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WKU University Relations

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Dr. Larry P. Elliott, WKU professor of biology, has been elected vice president of the Kentucky Academy of Science for 1992.

Elliott will serve for one year as vice president and will become the president-elect for the next year before becoming the president of the academy. His presidential year will begin in January of 1994.

Elliott said: "It is a bit overwhelming knowing the time and effort that goes into this position."

The main goal driving the Kentucky Academy of Science is to push for scientific achievement in the state, and Kentucky has one of the better academies in the U.S., Elliott said.

The total membership (872) of the academy voted, not just the members who attended the 77th annual meeting in Owensboro, Ky.

"It was gratifying to know that all the members voted for me," Elliott said. "It is quite an honor."

The academy supports and provides high school students with scholarships, sponsors science clubs and allows college students to present thesis papers to the group for encouragement.

The academy has members involved in various areas of science from biology to botany to psychology and even industrial science.

Elliott said he is not only honored by his position, but sees it as a challenge.

"The past presidents have been great," he said. "It will be a challenging position."

Elliott has been a member of Western's faculty since 1965, and in addition to his responsibilities teaching in the biology department, he serves as coordinator of the medical technology program.

Dr. Larry Elliott, professor of biology
History, Race and Politics:
Brief Reflections on African-American History Month, 1992

By Dr. John A. Hardin

The annual observance of African-American History Month during February is based on strong academic foundations. With the 1982 publication of George Washington Williams' two-volume A History of the Negro Race in America, scholars could not ignore this field of inquiry any further. In 1915, Dr. Carter G. Woodson of Howard University and three other associates established the Association for the Study of Negro Life and History. The following year, the organization published the first issue of the Journal of Negro History which was well received by the historical profession.

To broaden public support, the association marked the first celebration of Negro History Week on February 7, 1926. The observance was intended as a means of both defending Americans of African descent from white politicians' verbal attacks and providing black educators an opportunity to introduce a positive self-image to their students. By the 1960s and 1970s, African American scholarship underwent a major metamorphosis. African-American history was used by civil rights activists to describe the United States as a morally and ethically corrupt society. According to historical analysis, African-Americans survived three centuries of brutalization under slavery and segregation and still remained loyal to the nation through every major war and upheaval. Americans who supported segregation either continued to support it or were embarrassed by their support for unfair and unconstitutional practices.

In the 1980s, some African-American historians redefined their perceptions of diasporic Africans in the western hemisphere. To this new generation, Afrocentricity or African-centered analysis was far more realistic and proactive. To them, narrative historical presentations about the first successful blacks were reactive and did not fulfill Woodson's vision of ending what he called in 1926 "the miseducation of the Negro."

By the 1990s, the debate entered a new level. Politically conservative scholars, both black and white, claimed Afrocentricity was "reverse" racism and not worthy of consideration in collegiate settings where intellectual inquiry and academic achievement were paramount. The pages of academic publications and books by conservative academics were filled with pieces labelling Afrocentricity and courses in ethnic studies as "political correctness" or "intellectual fascism" at its extreme. By indirect accusations, African-American history was considered one part of this "political correctness" debate.

As a scholar familiar with African-American history, I contend it is no more a part of the political correctness debate than Asian, Kentucky, military, southern, or women's history. Scholars who disparage African-American history and/or studies are also attacking themselves. Americans of African descent never denied their Africanness; rather, they have reasserted their right to know and be proud of their African as well European ancestors and their collective contributions to the United States.

While African-American History Month celebrations are disturbing to some, they will assist those in the modern academy to rediscover their original charge of helping students and the community to come closer to achieving historical accuracy and truth. The African-American historical presence can best be summed up by the motto found at the Clements Library at the University of Michigan: "A nation dwells in darkness that knows not the annals of its past." African-American History Month lessens one part of that national darkness.

Endowment Will Help Forensics Students

J. Richard Oexmann, a Lexington attorney, has established an endowment to help forensics students at WKU.

Oexmann donated $10,000 in November to establish the endowment, which will be available to students in 1993.

Half of the interest from the J. Richard Oexmann Forensics Award Fund will be presented to a forensics student at Western as an unrestricted cash award, according to Judy Woodring, director of forensics. The student will be selected through an oral competition based on a current issue, she said. The competition will be administered by the Department of Communication and Broadcasting.

The remaining interest will be added to the fund's principal, according to Anne Murray in the Office of Development. Woodring said designating it as an unrestricted cash award, the endowment will help forensics students purchase some items needed for forensics competition, such as brief cases, or for such personal items as clothing.

The Author

John A. Hardin is an associate professor in the Department of History. A native Kentuckian, he has extensive experience as an African-American historian with an emphasis in the 20th Century. He's author of numerous publications, including a book, The Centennial History of Kentucky State University. He is an invited speaker on Black History Month across the Commonwealth this month. He has been a member of WKU's faculty since August 1991.
WKU's 'Logo Cop' says 'It's the right thing to do' 

By Sheila Eisen

If you've watched much TV lately, you've noticed the five- 
ringed Olympics logo. And there's the 

famous oatmeal slogan bor-
rowed by President Bush recently 

that whatever one's endorsing's 

the right thing to do.

Logos and slogans have a pur-
pose: to communicate something 

in a simple, yet memorable fash-
ion.

It's been nearly three years since 
WKU adopted its logo, so it seems 
appropriate to look at how it's 
doing now that everyone's had 
time to become familiar with it.
The logo consists of a cupola 

inspired by the one atop Cherry 
Hall, which is named after 

Western's first president, Dr. 

Henry Hardin Cherry. The design 
incorporates a stylized "W" for 

Western, and under the 
cupola are the words: "Western 
Kentucky University."

"Publications at Western 
looked like they didn't 
have the same father...It 
would be great if the logo 
could be viewed as a kind of 
family birthmark."

Designer for the logo was Gil 
Stengle, a member of the advertis-
ing faculty.

"The university name makes the 
logo immediately recognizable, 
and that helps, especially when 
dealing with an out-of-state audi-
ence," explains Tom Meacham, 

coordinator of publications ser-

vices in the Office of University 
Relations. "Before the logo, President 

Meredith thought that publica-

tions at Western didn't have a 
similar look, any kind of 'family 
resemblance,'" says Meacham, 

who good-naturedly endures the image 

of the logo as his own unique 
look and appeal, yet quickly and 
clearly saying Western Kentucky 
University also.

All department heads and 
supervisors have received copies 
of the Graphic Standards Manual, 
so if you're assigned to do a 
publication, you'll want to con-

sult the manual. Ask if you can't 
find it in your department, or call 
the Office of University 
Relations. You'll avoid unfortu-

nate encounters with delays in 
printing or in getting your publi-
cation approved.

One of the first questions asked 
about printing material is usually: 
"When does the logo need to be 
used, and when doesn't it?"

That's answered on page two of 
the manual.

Briefly, however, there are eight 
instances in which the logo must 
be used:

- On recruitment publications 
of any kind from any department;

- On all departmental newsletters;

- On all development publica-
tions—publications that seek to 
raise revenue in the University's 
name;

- On course schedules and 
catalog publications;

- On University policy publica-
tions;

- On University forms—forms 
Continued on Page Seven
Hot Off The Press


Turley and J. Mark Miller of Alabama State University had The Multilingualic Abilities of U.S. Marketing Majors accepted by the Proceedings.


Carl Melky, Career Services Center, had A Study of the Dimensions of Self-Concept and Wilderness Anxiety published in October 1991 by The Kentucky Department of Fish and Wildlife Resources.

Joe Millichap, English, has an essay review of four new critical books on John Steinbeck in the most recent issue of Modern Fiction Studies, 37:2: 256-259.


Herald Names Spring Editors

The College Heights Herald, twice-weekly student newspaper, has announced editors for the 1992 spring semester. They are:

Doug Tatum, a senior print journalism and history major from Louisville, editor;

Christine Taylor, a junior print journalism major from Independence, managing editor;

Jim Brooks, a senior print journalism and government major from Bardstown, feature editor;

John Martin, a senior print journalism and government major from Bowling Green, sports editor;

Anya Armes, a sophomore print journalism and English major from Lexington, opinion page editor;

Jennifer Johnson, a senior print journalism and English major from Lexington, editor Diversions;

Jerry Busser, a sophomore print journalism major from Logansport, Ind., copy desk chief and editor of the College Heights Herald Magazine and Steve Smart, a senior photojournalism major from Louisville, photo editor.

The Office of University Relations regularly solicits news tips regarding faculty activities, achievements and awards. To submit news items for external media consideration, contact Bob Skipper (4295).
Author Explores Meanings of Homeplaces

By Sheila Eison

Dr. Michael Ann Williams, assistant professor of folk studies, is Noted With Pleasure in the Jan. 5 column which appears in the New York Times Book Review. The editor and staff of the nation's most widely-read book review cited Williams' new book about folk houses and the meanings they had for their owners.

In Homeplace: The Social Use and Meaning of the Folk Dwelling in Southwestern North Carolina, Williams is able to combine explanations of how space was used in 19th-century folk dwellings and what the space meant to its inhabitants, providing a study that looks at the social and symbolic aspects of houses, something that hasn't been explored thoroughly, and which contributes both to folk studies and architecture, two of her interests.

Williams interviewed some 50 individuals in North Carolina about their homeplaces, first starting her project as an architectural survey of the structures of folk houses, but ending up with stories about the folk houses that considers not only the architecture, but the enduring connections their owners and their families had to their homesteads.

"I hope the book is a contribution to both folklore and vernacular architectural studies," says Williams, adding:

"I felt like the discipline had become obsessed with studying structures by themselves, the technology. I became more and more interested in what the structures meant.

"I remember talking to a woman who was speaking of going to her old homestead, and she got very emotional," the author recalls.

"It wasn't until the end of her story that I realized that the house she was speaking about wasn't even there any longer, that it was just the setting of the house that was important to her. She was very eloquent in her descriptions of her feelings of the home, as her memories were brought back."

"I also found that if I got people to describe a house, they'd have a hard time. They'd seem to search for a story to tell. Another woman who was a great talker was having that trouble, until she began to talk about a wind storm hitting the house, and in that story, she described the house perfectly. It was as though she needed the story to do it," Williams says.

"The houses she studied cover the period from late 19th century into early 20th century, a time of immense social and economic change in Appalachia," her book says.

"By examining something as fundamental as rural housing, we can better reconstruct the everyday life in this region during this period of change," Williams writes.

Homeplace is published by the University of Georgia Press. Williams has been a member of Western's faculty since 1986. She edits the Vernacular Architecture Newsletter which is distributed internationally, and she has published articles in Winterthur Portfolio, Material Culture and Southern Folklore.

She currently is working on two books, one about the Great Smoky Mountains for a series on folk life in the South. Dr. Lynwood Montell of WKU's department of modern languages and intercultural studies is serving as general editor of the series.

The other book-in-progress is a collection of essays on women and vernacular architecture, focusing on the role women played in designing buildings, an area which has not been adequately explored, she says.

She's also enjoying teaching about food ways, "a predominant folk art," she explains. "Not only is it fascinating to study the way most people learn to cook food, but it's also interesting to note its (food's) ascribed meanings which are passed down through families in an intimate connection—the folklore," she says.

When she was asked what is the purpose of folklore, Williams replied:

"It focuses on a particularly expressive and artistic behavior and communication that takes place directly and intimately between people—a focusing upon a part of our culture."

WKU FOLKLORIST STUDIES WHITE GOSPEL MUSIC

By Caroline Boone

Senior public relations major from Louisville

Gospel music has been inspiring and entertaining to people for many years, but who are these singers and how does their involvement affect the lives of family members and others?

This question has been studied along with the music itself by Dr. Lynwood Montell, WKU professor of folk studies, in his book, "Singing the Glory Down."

Montell, who heads the Department of Modern Languages and Intercultural Studies, has spent the last four and a half years studying the white gospel music of southern Kentucky. He concentrated on the four-part quartets.

"Most people primarily think of black gospel groups," Montell said, "but there are many great white gospel groups also.

There are 242 active singing gospel groups today, Montell said. He taped 700 hours of music and donated this collection to the Kentucky Library.

Montell said white gospel groups started before the turn of the century when students were taught music scales by shape-note teachers who concentrated on the seven shape-notes. Much of the four-part southern harmony of Kentucky gospel still resembles these first groups, he said.

In addition to studying the history of these groups, Montell said he focused on the social context and the influence of the singers. His book introduces the reader to the personal relationships of the performers, their professional jealousies and their travels.

Montell chose to study these groups of performers because of a graduate student, Shirley Bowman of McCallie County. Bowman was involved in an independent study with Montell in folk studies. Her parents and one grandparent were all gospel singers.
About You

This column includes professional activities and awards of WKU faculty and staff

College of Business Administration

DEPARTMENT OF MANAGEMENT

Dr. Afzal Rahim will present "Leader Power and Its Effectiveness: A Comparative Study of the U.S. and S. Korean Man" March 4 at 2:30 p.m. in Grise Hall Room 335. Call the Dean's Office for more information, 3893.

College of Education and Behavioral Sciences

DEPARTMENT OF HOME ECONOMICS AND FAMILY LIVING

Dr. Marilyn Casto presented Historic Preservation in the United States and Canada at the meeting of the Association for Canadian Studies in the United States, held in Boston.

DEPARTMENT OF PHYSICAL EDUCATION AND RECREATION

At the 27th annual Conference of the Kentucky Recreation and Park Society, Dr. Alton Little was re-elected to serve as liaison from the Kentucky society to the National Recreation and Park Society; Dr. Steve Spencer presented a workshop and was named chair-elect of the Outdoors section and Jo Verner presented Adult Athletic Club—A Program for Mentally Disabled Adults, with Paul Smith of Bowling Green Parks and Recreation, served on the pre-conference planning committee and was reappointed adviser to the student section.

Potter College of Arts, Humanities and Social Sciences

DEPARTMENT OF HISTORY

Hugh Phillips presented Maxim M. Litvinov's Vision for a Postwar Order at the American Association for the Advancement of Slavic Studies convention in Miami.

DEPARTMENT OF SOCIETY, ANTHROPOLOGY AND SOCIAL WORK

Craig H. Taylor and Fuad Baali participated in a panel discussion on the history of sociological thought at the Mid-South Sociological Association in Jackson, Miss.

Student Affairs

CAREER SERVICES CENTER

Carol White, associate director, has been appointed to the advisory board of the Midwest Training Center for Cooperative Education. The Center, funded by the U.S. Department of Education, provides training, resource and consulting services to employers and educators in nine midwestern states.

WKU Credit Union

Valerie C. Brown, president, has been re-elected to serve a three-year term on the board of directors of the Kentucky Credit Union League and as vice chairman of the executive board. The League, headquartered in Louisville, provides legislative and support services for nearly 200 credit unions in Kentucky.

University Libraries

DEPARTMENT OF LIBRARY PUBLIC SERVICES

Bonna J. Boettcher has been appointed to the KLA Academic Section conference site selection committee and to the nominating committee of the Midwest Chapter of the Music Library Association.

Gay Perkins has been elected chair-elect of the Kentucky Library Association's Library Administration and Management Roundtable. She also presented "Subordinate Evaluation of the Supervisor" at the Kentucky Library Association meeting in Louisville.

DEPARTMENT OF LIBRARY SPECIAL COLLECTIONS

Jonathan Jeffrey has been appointed to the Chamberlain Award Committee of the East Texas Historical Society. The group chooses the best article in the organization's journal each year. Jeffrey also presented "The Hill-Builder: Brinton B. Davis and Western Kentucky University" to the Ohio Valley History Conference in Richmond, Ky.

Sue Lynn McGuire presented "Blessed Are They That Mourn: Death and Mourning in the Victorian Era" at the Historic Confederation of Kentucky annual meeting at the Kentucky Museum.

KENTUCKY MUSEUM AND LIBRARY

The Historical Confederation of Kentucky has recognized the Kentucky Museum for its contribution toward preserving the state's heritage through its public program, "A Change of Style: Furniture from the Kentucky Museum." The exhibit, which contains 46 pieces representing 18 different styles and substyles from Queen Anne to Arts and Crafts, was cited best among entries from museums with budgets of $20,000 or more.

Call for Papers/Panels

Sixth Annual WKU Women's Studies Conference

WOMEN: VOICES, VISIONS, AND VEXATIONS

SEPT. 24-26, 1992

Abstract Deadline: March 6
Call 6477 or 2344
What's Happening

Lecture Features Flannery O'Connor

Dr. Robert Brinkmeyer, professor of English and Southern Studies at the University of Mississippi, will lecture on Flannery O'Connor and the Southern Religious Tradition Monday, Feb. 17 at 7 p.m. in the Kentucky Building Lecture Hall. His presentation is part of an exchange program between the Center for the Study of Southern Culture at Ole Miss and WKU's Programs in folk studies. The lecture is free and open to the public and will be followed by a reception. The lecture is jointly sponsored by the Departments of Modern Languages and Intercultural Studies, English and Library Special Collections. Call Dr. Michael Ann Williams, 5698.

The Kentucky Museum, a part of University Libraries, is open Mondays from 4:30-9 p.m., Tuesdays through Saturdays from 9:30 a.m.-4 p.m. and Sundays from 1-4:30 p.m.

Coverlet is Textile of the Month

The February Textile of the Month is a 19th Century coverlet donated to the Kentucky Museum by the late Margie Helm, head of the University's Libraries from 1923 to 1964. Donor information indicates the coverlet was made by a Helm family member living in Logan County.

'Logo Cop'

Continued from page three

designed for student, faculty and staff records, University money transactions and similar uses;
• On external publications; and
• On departmental announcements or reminders—official communication by department heads should be done on departmental letterhead when available or on a university memo pad. Official correspondence should always appear on University letterhead.

Next question: “When is the University logo not required to appear on a publication?

• On independent organization publications: publications by an association, foundation, or any unit that has an independent relationship to the university and
• On intra-departmental information publications: reproductions of information for the day-to-day business of the department that are intended for internal distribution only.

Meacham adds:
“Although they may be producing something for their own particular audiences, another question that people might ask is: "Is this a duplication of efforts? Am I personalizing something for my department that may exist somewhere else? In other words, am I reinventing the wheel?""

Meacham says he'd like for people to think about how their publications will impact the university as a whole.

The Ogden Foundation has recognized the work of two WKU professors with $1,200 honorariums.

Cooper R. Smith, Ogden College Foundation regent, said the foundation recently approved the honorariums to Dr. John Riley in the Chemistry Department and Dr. Blaine Ferrell in the Biology Department in recognition of their management of two endowed professorships.

Riley is the recipient of the John Robinson Professorship, which is funded by a $25,000 grant from the Foundation and matched by the University. It is named for an early benefactor of the Ogden Foundation, Smith said.

Ferrell is the recipient of the L.Y. Lancaster Professorship, established when the Foundation matched a $25,000 grant from the L.Y. Lancaster Society. Dr. Lancaster was a member of the biology faculty and is considered the founder of WKU's pre-medical program.

The professors are given the annual earnings from the invested endowments to support their work, Smith said. The money can be used for just about anything but the professors' salaries, he said, including equipment and matching funds for outside grants.

"The individuals get nothing more than satisfaction and the authority to do some things they might not have been able to do," Smith said. "We were quite impressed by the way they've handled these funds."

As a form of recognition, the Foundation board approved the one-time honorarium "to spend any way they want to," he said.

Riley said the money from the professorship has allowed him to hire student researchers for various projects and to secure several large grants, including $19,330 from the Tennessee Valley Authority and a $44,675 equipment grant from LECO Corp. In addition to research, the students also presented and published papers on their work, Riley said.

"I guess they (the Ogden Foundation) were pleased with the amount of activity for the money," he said, calling the honorarium a "bonus" and a "spontaneous show of appreciation." Ferrell said he also used the professorship proceeds to pay student researchers, which helps him and "helps the students out and gets them research experience."

In addition, Ferrell said the money was matched with University funds to purchase a computer to develop three-dimensional images for use in research and the classroom.
February

15
Senior Regional High School Speech Tourney. Judy Woodring, 6340. Saturday classes for younger elementary gifted students. 1-5 p.m. Jones-Jaggers.

16
Reception and Awards Ceremony for Scholastic Art Exhibition. 2:30 p.m. Grise Hall. Room 225.
Women's Basketball. WKU vs. Alabama, 2:30 p.m. E.A. Diddle Arena.

17
Flannery O'Connor and the Southern Religious Tradition, a lecture by Dr. Robert Brinkmeyer, professor of English and southern studies, University of Mississippi. 7 p.m. Lecture Hall, Kentucky Museum, sponsored by WKU Folk Studies and the U. of Mississippi's Center for the Study of Southern Culture. Darryl Van Leer, WKU alumnus and nationally-known actor portrays Malcolm X. DUC Theatre. 7 p.m., sponsored by the University Center Board.

18
Designing, Producing and Using Effective Visuals in Instruction, a workshop for faculty and staff and graduate assistants, sponsored by the Center for Teaching and Learning. Cravens Exhibition Hall. Call 6508.
The Taming of the Shrew. Shakespeare's raucous comedy. Through Sunday. Russell Miller Theatre, 8 p.m. except Sunday, 3 p.m. Department of Theatre and Dance, 5845.

20
Proofreading of 1992 fall schedules in Agricultural Sciences (WAB). 8 a.m.-2 p.m.
Graduate Council, 3:20 p.m.
College Teaching: The Profession, presented by Dr. Robert Haynes, vice president for academic affairs, for faculty and staff and graduate assistants, sponsored by the Center for Teaching and Learning. Call 6508.
Women's Basketball. WKU vs. Central Florida. 7:30 p.m.

21
Invitational Chamber Singers. Van Meter Auditorium. 7:30 p.m. Dr. Gary McKercher, 3751. Royal Lipizzan Stallion Show. Agricultural Exposition Center. 8 p.m. Phillip Lashinsky, 407-647-6887 or 843-3542.

22
Holstein Cattle Sale. Agricultural Exposition Center. 8 a.m.-3 p.m. 843-3542.
Saturday classes for gifted students.
Math Counts meeting. Tate Page Hall, 8 a.m. 4662.

23
Women's Basketball. WKU vs. New Orleans. 2:30 p.m. E.A. Diddle Arena.
Spring Reading Council Meeting. 6:30 p.m. Faculty House. 4295.
Erica Malone, WKU undergraduate & Co. present a musical for Black History Month. DUC Theatre. 7:30 p.m. University Center Board.

24
Faculty evaluations due in Academic Affairs.
An Evening of American Music. Phi Mu Alpha Recital. 8 p.m. Recital Hall, Ivan Wilson Center for Fine Arts.

25
Women's Alliance. New World for Women. 11:45 a.m. DUC Cafeteria.
Jazz Quintet. Faculty Concert Series. M. Scott, J. Brooks, D. Livingston, D. Kelsey and C. Norton. DUC Theatre. 8 p.m.