

## COLLEGE CORNER

### Smart Dorm Room Designs Please Parents And Students

(NAPS)—One of the first lessons many college students learn is smart space-management. Students often quickly realize how to turn a dorm room—which at first glance may seem short on space and possibilities—into a study, bedroom and even social area.

To help students make their dorm rooms feel more comfortable, decorators say it's important to remember that rooms are an expression of personality.

They suggest students think about who they are, what they like to do and how they want others to perceive them, then decorate to reflect their individual styles.

To help students make the most of their space, decorators from Linens 'n Things offer students the following tips:

• **Begin with your bed**—The bed is usually the largest piece of furniture in the room and therefore becomes its focal point. Choose bedding that not only looks good, but feels good as well (after all, you'll be using it as a couch half the time). Once you've decided on a covering, such as a comforter or polar fleece blanket, accessorize with sheets, decorative pillows or shams and a bed skirt.

Remember, dorm beds are generally five inches longer than traditional twin beds. Stores such as Linens 'n Things carry extra long sheets that may come in handy.

• **Keep clutter to a minimum**—Storage containers can mean the difference between organizing your closet and living in one. Unlike a generation ago,



It's a smart idea for college students to make their dorm rooms as comfortable as possible.

when "storage" tended to mean "stored away," today's storage solutions are lightweight, colorful and can easily be made part of the decor. On the walls, over the windows, behind the door, on the floor or under the bed, today's storage units combine form and function.

• **Personalize the place**—Decorate with pictures that remind you of home. Family photos and treasured mementos can go a long way towards making the most of a small space. Bring some frames in an assortment of colors and styles to showcase your artwork and ancestry.

For more information, visit [www.linensnthings.com](http://www.linensnthings.com).

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## TV Viewership, Networks, Are Falling; Small Town Newspaper Readership Up

By BILL HISTED

From all surveys available, about the only media whose numbers are up are smaller publications, probably including the one you are holding in your hand now. The media is something I have specialized all of my life, having worked in several forms of news and entertainment media.

About the only segment of the media to hold its own and actually gain strength in recent years are small town newspapers and suburban-type publications.

The bigger media is getting more splintered and fragmented.

As of 1992, 69 percent of Americans watched one of the "big three" TV network evenings newscasts. Now, that figure has slipped to only about 28 percent. What happened? Millions getting on the internet every evening, competition from satellite and cable TV channels and other choices have taken millions away from NBC, ABC and "The CBS Evening News With Dan Rather."

Large daily newspapers are about holding their own in circulation, though there has been some limited slippage in some markets.

People can easily read one, two, three or more publications in a week or even a day, but it's pretty hard to watch more than one TV channel at a time.

Many small town newspapers—I'm speaking mainly of the weeklies here—are still family owned or have the main owner in town. These truly "local" papers don't stray much out of the neighborhood or community and still serve those they target.

I live in the Tampa and Orlando, Florida TV markets, and I can tell you there is next to NO local TV programming from these "local" stations anymore. An exception might be local news shows, but you can forget about the "local" programming on TV that existed when I was a youth. There's a hint in this, owners.

I own a few small town newspapers and a couple of local, 1,000-watt radio stations. And I'm usually covering three night meetings a week. People are generally fair and if they see that a local paper is working for them, even if they don't always agree with everything in the paper, they will support it.

Recently, in the Tampa TV market, two of the television stations were in bankruptcy proceedings. And that's too bad. I didn't see either one change their programming or strategies much when they encountered trouble paying their bills. Maybe if one of them would have taken 90 percent of their canned programming from New York City off the bird and hired some local shows they might have survived financially. There is a "surplus" of nationally "typed" stories. But most people still want their LOCAL news.

I read where a small daily newspaper in Georgia suffered a decline in circulation until the management finally realized that most of the Associated Press stuff was on CNN and MSNBC the night before. That paper threw out the news wire and printed nothing but local news. If it didn't happen in the State of Georgia, it didn't get in.

I hate to give away some trade ideas for free, but I believe the survival for many LOCAL TV stations in this internet, satellite and wireless age is to once again become LOCAL stations with local kids shows, local tour shows, maybe a local TALENT hour, etc.

Most small town newspapers are surviving—some even thriving—in this space age—by doing what they have done for generations....paying attention to those who are paying their bills. It's a simple strategy, really.

It works for us...only because we are married to our communities and work long hours because the people we serve are like family to us.

ABC, which was purchased by Disney, has been a thorn in Disney's side. Profits are less than expected as what was once a "franchise" business has become a "commodities business." I saw an ad in the paper the other day of some satellite outfit offering some 260 different "channel selections." Tens of millions now have cable or satellite TV. It's sure not like the old days of TV

Bill Histed writes at 1020 N. Church Ave., Mulberry, FL 33860-2040.

## We Need Your Help!



Our niece, Amber, is suffering from a potentially fatal disease called Aplastic Anemia. She is in desperate need of a bone marrow transplant which could potentially save her life.

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### How Can You Help?

If you are in general good health between the ages of 18 to 60 years old and a Native American come to New Point Church on Sunday, July 22 starting at 1:00 P.M. until.

Amber is the niece of Leroy Hardin, a member of New Point Baptist Church. Her parents are Gary and Donna Wiley.

New Point Baptist Church and Leroy Hardin  
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Coordinated by:  
Share Life and Mr. H.B. Ballard  
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