development activities\*!

\* Glasses and a laptop are not required.

For more information, please call 845-7625.



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 abilities.



## Stop by Rudder and see what 300 Ags have in common.

We currently have challenging part time openings in the following areas:

- ◆ Purchasing
- ◆ Technical Writing
- ◆ Marketing
- ◆ Hardware Support and Repair
- ◆ Programming
- ◆ Customer Service
- ◆ PC/LAN Support
- ◆ Inventory Control
- ◆ Clerical
- ◆ Computer Assembly

We consider all types of majors and provide complete training, so don't miss this opportunity to visit us this week in Rudder Tower to see if you're the person we're looking for.

Monday	502 Rudder
Tuesday	402 Rudder
Wednesday	402 Rudder
Thursday	402 Rudder
Friday	504 Rudder

This is a great opportunity to talk with some of our employees, fill out some paperwork, or just make an appointment to speak with us at a later date.

We will have snacks, beverages and free koozies.

The rooms in Rudder Tower can be reached by going to the elevators next to the MSC Box Office. We will be there between 9 a.m. and 4 p.m. and we look forward to talking with you.

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 UCS hires non-tobacco users only  
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# AGGIELIFE

Thursday, January 27, 2000

THE BATTALION

## WEEKEND PREVIEW

Thursday

Crooked Path  
 Dirty Red — Show starts at 10 p.m.  
 Cover charge is \$3.

Fitzwilly's  
 Blue Valentine — Show starts at 9 - 9:30 p.m. Cover charge is \$2.

Shadow Canyon  
 Granger Smith — Tickets are \$5 at the door; doors open at 7 p.m.

The Tap

Roger Cregger — Call 693-4898 for more information.

Friday

Crooked Path  
 Throwing People — Show starts at 10 p.m. Cover charge is \$3.

Fitzwilly's  
 Invisible Cindy — Show starts at 9 - 9:30 p.m. Cover charge is \$2.

Saturday

Fitzwilly's  
 Willie T. and the Zydeco Pos  
 Show starts at 9 - 9:30 p.m.  
 Cover charge is \$2.

Sunday

Crooked Path  
 Super Bowl Party with Jay G  
 No cover charge.

## Networks battle for viewer

NEW YORK (AP)—ABC, CBS and NBC are running neck-and-neck in the battle for viewers this season, but NBC can claim a clear edge in two categories crucial to the business of television.

The median household income of \$51,400 among NBC viewers is the highest of any broadcaster, according to a new study. NBC is also touting research that shows it is the network of choice among regular Internet users.

Seven of the eight network shows with the richest audience are on NBC, including "Frasier," "Friends" and "West Wing." The exception is Fox's "Ally McBeal."

UPN, whose increase in ratings this year has been fueled largely by professional wrestling, has an audience with the lowest median income at \$35,500, according to a study by TN Media, a New York advertising firm. ABC was at \$48,200, Fox at \$44,800, CBS at \$39,200 and the WB at \$40,400.

"From a sales perspective, NBC has always targeted the 18-to-49-year-old upscale viewers," said Alan Wurtzel, NBC president of research and media development. "They're hard to get and advertisers are expected to pay a premium for them."

The strategy's downside is that wealthy, well-educated people are not necessarily heavy TV viewers, according to Nielsen Media Research.

In the more mundane measurement of average prime-time television viewers this season, ABC, CBS and NBC are rated by a mere 50,000 people for the distinction of major network. ABC, the network of "Who Wants to Be a Millionaire," has the narrow lead.

For years, NBC has focused so intently on a young demographic craved by advertisers that its executives estimate more people over 49.

NBC recently released statistics showing the network a 15 percent ratings advantage over second-place among television viewers ages 18-49 who also have access to the Internet.

That is not unexpected, since NBC courts the young, wealthy people more likely to own computers. Warner's most popular television programs among Internet users are "Law & Order" and "West Wing."

The explosion of dot-com related television advertising has led NBC's interest in pulling out this statistic for the first time. Internet-related companies bought \$132 million in advertising during all of 1998 and \$277 million in just nine months of 1999 — before the holiday season, according to Competitive Media Reporting.

### People in the News

#### 'Star Search' seeks contestants on Web

ARLINGTON, Va. (AP) — Ed McMahon is going into cyberspace to look for the stars of tomorrow.

The former "Star Search" host and Johnny Carson sidekick has launched www.nextbigstar.com, a national talent search Web site.

"The Internet is here and it cannot be ignored," McMahon, 76, told *USA Today*. "It's exploding. Going on the Web is going to be much bigger than 'Star Search,' because so many people will see it."

Contestants must send in videotaped performances in one of 10 categories — including music, comedy, cheerleading and modeling — plus a \$19.95 entry fee.

Viewers can watch the performances and vote for their favorites online starting April 15.

Winners will get cash prizes of \$1,000 to \$10,000, depending on the category.

#### City loses millions on New Year's bash

SAN RAFAEL, Calif. (AP) — The city of San Rafael hoped to clean up with a high-profile New Year's Eve party featuring Bonnie Raitt and a \$22,000 balloon drop. Instead, it took a \$1.2 million bath.

That is how much city officials said was lost on the highly publicized event when only 5,000 people bought tick-

ets instead of the 11,000 needed to break even.

"The loss is extremely serious — it's nothing anyone anticipated," Mayor Al Boro said Tuesday.

The money represents 2.5 percent of the city's 1999-2000 budget. It will be paid with city funds and an anticipated surplus.

The \$225-to-\$300-a-head bash, just across the Golden Gate Bridge from San Francisco, was designed to celebrate a downtown renaissance and raise \$104,760 for a proposed public plaza.

The event featured more than a dozen entertainers, including Raitt and Huey Lewis & The News, along with canopy tents, mirrored disco balls and motorized cable cars.

#### Rev. Graham plans religious revival

JACKSONVILLE, Fla. (AP) — In what could be his final rally, the Rev. Billy Graham plans to hold a four-day religious revival in Alltel Stadium this fall.

"I consider it a great privilege and a joy to accept an invitation to conduct a crusade in Jacksonville," the 81-year-old evangelist said in a statement Tuesday. "Due to my age, and health, this could possibly be my last major city-wide crusade."



GRAHAM

Graham, who suffers from Parkinson's disease, has found that his son has been affected, said Cliff Benson, ministry's music director.

He has been receiving treatment from Mayo Clinic in Minnesota and Jacksonville.

The dates of the fall gathering are set after the National Football League schedule is published in April and conflict with Jaguars games at home stadium. The preferred dates are Nov. 2-5.

#### Opera, kept hidden now to be performed

NEW YORK (AP) — Lotte Lenya, Kurt Weill's widow, kept the score of her opera "The Eternal Road" hidden after Weill's death in 1950.

Now the opera is being performed for the first time in America in more than 60 years, said John Mauceri, who will conduct six performances of Chemnitz Opera at the Brooklyn Academy of Music starting Feb. 28. The production will include 80 musicians and 130 performers.

Weill composed the opera as part of his history of the Jews, in 1934, after fleeing Germany. The opera had a 153-minute run at the Manhattan House in 1937.

The Brooklyn Academy is celebrating the 100th anniversary of Weill's birth with a gala concert, festival, symposiums and "New from Israel" programs.



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 Who: All Co-ops

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