

# **KTJO Tries Kindness**

"Try a little kindness" has been the motto of KTJO-FM this semester, according to Mike Lonchar, program director. The station has been spreading this idea via the distribution of buttons with this motto on them.

It is all part of a publicity campaign which KTJO started with the help of disc jockey, Cousin Bruce of station WABC in New York, said Lonchar. Cousin Bruce in conjunction with the Clafrol Company had these buttons printed up. KTJO then received an initial shipment of about 1000 buttons and according to Lonchar, they went like hotcakes. An additional 1000 buttons were ordered and distributed by mail to businessmen in the community and the general campus.

According to Lonchar, KTJO-FM is planning to have more buttons for distributions shortly. "So look for their display, and try some kindness."