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ON CAMPUS

WESTERN KENTUCKY UNIVERSITY
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Western Kentucky University

October 8, 1984

WE'RE CELEBRATING NATIONAL HIGHER EDUCATION WEEK

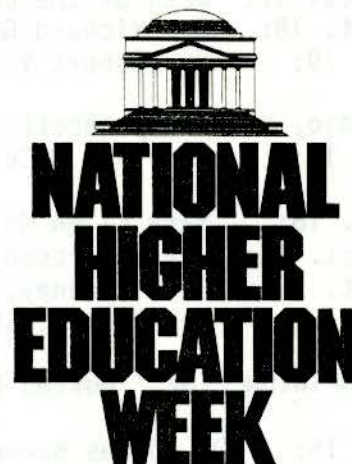
In August, "On Campus" announced WKU would be conducting a media campaign in support of National Higher Education Week Oct. 13-20.

Members of the university's Board of Regents will be making media appearances in their home areas talking about higher education in general and WKU in particular, and a host of campus officials and students will be doing the same in the Bowling Green area media.

During National Higher Education Week, hundreds of colleges and universities are organizing local and statewide activities designed to enhance public understanding and appreciation of higher education. Our goal in observing National Higher Education Week is to ask all segments of our society to renew their commitment to excellence in education on all levels.

The Theme of National Higher Education Week 1984 is "We Have the Future in Minds."

Charles Helmken, vice president of the Council for the Advancement and Support of Education, has issued a letter to all mindpower volunteers in which he says: "It is important, especially in this election year, that we focus on education as a



October 13 to 20, 1984
celebrates the contributions
of our colleges and universities
to American society
and focuses on the need for
greater excellence at all
levels of American education
because we have the
future in minds.

(Over)

Contact: Sheila Conway, Editor

national priority. We must translate public support for education into votes for elected officials who will support increased federal and state funding for education and implement new programs to meet the educational needs of all citizens. Elect Education '84 is this call to action."

HIGHER EDUCATION WEEK SCHEDULE FOR BOWLING GREEN AREA MEDIA

WKCT (AM) 'PUBLIC AFFAIRS FORUM' hosted by Teresa Grimes. Weekdays 7:25, 1:25 and 5:25. Guests will be Dr. Paul Cook, Assistant to the President, and Potter College of Arts and Humanities Dean Ward Hellstrom.

WKCT/WDNS 'INSIGHT,' hosted by Al Arbogast, Sunday, Oct. 14 at 12:34 and 6:34 p.m. Guest will be President Donald W. Zacharias.

WBKO Television 'AM KENTUCKY,' hosted by Mike Green, weekdays at 8:05 a.m. Guests will be:

Monday, Oct. 15: President Zacharias
Tuesday, Oct. 16: Dr. Ronnie Sutton, Dean of Scholastic Development
Wednesday, Oct. 17: Dean of the College of Education J.T. Sandefur
Thursday, Oct. 18: Dr. Richard Grise, President of the WKU Alumni Association
Friday, Oct. 19: Dr. Robert V. Haynes, Vice President for Academic Affairs

WBGN (AM) Radio, hosted by Annette Nole, 7-8:30 a.m. weekdays. Guests will be:

Monday, Oct. 15: Mary Ann McCelvey, Assistant Director, International Programs and Projects
Tuesday, Oct. 16: Mary Ellen Miller, Faculty Regent
Wednesday, Oct. 17: Lee Robertson, Director, Alumni Affairs
Thursday, Oct. 18: John Sweeney, Director of Development
Friday, Oct. 19: Jack Smith, Student Regent

WLBJ Radio 'OPINION LINE,' hosted by Janelle McGee weekdays from 12:35-1 p.m. Guests will be:

Monday, Oct. 15: Dr. James Baker, 1983 Fulbright Award Winner, Director of Honors Program
Tuesday, Oct. 16: Dr. Jim Wayne Miller, Professor of German Languages and Poet
Wednesday, Oct. 17: Cheryl Chambless, Director of Admissions
Thursday, Oct. 18: Glen Conner, 1984 Faculty Award Winner and State Climatologist
Friday, Oct. 19: Lee Watkins, Director of Financial Aid

WKYU-FM 'LOCAL EDITION,' featuring various hosts. Airs 8-9 a.m. Guests will be: Dr. Robert Haynes, Vice President for Academic Affairs, Dr. William Lloyd, Dean of the Ogden College for Science, Technology and Health and Dr. Tom Coohill, professor of biology, Chairman of the Faculty Senate. WKYU will be scheduling other guests for the week as well.

MEMBERS OF THE BOARD OF REGENTS WHO WILL MAKE APPEARANCES

--Chairman Joe Iracane will appear on WSTO Radio and Cable Television in Owensboro;
--Ronald Clark will be featured in a special report on WFKN Radio in Franklin Sunday, Oct. 14 and Monday, Oct. 15;
--Judge John Palmore will be interviewed by WSON Radio in Henderson;
--Danny Butler will be interviewed on WGRK Radio in Greensburg and
--Patsy Judd will do a program on Radio Station WKYR in Burkesville.

(More)

FOURTH PHONOTHON IS UNDERWAY

Students representing 23 campus organizations began calling WKU alumni last night when "Phonothon 84" officially got underway in Downing University Center.

This year's goal, according to student chairman Alicia Sells of Louisville, is \$40,000, which the students hope to raise by calling 30,000 alumni.

The annual fundraising event is held to support the university's development fund, and this year's theme is "An Investment in the Future."

Students will be calling between 7 and 9 p.m. Sunday through Thursday evenings through Oct. 25.

FOCUS REMAINS ON QUALITY; NOT QUANTITY

In just two years since adoption of a selective admissions policy, WKU has a 1984 freshman class with the school's best ACT scores in a decade.

WKU's first-year students scored an average of 18.2 over the state mean of 17.9.

The figures show that in a period of national decline in enrollment, at WKU quality is increasing.

The university's fall enrollment is 12,010, down 5.2 percent from last year's 12,666.

WKU, however, increases yearly in national merit scholars, this year totaling 27 in the freshman and sophomore classes, compared to seven two years ago.

PRESIDENT'S CLUB MEMBERS TO BE HONORED OCT. 20

The university will honor by special invitation only those persons who have contributed more than \$1000 to the Development Fund over the past year.

Members of the President's Club will attend the third annual reception at the home of President and Mrs. Zacharias at 4:30 p.m. Oct. 20, followed by dinner at 6:30 in the Garrett Conference Center.

More than 100 contributors will be recognized.

Funds received over the past year also represent gifts received through the College Heights Foundation and Hilltopper Hundred Club.

(Over)

RODES-HELM FORUM OPENS OCT. 15

The Rodes-Helm Foundation, which annually sponsors a renowned lecturer on campus, this year has initiated the Rodes-Helm Forum, designed to bring nationally-known leaders together with distinguished faculty on campus to discuss issues of the 80s and beyond.

The first forum Thursday, Oct. 15 at 8 p.m. in Van Meter Auditorium features Edward N. Brandt Jr., assistant secretary for Health, Department of Health and Human Services, and Dr. Thomas H. Coohill, professor of biology, WKU, on "Communicable Disease: Two Steps Forward, One Step Back."

Brandt, a physician, was sworn in May 14, 1981, to his post in the Reagan administration. Brandt directs the activities of the Public Health Service, which includes the Alcohol, Drug Abuse and Mental Health Administration, the Centers for Disease Control, the Food and Drug Administration, the Health Resources and Services Administration and the National Institutes of Health.

Dr. Coohill, a member of WKU's faculty since 1972, has established himself as a national expert on the influence of ultraviolet light on living things. He made history in 1983 when he became the first to orally test butylated hydroxy toluene (BHT), a food preservative, on rabbits inflicted with the virus. He has applied for a patent on the procedure.

The forum is free and open to the public.

CAMPUS WILL HOST WEEKLY NEWSPAPER MEMBERS

The university will host members of the Kentucky Weekly Newspaper Association for their annual fall meeting Thursday and Friday (Oct. 11 and 12).

Members of the department of journalism faculty and university publications will lead sessions and President and Mrs. Zacharias will host KWNA members at a reception at their home, followed by dinner on campus.

On the program, also assisted by the Student Society of Professional Journalists, Sigma Delta Chi, will be Mike Morse on photography, Ted Kidd on sales promotion, Dave Whitaker on press law and Bob Adams on makeup and design.

WKU GETS \$1/2 MILLION GRANT

The Department of Health and Human Services has awarded WKU's Training and Technical Assistance Services a \$525,500 grant to provide a resource support center for Head Start grantees in Kentucky, North Carolina and Tennessee.

Project director for the program will be Colleen Mendel, training and technical assistance services director.

The award is for the first of two years.

WKU CHOSEN TO HOST ONE OF THREE NATIONAL VISITING PROFESSORS

The Burroughs Wellcome Fund, a private nonprofit foundation that provides aid for the advancement of medical knowledge, has selected three visiting professors in microbiology for the 1984-85 school year, and WKU's department of biology has been chosen to host one of the recipients.

Dr. James Moulder, professor of microbiology at the University of Chicago, will lecture on campus Dec. 3-6 and will deliver a public lecture at 7 p.m. Dec. 4 in Room 129 of Thompson Complex.

The award is offered annually on a competitive basis to medical schools, universities, and scientific institutions in the United States.

The American Society of Microbiology chose the lecturers and selected the institution to receive the visiting professors.

Efforts by Dr. Jeff Jenkins, head of WKU's biology department and Dr. Larry Elliott, professor of biology, were successful in WKU's selection to participate.

Other schools to host visiting professors will be the University of Oklahoma and University of Utah.

MINDPOWER: solutions to problems begin on campus.

No matter how complex the question, the first step in searching for a solution is understanding the problem--find out what we need to know. Education poses questions. Educated people find the answers.

LEEPER TO WORK WITH MASTER GUNSMITH

Terry Leeper, associate professor of industrial and engineering technology, has been awarded a National Endowment for the Arts Folk Arts Apprentice Fellowship Grant to work with Morgantown, Ky. Master Gunsmith Herschel House.

Leeper began an apprenticeship with House Oct. 1, and the \$5,700 grant will allow Leeper to study all aspects of stocking a Southern Iron Mounted rifle of the 1770-90s period, concentrating on the 18th century technology of making the longrifle.

House is the only full-time practicing longrifle gunsmith in Kentucky today, and has shared his art with participants in yearly seminars at WKU sponsored by the department of industrial and engineering technology, which have gained a national reputation among practicing gunsmiths and black powder enthusiasts as one of the largest organized gunsmithing schools in the country.

An interesting note: House says he received a great deal of help in his early years of gunsmithing from Dr. L.Y. Lancaster, who also, in addition to teaching pre-med students, was a part-time gunsmith.

About Students

DAVID WAYNE ALLEN, a 1980 WKU graduate in electrical engineering technology, was honored by the Northern Kentucky Chamber of Commerce as winner of a "1984 Innovator of the Year" award.

Allen, a Glasgow native, won the award in Covington, Ky. for design work in power resistor networks for subway systems.

Allen is chief engineer at Post Glover Electric Company in Erlanger.

About You

JIM FLYNN, professor of English, has been named a member of the 1984 Editorial Board of the Kentucky Philological Association Bulletin. His essay "Mary Chesnut's Reconstruction: The Literary Imagination of a Diarist" was published in the 1983 KPA Bulletin.

CLEM HASKINS, WKU men's basketball coach, spoke on education and the privilege of voting rights to youths at a luncheon last month sponsored by the Kentucky NAACP at its diamond jubilee celebration in Louisville.

H. REGINALD LASWELL, associate professor and head of library automation and technical services, has been appointed to the Kentucky Union List of Serials Task Force, appointed by the Network Development Committee of the Kentucky Advisory Council on Libraries to make recommendations on technical and format questions, as well as membership requirements and responsibilities.

DR. M.A. RAHIM, professor of management, has an article, "Social Desirability Response Set and the Eysenck Personality Inventory," published in The Journal of Psychology, vol. 116, 1984, published by The Journal Press.

CAROLYN STRINGER, associate professor of journalism, has been named to a committee which governs the American Advertising Federation's National Student Advertising Competition. Mrs. Stringer's committee will approve the scoring criteria to be used in judging approximately 130 entries from colleges and universities across the nation in the 1985 competition.

The NSAC Committee is a subcommittee of the national AAF Academic Committee of which Mrs. Stringer is a member.

JOE SURVANT, professor of English, while serving as a Fulbright Senior Lecturer in Malaysia last year, had two items published in the United States. "Narrative Time and the Spatial Metaphor: Phenomenology as Problem and Cure" appeared in the Journal of Evolutionary Psychology (March 1984). "The Bear That I Have Sought" appeared in Publications of the Arkansas Philological Association (Fall 1983).

WKYU-FM staff members received six awards at the Kentucky Broadcasters Association fall meeting in Lexington. Awards were sponsored by Associated Press, and WKYU won more awards than any other commercial or public radio station in its class.

Note: If you've sent an item to us and it doesn't appear, it will be in the next issue. You do not have to send it to us again, unless you miss a couple of issues. In that case...oops...it may have gotten lost. We'll blame the mail. We rarely lose news. Honest.

Often, items are saved for future issues, not because we have a space problem, but because we have time problems. The news goes in first, then personals. But bear with us; you will appear. Thanks.

Academic Affairs

from the Vice President

John Petersen, chairman of the faculty research committee, has announced fall semester meeting dates, along with application due dates:

<u>Meeting Date</u>	<u>Endorsed Application Due in Academic Affairs</u>
Oct. 26	Oct. 16
Nov. 16	Nov. 7
Dec. 21	Dec. 11

As in the past, the original application plus 11 copies after endorsements, should be submitted to the Office of Academic Affairs.

Due dates for Summer Faculty Research Fellowship applications are:

- Oct. 23 - due in Department Heads' offices
- Nov. 5 - due in Deans' offices
- Nov. 16 - due in Academic Affairs

(More)

Etc.

SINGLE PARENTS ON CAMPUS is a new organization for students, faculty and staff who are single parents. The group meets Wednesdays at 4:30 p.m. in the DUC Grill. For more information, contact Carol Willoughby at the Print Shop, 4949.

FLU SHOTS are available for faculty, staff and graduate assistants at the Health Services Clinic in the Academic Complex from 9-11 a.m. and 1:30-3:30 p.m. Oct. 9, 10, 16 and 17.

THE CHRISTMAS LONDON TOUR, sponsored by communication and theatre, will be Dec. 26-Jan. 8, and applications are now being taken, according to Whit Combs at 3296. The tour cost is \$1135--round trip air fare, two weeks triple occupancy in the Stratford Court Hotel, seven tickets to London hits, and more.

QUESTIONNAIRES were recently mailed to WKU faculty to assess interest in the establishment of a Canadian Studies Program on campus. A meeting of interested participants will be Wednesday, Oct. 10 at 4 p.m. in Room 214 of the Cravens Graduate Center.

THE OFFICE OF CONTINUING EDUCATION announces the opening of Florence Schneider Hall for conferences and workshops and overnight lodging. For reservations, contact Cheryl Anderson at 2095.

THE GALLERY in the Ivan Wilson Center for Fine Arts has received notification that the South American Textile Exhibition from Cuenca, Ecuador, is not available for circulation in the United States. The exhibit was scheduled through Oct. 18. The Selected Art Students Exhibit currently on display will be extended through Oct. 18. Gallery hours are 8:30 a.m. to 4 p.m. Monday through Friday.

THE CREDIT UNION has available an insured money market account. Also new is a \$20,000 minimum one-year share certificate with a 14-day notice privilege. For details, call 2411.

ON CAMPUS will be published again Monday, Oct. 22. Deadline for all items, Monday, Oct. 15.

(Over)

Coming Up

- Monday, Oct. 8 Student Phonothn continues. Downing University Center.
- 8:30 a.m.-3:15 p.m. "Responding to Parents in Perinatal Bereavement." Six contact hours of continuing education credit. BRADD office, 740 East 10th Street. Pre-register by calling the nursing dept. at 3391.
- Tuesday, Oct. 9 8:30 a.m.-3:30 p.m. "Diabetes Education: Why Don't They Do What We Tell Them?" Six contact hours of continuing education credit. BRADD office. Call the nursing dept. at 3391.
- 9 a.m.-11:30 a.m. and 1:30 p.m.-3:30 p.m. Flu shots available for faculty, staff and graduate assistants at the Health Services Clinic in Academic Complex. Free of charge. Also available Oct. 10, 16 and 17.
- 9 a.m. Mammoth Cave 4-H Council. Agriculture Exposition Center. Call 843-3542 for more information.
- Wednesday, Oct. 10 9 a.m. Kentucky Holstein Cattle Club. Agriculture Exposition Center. Call 843-3542 for more information.
- 7 p.m. Wills and Estate Planning. Four sessions at 2 hours each. Wednesdays. Cherry Hall 124. Call the Office of Independent Study at 4158.
- 8 p.m. Delta Omicron presents their Fall Musicale in the Recital Hall of the Fine Arts Center.
- Thursday, Oct. 11 3:20 p.m. Faculty Senate meeting. Garrett Conference Center Ballroom.
- Kentucky Weekly Newspapers Association meeting. Through tomorrow. Contact Jim Highland, 4143.
- 7 p.m. How Much Are Your Old Coins Worth? One session. Grise Hall 134. For more information call 4158.
- Friday, Oct. 12 10 a.m. Ken Byrd Antique Auction. Agriculture Exposition Center. Continues tomorrow. The public is invited. Call 843-3542.
- Saturday, Oct. 13 7 a.m. State YMCA Cheerleading Clinic. Diddle Arena.
- Oct. 13 - 14 Parents Weekend. Call the Office of Student Affairs at 2791 for more information.
- Oct. 13 - 20 National Higher Education Week.
- Sunday, Oct. 14 8:30 p.m. to 1 a.m. Midnight Mania. Diddle Arena.
(More)

- Monday, Oct. 15 8 p.m. Rodes-Helm Forum. See page 4 for information.
- Tuesday, Oct. 16 11:45 a.m. Women's Alliance Meeting. DUC Auxiliary Dining Room. Speaker will be Vickie Dennis, director of public information, Office of the Attorney General, Frankfort. Topic: "Networking: The State Perspective."
7:30 p.m. U.S. Army Band Performance. Agriculture Exposition Center. Call the Bowling Green Chapter of the American Red Cross at 781-7377 for more information.
8 p.m. Sharon Law presents her graduate guitar recital in the Recital Hall of the Fine Arts Center.
- Thursday, Oct. 18 8:30 a.m.-4:30 p.m. "Leadership in the Eighties." Second day of workshop held on Nov. 15. Both days must be attended for the 15 contact hours of continuing education credit. Medical Center Auditorium. Call the nursing dept. at 3391 for more information.
9 a.m.-4 p.m. Surplus Book Sale. Supply-Services Building basement, today and tomorrow. Featuring old books and periodicals. Books are 10¢ a copy and periodicals are 5¢ a copy. Contact Ron Slavic, inventory control manager at 3056, for more information.
6:30 p.m.-9:30 p.m. Kentucky Association of School Board Members. DUC Auxiliary Dining Room.
- Friday, Oct. 19 8 a.m.-4 p.m. Kentucky Academic Computer Users Group Meeting. Garrett Conference Center.
4 p.m. Children's Theatre production: "The Masque of Beauty and the Beast." Theatre 100 of Gordon Wilson Hall. Also showing on Saturday and Sunday at 1 and 3:30 p.m.
8 p.m. Opera Theatre Production presented by WKU Opera Theatre in the Recital Hall of the Fine Arts Center.
- Saturday, Oct. 20 College Awareness Day.
6 p.m. WKU Agriculture Alumni meeting. Agriculture Exposition Center. Call Dr. Luther Hughes at 3151 for more information.
6:30 p.m. President's Club Banquet. GCC Ballroom. Call John Sweeney at 4494 for more information.

Monday, Oct. 16

Tuesday, Oct. 16

Thursday, Oct. 18

Friday, Oct. 19

Saturday, Oct. 20



NATIONAL HIGHER EDUCATION WEEK
OCTOBER 13 TO 20, 1984