Nielsen Comes To Baruch

by Kevin Howard Dubrow
Baruch's American Marketing Association presented Barbara Zidovsky and Mike Hudak of the A.C. Nielsen Company who told of the importance of Nielsen's research. The A.C. Nielsen Company has many functions besides doing the most complicated and well known research work in television. The Nielsen Retail Index is the firm's biggest undertaking. Ms. Zidovksy explained the two other major areas: Nielsen magazine research, and Clearinghouse, which handles coupons and premiums. Ms. Zidovksy and Mr. Hudak both work for Nielsen Station Index, which involves national TV.

A 12 minute film about how Nielsen goes about its huge task, was then shown. The first step is a gigantic random sampling involving 50,000 man hours, 72,000 computer hours, and over $250,000. Of the nation's 72,000 households, 118 are picked. Many alternative families are needed, since only 75 percent of the families asked accept the Nielsen offer. An audiometer is attached to each "Nielsen set" which measures how many minutes each set is watched.

(Continued on Page 3)

One To One Day At Baruch

By Michael G. Agranoff
Last Sunday, December 16, there was a Christmas party at Baruch for the mentally retarded. This party was sponsored by Sigma Alpha to benefit both the mentally retarded children on one to one basis and the volunteers who cared enough to help others who aren't as well off as they are.

The Thursday before the actual party, there was an orientation session for the purpose of acquainting the volunteers with the problems that they might expect that coming Sunday. There were slides shown from the One to One Day held this past summer, which shed some light on various games that one could play with the children. Then Ms. Martha Haze, who instructed the group on the proper way to handle the children, and Ms. Zidovksy, the organizer of the event, instructed the group on the proper way to handle the children.

The filming, by WPIX was both frightening looking clown. Both of them were going from happening, helping to entertain the audience with his magic tricks and balloon sculptures.

Everyone next went down to the cafeteria for the arts and crafts session, where they made puppets, using a wide range of instruments and special lighting effects in their act. They gave a dynamic and exciting performance that moved the audience to cry for more at the conclusion of the set. The group obliged them with an encore.

The atmosphere at Convocation was generally a cheerful one, enhanced by the usual passing of wine bottles, incense burning, and marijuana smoking. This last action was commented on by Ms. Matula, who mentioned specifically the pot smoking in the lower left part of the auditorium.

About the only bad side to Convocation was its length. At the beginning people crowded the aisles, but towards the end there were a few empty seats, presumably because people were not able to stay through the whole show.

As tradition dictates, Convocation was followed by a Beer Blast. Sponsored by Student Government and the Senior Class, it was held at the Headstart, 24 East 2nd St.

Baruch College held its annual Convocation last Thursday, December 14, in the auditorium. Appearing were Frankie Dante with Orchestra Flamboyan, Bulldog, and Earth, Wind, and Fire. The groups played to a full and appreciative house.

The first group to play, Orchestra Flamboyan, started their set with the title song from their forthcoming album, El Presidente. While they played, members of the audience got up to dance in front of the stage. Following their performance, the mistresses of ceremonies Linda Matula introduced the Dean of Transportation, Tony Ermilio, to the audience. Tony joked with the audience. Tony joked with the audience. Tony joked with the audience. Tony joked with the audience.

The next group was Bulldog, who played, among other songs, their new single, "No." They were well received by the audience, who on occasion clapped in time to the music.

Bulldog was followed by Earth, Wind, and Fire, who proved to be the biggest hit at Convocation. Using a wide range of instruments and special lighting effects in their act, they gave a dynamic and exciting performance that moved the audience to cry for more at the conclusion of the set. The group obliged them with an encore.
The Moscow Circus

By Glenn Bank

The Moscow circus, also known as the Moscow State Circus, is one of the largest and most famous circuses in the world. It is renowned for its acrobatic skills, animal acts, and elaborate productions.

Notes On Music

The importance of music in the Moscow circus cannot be overstated. The music plays a crucial role in creating the atmosphere and enhancing the overall experience for the audience.

The Last Meeting of Day Session Student Government for 1972 will be on Tuesday, December 20.

Every student in this school is invited.

The Editor-in-Chief

Declarations Of Candidacy For "The Editorship Of Ticker"

are now being accepted

Anyone interested in running for the position, Kindly submit a sealed letter including your phone number To Ticker Association, Box 9C Student Center

Declarations are due by 5:00 p.m. Thursday December 21

Applicants will be required to meet with

Ticker Association on December

the necessary requirements for the Editorship and to receive preliminary screening assignments.

1. Resume stating qualifications and reasons for applying.

2. Any portfolio or samples of past work, if you have any.

3. Samples of journalistic writing to be written after December 21.

4. Mock layout of Ticker, Materials will be supplied

Any questions can be referred to Bob Barrett, Editor-in-Chief

Puerto Rican Week Is A Hit

By Bob Mahoney

After about two months of preparations for the Puerto Rican Week program, was "to emphasize and promote the culture, music, and history of the Puerto Rican People. Men and women from the Baruch campus and the community have worked together to make the week a success.

The program included a Puerto Rican dance performance, music, and a film screening.

Foreign Trade Society Attends Event

By Jay Lederfeld

Last Monday night, December 19, the Foreign Trade Society held its annual event, which this year was dedicated to the Puerto Rican people. The event was hosted by the Foreign Trade Society and New York City's Community Center.

The event included a performance by a Puerto Rican dance troupe and a screening of a documentary about the history and culture of the Puerto Rican people.

The event was well-attended and received positive feedback from attendees.

The African Action Association Is Sponsoring A Children's Christmas Party

Thursday Dec. 21 1972 4-7 P.M.

In The Marble Lounge

All Baruch Students Admitted With Children

Ages: Infant to 12 years

Please Note

Students Are Responsible For The Children They Bring...
**There's Something Wrong**

...with the current committee system of Student Government. The Fall '72 term will end in three weeks and there are still some committees that have not organized themselves. Only three committees have been functioning at all - the Government, the Executive, and the Campus Affairs Committees. They have been meeting regularly and have been organizing something, by which all of Baruch can benefit. SICC, a student group, has been more active than Baruch ever thought possible, and while they are functioning, the Executive and Campus Affairs Committees have produced a successful Convocation. The Educational Affairs Committee has just gotten together on the Course and Faculty Evaluations issue but only after many bloody battles. The Student Government standing committees should have been organized and functioning in full strength by the first week of November. The constitution states: “The Chairman of the student body shall call a special meeting of all appointees to discuss the problems of the College.” But none of the committees have done this, so the College is in limbo. The Government met only once and then adjourned. The Executive called the first meeting to order and adjourned. The Education Committee meets only to discuss the course and faculty evaluations issue. The Student Affairs Committee has never met. We are convinced that the lack of Student Government has kept the schools from working together. It is obvious that there is nothing that the current Student Government can do to help the schools. The only way to make the College function is to get rid of the Student Government and start from scratch. That's the only way to make the College function. The Government, the Executive, and the Campus Affairs Committees have failed to do their job, so we have no choice but to start from scratch. That's the only way to make the College function.
**ACCOUNTING SOCIETY**

Beta Alpha Psi Presents

The Top Of The Big Eight Firms

Room 1109

Thursday, December 21st,
12:05 P.M.

Initiation Will Be Held For Prospective Initiates

All Are Welcome

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**Asian Students Association Special Meeting**

Thursday, Dec. 21, 10:30 P.M.

Room 103 - 24th Street

Agenda:

1. Elections for Spring Offices
2. Xmas Dance
3. Asian Week

All Members Must Attend

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**AMERICAN-IRISH SOCIETY**

Liam Clancy in Concert

From 12:30 to 2:00

Room 4 South

December 21

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**ACCOUNTING SOCIETY**

**Accounting Society**

Prepares

"Lybrand, Ross Brothers, and Montgomery"

**Topic**

"Recruiting Of Staffs In CPA Firms"

**Room** 1109

Thursday, December 21st,
12:05 P.M.

Initiation Will Be Held For Prospective Initiates

All Are Welcome

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**The Analyst's Ear**

by Vincent Bryan

**QUESTION**

I am a 21 year old male, and I have been cold for various reasons for the past 30 years. I have suffered from being cold from a young age, and it has become a part of my daily life. I have tried various remedies, but none have worked. What can I do to combat this coldness?

**ANSWER**

It is important to understand the cause of your coldness. It could be due to a medical condition, such as hypothyroidism, or it could be due to lifestyle factors, such as living in a cold climate. It is advisable to consult a doctor to rule out any underlying medical conditions. Additionally, you may want to consider lifestyle changes, such as wearing more layers or using a space heater. It is also important to stay hydrated and ensure you are consuming enough calories to maintain body temperature.
Basketball Team’s Biggest Victory

This is the biggest victory in Baruch history,” stated Coach Bobby Sand after his team had just upset Hunter College, 76-67, on the Hawks court Saturday night.

The impressive triumph capped Baruch’s best week ever. Last Tuesday the Statesmen rolled over NYU, 52-47, and on the Thursday they won in a one-sided win over an undermanned faculty team.

The victories over NYU and Hunter gave Baruch a 4-1 record, the second best of any City University team. Only Lehman, with a 6-6 mark tops Baruch and the Statesmen take on the Lancers in February.

In both games the Baruch zone press took the opposition out of the game early. NYU was forced into a record 47 turnovers while Hunter, the defending Knickerbocker Conference champions, committed 36 turnovers in the first half as they fell behind by 20 points.

Sand cleared his bench against the wilting Violets and all 11 players scored. John Adams took scoring honors with 27 points. Mark Stein and Luis Bias (8 each). Center John Conboy grabbed 16 rebounds.

Over the next three minutes they picked up the pressure defense. Adams stole the ball and soloed in. Holman came back with two more. Adams hit a pair of free throws and Mark Stein and Holman ripped off 13 straight including baskets by John Conboy and Jordan and a pair of free throws by Mike Hanvey.

The Baruch defense had been point blank for the Hunter game since they blew a lead over a 3-point lead and lost to the Hawks 73-71 in the first half. Last week Baruch went on to post a 15-7 winning streak to win up with a 26-3 record. With four of the starting five back Hunter again has a potent team.

The first 10 minutes it was a close game. Hunter even forged in the lead, 12-13, with 9:06 left. Then Baruch hit two quick baskets for a 16-14 lead. Hunter turned the turnovers in bunches. Jordan hit from the corner and Adams made a minute later it was 20-16. NYU finally got a basket, but Baruch bounced back for a run of 12 straight including baskets by Leroy Coleman (2), Bennie Grand, Conboy and Jordan and a pair of free throws by Mike Hanvey. The Baruch press took over the Hunter game since they blew a lead over a 3-point lead and lost to the Hawks 73-71 in the first half. Last week Baruch went on to post a 15-7 winning streak to win up with a 26-3 record. With four of the starting five back Hunter again has a potent team.

Hunter, who had personally scout Baruch earlier this year in their 76-55 win over York, changed the offensive patterns to put pressure on the Hawks weak spots. He also revised some of the defensive assignments against the Hawks press. The changes worked wonders.

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