

New Communication Head Tom McPhail goes south with some illuminating ideas for the UM-St. Louis campus. See Features, page 5

Enjoy the last holiday of summer.

"The Wave" is spreading throughout the campus as a new idea goes a sportin'. A new organization for the Athletic Department is featured through the Sports Information department. See Sports, page 7

CURRENT

University of Missouri-St. Louis

Matteucci Tells The Board About Non-Traditional Students In UM Campuses

by David Barnes
news editor

32,000 of them attend schools in the state of Missouri, 45% at the University of Missouri system.

They will make up 62% of all college students by the year 2000.

Their average age will be over 25. They are the non-traditional student.

Student Representative to the Board of Curators Paul Matteucci delivered a presentation to the Board on the non-traditional student in their August 2 and 3 meeting. Besides describing what the new majority of students will be like, he urged the board to begin preparing for them and study how to best meet their needs.

Non-traditional students are those above the age of 25 or who are under 25 and didn't proceed directly from high school to college, attend part time, or have stepped out of college for more than one year. Of the 14,000 non-traditional students in the UM-system, 78% are found on the St. Louis and Kansas City campuses.

"With campuses in Kansas City and St. Louis, the UM-system is well-positioned to serve and experienced at serving the new majority," he said in his presentation, which included video-taped interviews with four non-traditional students.

Matteucci called for an increase in course offerings, class times, and degrees available to fit the needs of the non-traditional student. He cited a recent survey which showed that the best class time for 50% of the non-traditional students was 5 - 7 p.m., while for 30% the best time was 7 - 9 a.m.

"A wider range of program offerings is needed in the urban areas to support the new majority," he said,

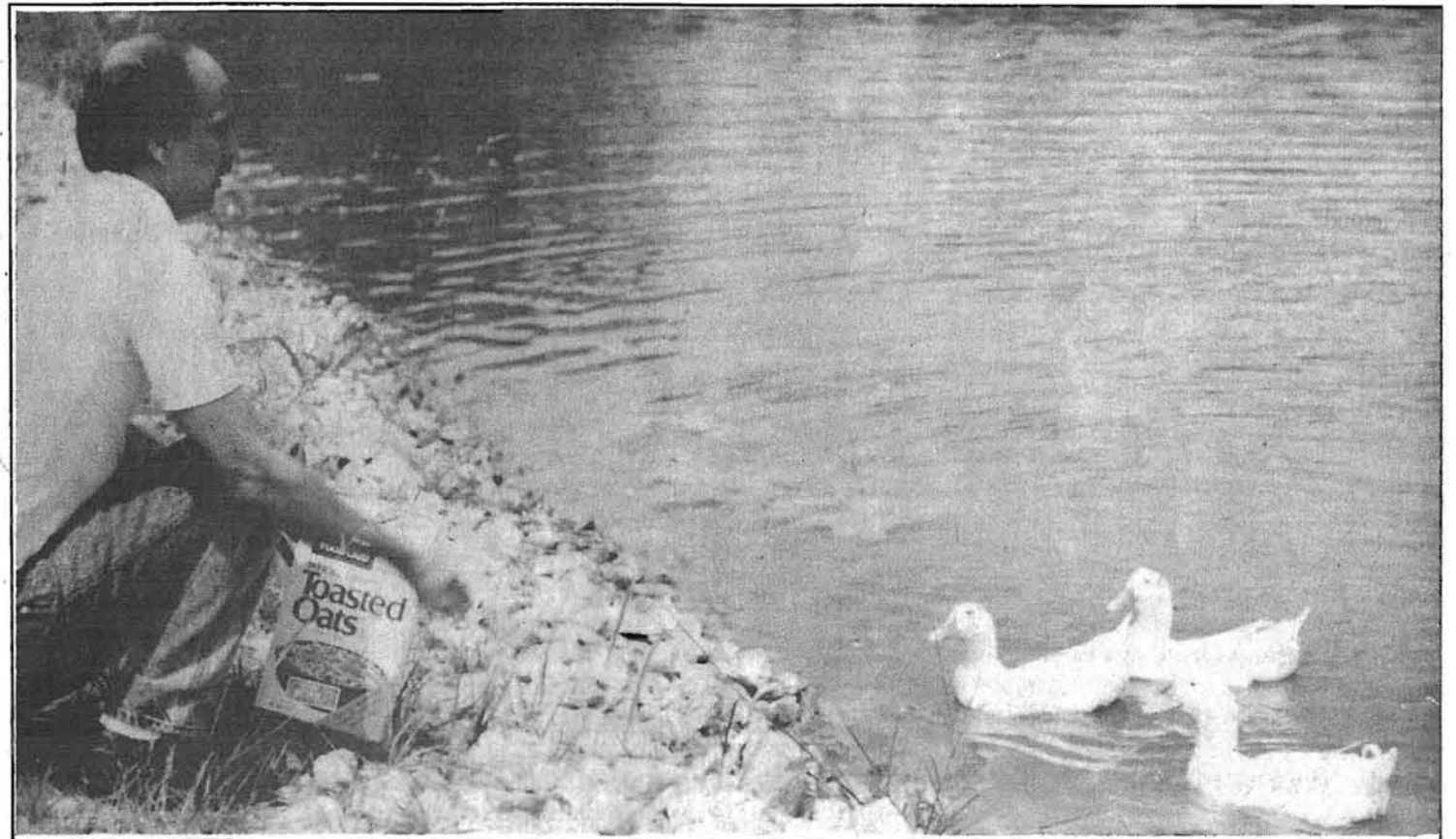
"[The engineering program in St. Louis] is only one of many needed programs that could be provided cooperatively by our campuses to our many place-bound non-traditional students. Cooperative efforts allow effective use of limited state resources and provide a higher level of quality education."

Other areas of expansion mentioned by Matteucci were fine arts, affordable child care and increased financial aid to "assist the new majority in access to public higher education", specialized programs to meet state-wide needs i.e. nursing to "ease the recent health care crunch", and graduate programs.

In describing the problems of the non-traditional students, Matteucci said many of them feel like "second-class citizens." He told the Board of Curators that "we must offer to our...non-traditional students a comparable education including curriculum and faculty coupled with access to all university facilities including the library, computer labs, advising, and career counseling."

A program customized for the non-traditional working adult is in place at UM-Kansas City, Matteucci said. It is the PACE program (Programmed Adult College Education) in which classes meet one or two nights weekly and one entire weekend per month. "This type of flexibility attracts many non-traditional students," he said.

"Recognizing the difficulties of non-traditional students will allow better understanding of the characteristics and needs of all of the new majority - changes are occurring; we must be prepared...by the year 2000 non-traditional students will be the new majority," Matteucci concluded.



QUACK, QUACK, QUACK!: With the return of Bugg Lake the campus has also seen the return of another UM-St. Louis fixture - the ducks. (Photo by Fred Appel)

Curators' Reaction To New Majority

Kummer: Subsidizing Distorts Markets

by David Barnes
news editor

The report by Paul Matteucci, "Non-traditional Students: The New Majority", prompted discussion among participants of the Board of Curators meeting on the future role of publicly funded education in the state of Missouri.

"Subsidizing always distorts markets. It causes us to do things that may not be appropriate," said Curator Fred Kummer, "Our society is so complex today...that everything we get into has to be taken up very carefully. Let us not be too hasty to jump into another debacle like we've seen [referring to the Savings and Loan bankruptcies]. Allocation of resources is incredibly difficult - the market place does it the best."

"The danger of public subsidy in higher education has been fairly carefully reasoned," countered Richard Wallace, vice president of UM-System Academic Affairs, "and rests on a foundation that says that there are public benefits to higher education that exceed the benefits to the individual."

'Japanese For Busy People' And Other Classes Being Offered For No Credit

Help in communicating with the Japanese, fellow people, and groups are being offered in the form of non-credit classes at UM-St. Louis.

Japanese vocabulary will be taught in a condensed eight-week course offered by the UM-St. Louis Continuing Education-Extension Office. Called "Japanese for Busy People", it will meet 6:30-8:30 p.m. on Tuesdays and Thursdays, Sept. 11-Nov. 1, on the UM-St. Louis campus.

Participants will learn to: perform introductions, exchange business cards, ask the time and date, talk on the telephone, and more. The course will also emphasize Japan's geography, especially Tokyo's.

Saturday morning activities will be available for discussions with Japanese businesspeople and non-native Japanese speakers, and visits to the Japanese Garden or a Japanese restaurant.

Fee for the course is \$295. For more information call Clark Hickman at 553-5961.

"I was hearing Paul [Matteucci] say there is a different kind of student out there and we today are not making the kind of public subsidy available to those students that we are making for the traditional students and we need to think that through very carefully."

"It is a fact," said UM president C. Peter Magrath, "that non-traditional students are subsidized far less than the so-called traditional students in terms of financial aid and support services."

"When we educate non-traditional students...80% remain in the community and return an enormous benefit back to the community," said Matteucci, "They return those dollars back to the state many times over in tax dollars etc. It is a damn good investment."

"I certainly strongly support availability for non-traditional or older students and I think that a great effort should be made to support that availability," said Kummer, "I really think that in a time of very short resources...we have to decide whether or not we want to educate at age 38 a lawyer." One of Matteucci's



THE NEW MAJORITY: Student Representative to the Board of Curators Paul Matteucci speaking on the changing student demographics

individual examples had been a middle age man seeking a law degree.

"If a man at 38 years old can become an attorney the market place decides whether that's a reasonable course for him to take or not," said Curator Peter Raven, "If he can find employment as an attorney...it's the

marketplace that tells him to get the training for it."

Kummer said that in a choice between funding a 38 year old lawyer or primary and secondary schools "I would spend my resources [on the primary and secondary schools] and I will vote consistently on this."

Campus Briefs

Interim Vice Chancellor To Be Donald H. Driemeier

Donald H. Driemeier, dean of the School of Business Administration, has taken the position of interim vice chancellor for academic affairs. He first came to UM-St. Louis in 1965 as an instructor in finance. Prior to that he served as the executive secretary of the American Association of Collegiate Schools of Business. Driemeier was named dean of the School of Business Administration in 1977. He received his bachelor's degree from DePauw University and his master's and doctorate from Washington University. He is a past national president of Beta Gamma Sigma, the honor society for collegiate schools of business.

Driemeier will assume the position vacated by Blanche M. Touhill, who was appointed interim chancellor following the

departure of Marguerite R. Barnett.

Tate Named Bridge Director

Barbara Holt Tate has been appointed director of the UM-St. Louis Bridge Program (a pre-collegiate program for high school students that stresses math and sciences). "Her demonstrated record of leadership, her excellence of communication skills, her strong service in public school education, and her commitment to the education of students in the St. Louis area all contribute to our high expectations for continued excellent service to the St. Louis community," said Rickey Lee George, associate dean in the School of Education.

New Key Director Named

The K mart Employment for Youth (KEY) Work Force 2000 program at UM-St. Louis has been appointed a new director - UM-St. Louis graduate Michael G. Evans. The KEY Program, funded by a three-year grant from K mart, is

See Briefs, page 4

We're Outta Here



BUBBLES: Two graduates celebrate after the August 5 ceremony at Kiel Auditorium. (Photo by Michelle McMurray)

Blanche Touhill presided over her first UM-St. Louis graduation as interim chancellor on August 3. Thomas E. Jordan, a UM-St. Louis professor of behavioral studies specializing in childhood education, delivered the commencement address. Jordan, who has written 26 books and monographs and 124 articles and papers, has received over \$600,000 in grants for his research. Two members of the UM-St. Louis Chancellor's Council were given Honorary Doctor of Humane Letters degrees - Ruth Bryant, retired vice president of the St. Louis Federal Reserve Bank and Stanley Pace, chairman of the board and chief executive officer of General Dynamics.

MINORITY MOVEMENT

UM-St. Louis Submits Minority Progress Report To Curators

by David Barnes
news editor

A minority status report, prepared under the guidance of former chancellor Marguerite R. Barnett, was presented to the Board of Curators' August 2-3 meeting in Kansas City. It summarized the efforts of UM-St. Louis to increase minority involvement on campus in the areas of students, faculty, staff, contractors, and special initiatives.

The report states that no one should be denied access due to "race, color, religion, sex, age, national origin, sexual preference, physical disability, or status as a Vietnam-era veteran". The following are some of

are to no avail if UM-St. Louis is unable to retain and graduate these students," said the report. Several programs have been introduced to retain students, including Helping Hand - which is a mentoring program of upperclass students to freshmen, and the Student Retention Program - which includes an academic advising program, a semester-long orientation course, and a series of workshops and seminars on study skills, personal development, and career development. A joint effort between Student Affairs and Academic Affairs, the Student Retention Program serves 400 freshmen.

•Faculty
Minorities hold 47 tenure track

grams include:

Access to Success: This program tries to improve sixth, seventh, and eighth grade students' abilities in science, mathematics, and communication skills. 11 schools participate in the summer program, the weekday tutoring program, the on-campus learning events, the Saturday academies, the science/math clubs, and a counseling service.

Bridge Program: It intends to increase the number of students who finish high school and go on to college, it offers tutoring by UM-St. Louis students and also summer and advanced-credit courses to five high schools.

Mathematics Enhancement Program: This program is designed to improve the mathematics capabilities of high-potential minority students in grades 3 - 8 through special assistance based on clinically diagnosed needs. In its first year, 1,981 hours of instruction were given to 77 students.

Engelmann Institute: This is a pre-collegiate program divided into three parts.

The Engelmann Unifying Concepts in Science Program takes 50 juniors and seniors from area schools who are in the upper 3% of their class and puts them in an intensive four-week course of study that stresses an interdisciplinary approach to learning.

The Engelmann Scholar Research Program offers 18 students the opportunity to do real research with practicing scientists.

The Engelmann Academic Year Program which will bring students who have completed the previous two courses to the campus eight times throughout the year to hear researchers conduct science seminars.

St. Louis Regional Science and Technology Career Access Center: This is a program

whose purpose is to "provide leadership in encouraging access by minorities to careers in science and technical fields". A joint effort between UM-St. Louis, Harris-Stowe State College, St. Louis Community College, UM-Rolla, and the St. Louis Public Schools, the center tries to promote activities to foster school success and build motivation and skills for college study, see **REPORT**, page 4.

UM President: Campuses Should Reflect "Exciting Cultural Diversity Of Society"

by David Barnes
news editor

Responding to one of the challenges for higher education made by Governor John Ashcroft last year, UM-System president C. Peter Magrath gave a report on the issue of affirmative action and equitable access to the Board of Curators on their Aug. 2-3 meeting.

"Whatever else affirmative action is, it is the creation and nurturing of an educational environment that reflects the exciting cultural diversity of our society," he said, "The challenge...is to create an educational environment that will attract larger numbers of minority students to our campuses and provide these students, and of course all students, with the only kind of education worth having and that's a high quality education."

Magrath defined equitable access as "a student fee policy coupled with a financial aid policy that in-

"Minority faculty cannot be increased unless minority students enroll in doctoral programs"

-Mark Burkholder,
UM-System Assoc.
VP Of Academic Affairs

sure that academically qualified students are not prevented from pursuing the opportunity for a quality university education because of financial limitations." He said a committee if being formed to look at student needs and will be ready sometime this fall.

University efforts, Magrath said, should focus on "not just attracting students but graduating those students and assisting them in securing employment related to their academic majors and professional aspirations and encouraging minority students who have particular ability and motivation to pursue

UM-St. Louis Teacher Make-up
As of October 1989

	Professors	Assoc. Prof.	Asst. Prof.	Visiting Asst. Prof.	Instructors	Lecturers
African American	0	2	3	0	0	1
Hispanic	1	0	1	1	0	0
Asian	1	2	4	3	0	0
American Indian	0	0	0	0	0	1
White	75	94	48	4	5	24

Source: Minority Status Report
Chart by David Barnes

graduate and professional degrees."

All campuses have developed programs to attract, retain, and graduate minority students, he said, "but the blunt truth is that...we are in a holding pattern [for the UM system as a whole]."

Three suggestions were given by Magrath to improve minority enrollment:

"work with public schools to interest minority students in higher education

"recruit outstanding minority undergraduates to doctoral programs

"ensure minority students that they will be welcome on campus.

"I don't think we can wait. We have to move forward now with real resolve to make the UM-System a culturally diverse institution that is responsive to the needs of our total society," he said, "Of course money is important, but attitude is just as important as money."

Mark Burkholder, associate vice president of academic affairs of the UM-System, talked on the recruiting status of minority faculty. "Despite the campuses efforts to recruit and retain black faculty they have found it extremely hard to do," he said. "Minority faculty cannot be increased unless minority students enroll in doctoral programs," Burk-

holder said.

Norman Seay, UM-St. Louis minority ombudsman, said of Magrath's presentation, "I was highly impressed. The president did an excellent job of setting the tone and there was a genuine indication that he wants to see an improved profile of African Americans and other minority students and faculty."

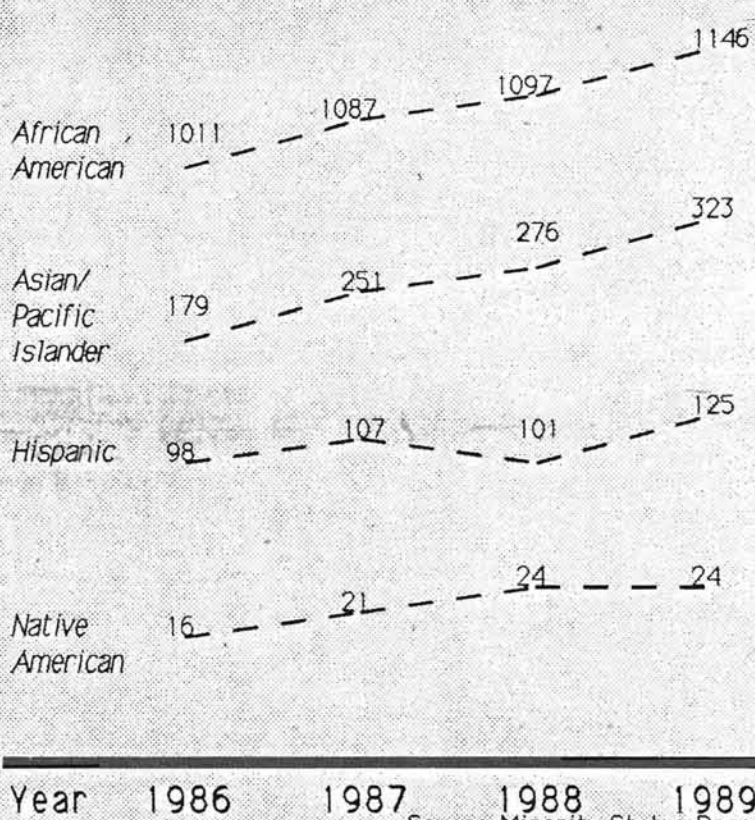
Curator John P. Lichtenegger commented that "it seems counter-productive to take someone who's going to Southeast Missouri State or Forest Park Community College and change them to the UM-System. The only way to increase those numbers is to obtain a larger pool of students."

He recommended that the UM-System "concentrate on the Bridge program in St. Louis and other programs that will encourage and develop these high school kids so they can go to college."

"The only way I believe to ever crack this problem is to get a hold of these children very early," said Curator Webb Gilmore, "Get them into spending significant amounts of time in a literate environment."

"It is important for us not to say it's a national problem and do nothing about it," said Seay, "We can begin right here at our university."

Minority Enrollment at UM-St. Louis



Source: Minority Status Report
Chart by David Barnes

the results.

•Students

Minority student enrollment has increased by 24.1% (314 students) from the fall semester of 1986, while the total UM-St. Louis enrollment increased by 11.9% (1370).

The report points out that the African American enrollment increased by 135 while at the same time African American enrollment in the three St. Louis Community Colleges had a decline of 263.

The campus has raised enrollment, the report said, by increasing efforts to recruit and retain minority

positions and 148 non-tenure track jobs. The report credits the increase in minorities to the financial investment made beginning in 1987. The campus put \$220,000 into African American faculty salaries and has increased the 1990-91 salary pool to a total of \$552,768.

•Staff

Minority staff members have increased by 18.7% since 1987 and female staff has increased by 14.1%. Presently, 29.8% of the UM-St. Louis staff is minority.

•Contractors

Minority construction contrac-

Of the scholarship money given out, it was divided as follows:

- African American - 16.6%
- Asians - 2.2%
- Hispanics - 1%
- Caucasians - 79.9%

students through: advertising in minority media outlets, participating in "College Fairs" at minority school districts, the Open House program, obtaining minority mailing lists from the College Board and ACT and mailing each student UM-St. Louis information, and hiring a second minority student recruiter who calls minority students to invite them to attend UM-St. Louis.

Another important factor, it said, is the availability of scholarships. The 1989-90 figures show that African Americans received 16.6%, Asians 2.2%, Hispanics 1%, and Caucasians 79.9% of the money provided for scholarships.

"Increased efforts in minority student recruitment and scholarships

tors received 34% of the contracts in 1990, minority design contractors received 14.2%, and goods and services purchasers received 2%.

To increase participation of minority firms the report said that the vice chancellor for Administrative Services hired an additional staff person whose principal responsibility is to coordinate the minority purchase effort. From November 1989 to May 1990, 26 minority firms were added to the campus bidders list. The campus also requires that 20% of the work force of all construction contractors be women or minorities.

•Special Minority Initiatives

"UM-St. Louis has advanced to nine programs at a cost of \$826,000 [since 1987]" said the report. The pro-

"All Of A Sudden You're Sitting In An All White Classroom And You Start To Feel Funny"

by Christine McGraw
associate news editor

The former president of the Associated Black Collegians (ABC), said black students at UM-St. Louis have a hard time adapting to the environment here.

"All of the sudden you're sitting in an all white classroom and you start to feel funny," said Rod Pratt, who was speaking as an individual and not for ABC. "It gets really lonely when you're sitting in a class and none of your classmates want to form a study group with you."

Pratt felt that unintentional prejudice is often displayed through the actions of students at UM-St. Louis when encountering the company of black students. "It's a wider problem than just on campus, people are indoctrinated into the stereotypical thinking that the press/news represents. Students are uneducated, they don't know any better but to believe the stereotype."

Pratt felt that one adequate solution could be a mandatory class on African History, similar to the European and American history classes. The class would be taught by an educated black African American.

"UM-St. Louis has the largest black student population of all the University of Missouri campuses," Pratt said. "UM-St. Louis needs to facilitate black students by organ-

A Black Student Speaks On Race Relations At UMSL

izing a black study program. There is no focus on keeping black students active at UM-St. Louis, most activities are directed toward white students.

"We sponsor quality programs every year, but we can't accomplish much when our budget has been cut by 40%," Pratt said (in 1989 the Student Activities Board Committee reduced their funding).

In Pratt's opinion the budget should be increased so ABC can hire a director to run the program which would make it easier for members. "It's hard to keep grades up and hold an intense position in the office. But our lack of funds is holding us back," Pratt said.

Pratt has been involved in many black organization groups. He graduated from Ritnour High in 1985 and he then attended Mount St. Marys college where he was a member of the Black Student Alliance. He transferred to UM-St. Louis and became president of ABC during the 1987-88 and 1989-90 school years. He is currently a member of the University Program Board and plans to major in psychology communication.

"If you're used to interacting with students," he said, "and then you come to a school where the students are hesitant to associate - that has a psychological effect on people."

HOT? Dial

1-800 — —

The weatherperson announces the temperature will be above 90 degrees, and the heat index will be over one hundred.

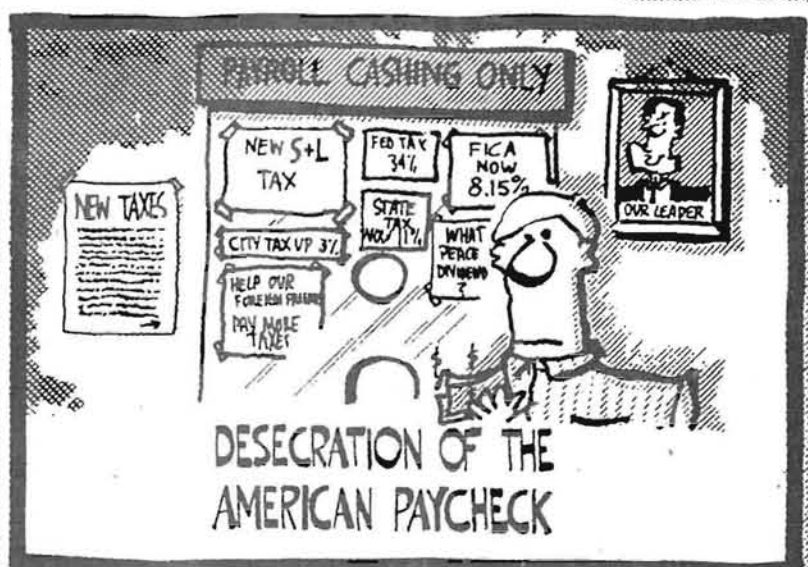
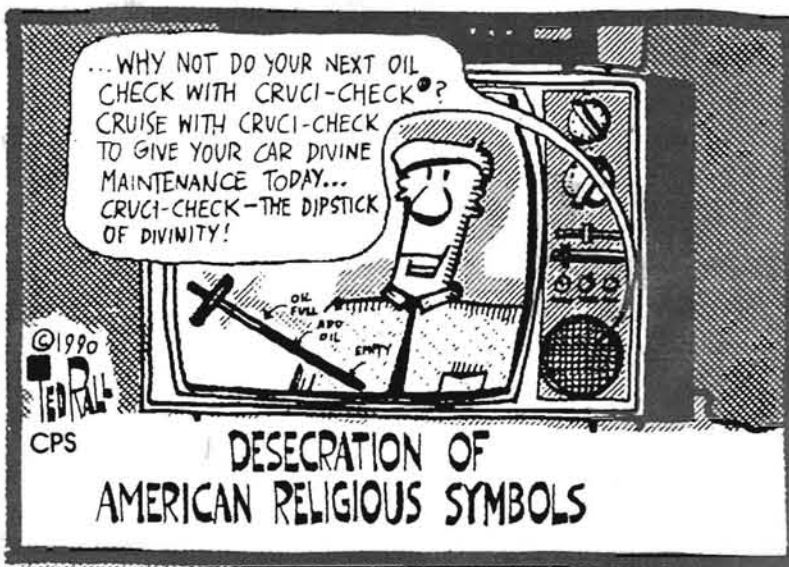
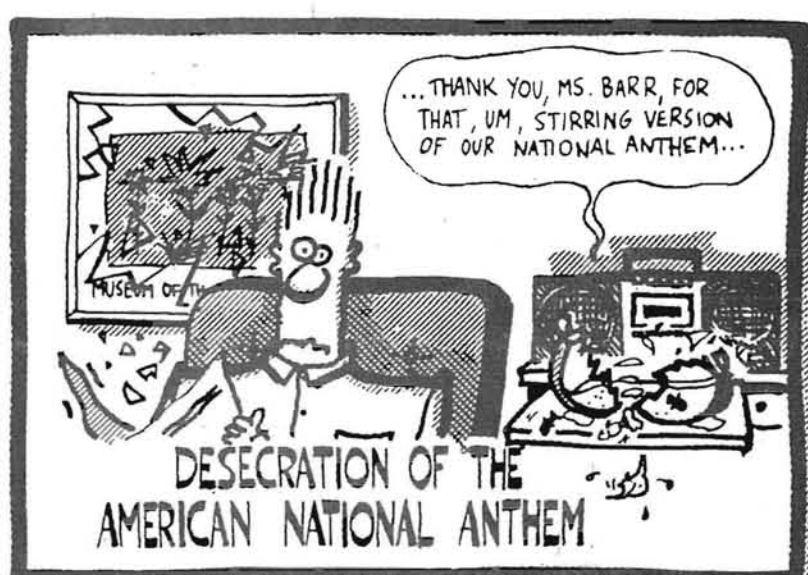
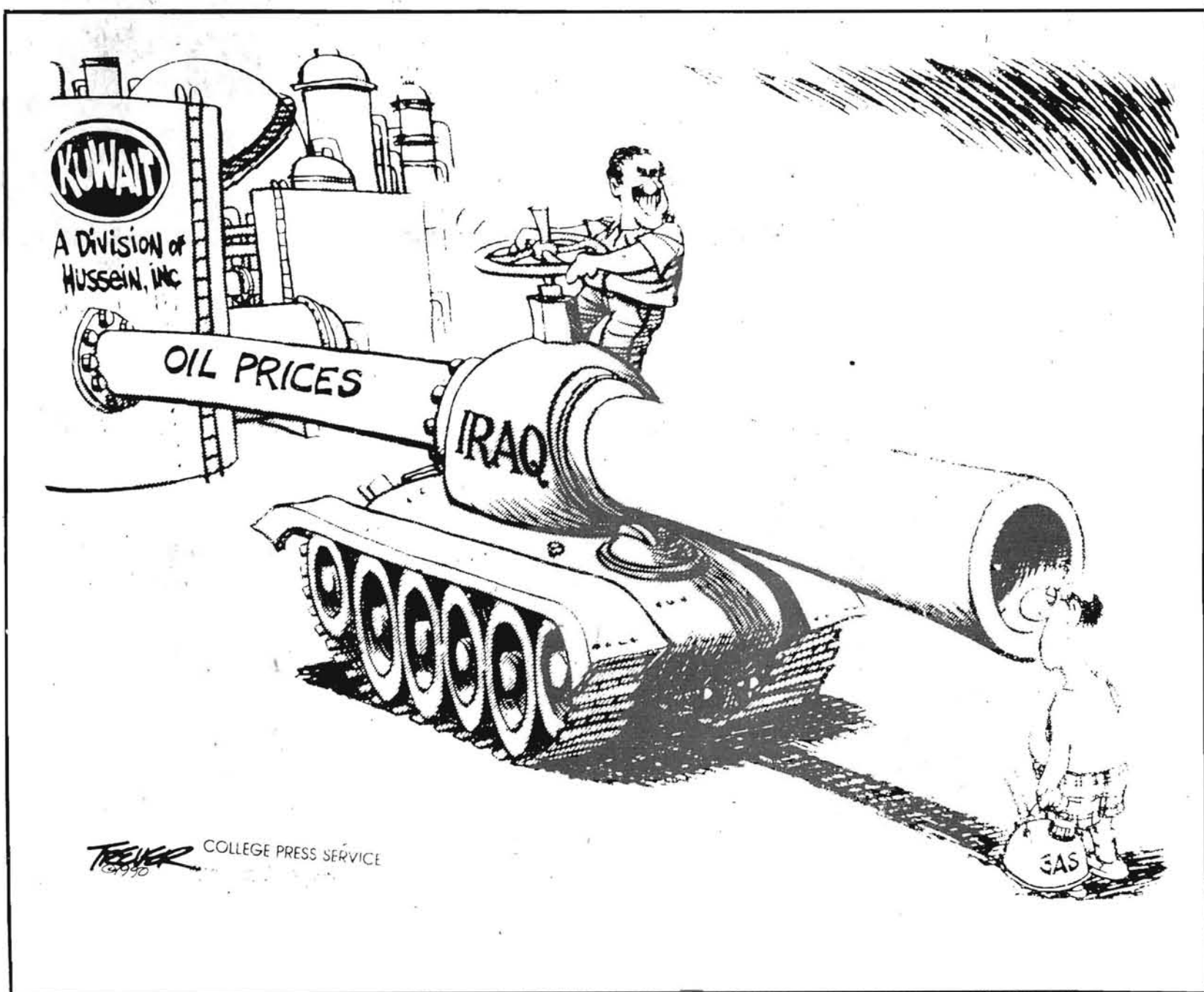
He/she needs to announce another vital piece of information - the classroom temperature at UM - St. Louis. That would be nice so that students could dress accordingly for class. During the first week of classes, the room temperatures in various buildings ranged anywhere from chilly to hot and humid.

Why? Sources suggested that it may be because it's warmer out. Warmer? It was warmer during summer school and the classrooms were kept reasonable. Another suggestion was that perhaps the number of bodies in the rooms makes it hard to adjust temperature levels. Would that account for some small rooms being either too hot or too cold for comfort level?

It doesn't take a genius to figure out that inconsistent room temperatures can be the cause of needless summer colds, student absenteeism, and general discomfort. Keeping room temperatures comfortable for penguins costs big bucks that the university could be spending on other things.

Before the anything can be done to rectify the situation, the people in the right places need to know what and where the problem is. If your room is a little too hot or a little too cold, feel free to call Vice Chancellor for Administrative Services, Larry Schlereth at 553-6100. Or pick up a red phone on campus and dial 6100.

Be patient, he's usually not in the office unless you have a title.



Letters Policy

The Current welcomes letters to the editor. The writer's student number and phone number must accompany all letters. Non-students must also include their phone numbers. Letters should be no longer than two typed, double-spaced pages. No unsigned letters will be published, but the author's name can be withheld by request.

The Current reserves the right to edit all letters for space and style. The Current reserves the right to refuse publication of letters.

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UM-St. Louis Women's Tennis Team invites interested full-time female students to attend an organizational meeting Thursday, September 23 at 3:30 pm in 219 Mark Twain building. For further information contact Coach Pam Steinmetz 203 MT, 553-5123. We need you!

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Report, from page 2

cifically in science, math, and engineering. The National Science Foundation has funded it with a \$3.7 award.

Special Service Program: 240 students (97.5% were African Americans) participated in this program that provided academic and personal counseling and workshops to promote success at UM-St. Louis. It is funded by the U.S. Department of Education and \$225,298 in UM-St. Louis dollars.

INROADS: UM-St. Louis has provided the facilities, faculty, and curriculum for INROADS, a program that tries to develop and place talented minority youths in business and industry and prepare them for corporate and community leadership. Workshops and activities are also held throughout the year.

Minority Journalism Workshop: UM-St. Louis provides facilities, staff support, supplementary training, and the option of enrolling in the workshop for credit at one-third the regular cost, for this program run by the Greater St. Louis Association of Black Journalists. It is designed to develop skills and give experience and role models for minorities interested in professional media positions.

College transfer program: A new program that will work to remove barriers for minority and economically disadvantaged students seeking to transfer from St. Louis Community College at Forest Park to UM-St. Louis.

Briefs, from page 2

designed to provide a successful introduction to the work force for youths living in chronic areas of unemployment. Participating high school students are provided with job readiness experience, the opportunity to work for K mart, and scholarship opportunities. Evans earned both his bachelor's degree in political science and M.A. degree in public policy administration from UM-St. Louis.

3rd Annual Hispanic-Latino Heritage Month To Be Held September 15 To October 15

Hispanic-Latino Heritage Month will be from September 15 to October 15. This 3rd annual celebration will start with the film "La Historia Oficial" on Sept. 15 at 8:00 p.m. in Room 110 Clark Hall. Other exhibits, live music, panel sessions, and guest speakers will be featured throughout the month. For more information call Irma Banales at 553-5692.

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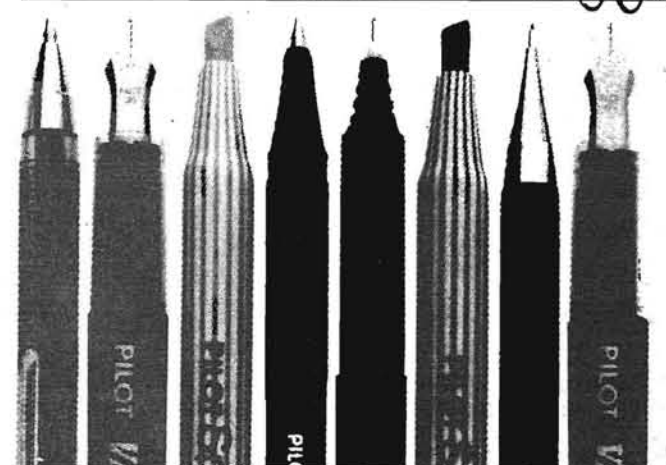
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New Communication Head Thomas McPhail Looks Ahead To The Future And 21st Century

by K.C. Clarke
features editor

In the 1960's, Canadian communications theorist H. Marshall McLuhan envisioned the modern world as a "global village", a place where people and nations are brought together by the immediacy of the electronic media.

In the 1990's, few would dispute McLuhan's assessment of the pervasiveness of the media in our lives, as everything from television to telecommunications continues to bring even the remotest regions of the universe into our work place and living rooms. And as the media and its related fields continue to grow, another well-known Canadian communications scholar is making sure that the University of Missouri-St. Louis keeps up with the changes. That man is Thomas L. McPhail, new chair of the communications department here on campus.

Formerly the director of the graduate program of communications at the University of Calgary in Canada, McPhail has come a long way before taking over the communications program here in June. A self confessed gypsy, McPhail has traveled the world in the course of his studies. McPhail finished his graduate work at State University of New York at Buffalo, and earned his Ph.D at Purdue University in Indiana. He's taught communications in both the U.S. and Canada, as well as doing a stint as a visiting professor at the University of Hawaii and studying French at the Sorbonne in Paris.

A well respected author in the

"The University of Missouri [St. Louis] has one ace, and that's its location in the largest city in the state. That is going to, over time, give it more clout and obviously some more funding"

-Thomas L. McPhail, Communication Chair

field of communications, McPhail brings with him a wealth of insight and experience which he plans to use to upgrade the growing communications program at UM-St. Louis.

"I'm here with a strong commitment to change, and a strong commitment to bring on board new resources," McPhail said. "I also think that as we move into the communications age, no major university should be without a strong communications department."

Though he's only been here a short time, McPhail already has some definite ideas about developing a strong communications program. Starting with the basics, one of McPhail's first moves will be adding new faculty members to the department in an effort to enhance learning opportunities and to answer frustrations concerning a lack of adequate advising.

"Part of the problem is the large number of students," McPhail said. "But we do have a commitment for four additional faculty, so the problem has a solution. That was one of the reasons I was willing to consider coming here."

McPhail said the additional staff would also be instrumental in establishing a graduate program at UM-St. Louis in communications.

"I would hope that we're able to

move to a graduate program at some point in the 1990's, a program that would reflect the needs of local industry, which means an emphasis on both organizational communications and public relations," said McPhail.

McPhail said he was pleased with some of the campus's existing facilities, such as radio station KWMU and the cable television studio in Lucas Hall. McPhail sees them as an important starting point for an expansion of educational opportunities on campus.

"I do like the fact there's a PBS radio here," McPhail said. "I think that enhances learning opportunities for students here. And if there's some way that we could get the PBS television to this campus, I think that would be a major educational advantage, because it's public service broadcasting, and clearly, universities themselves are public service institutions."

While McPhail concedes it's early in his tenure, his vision for a multimedia center on campus is already taking shape.

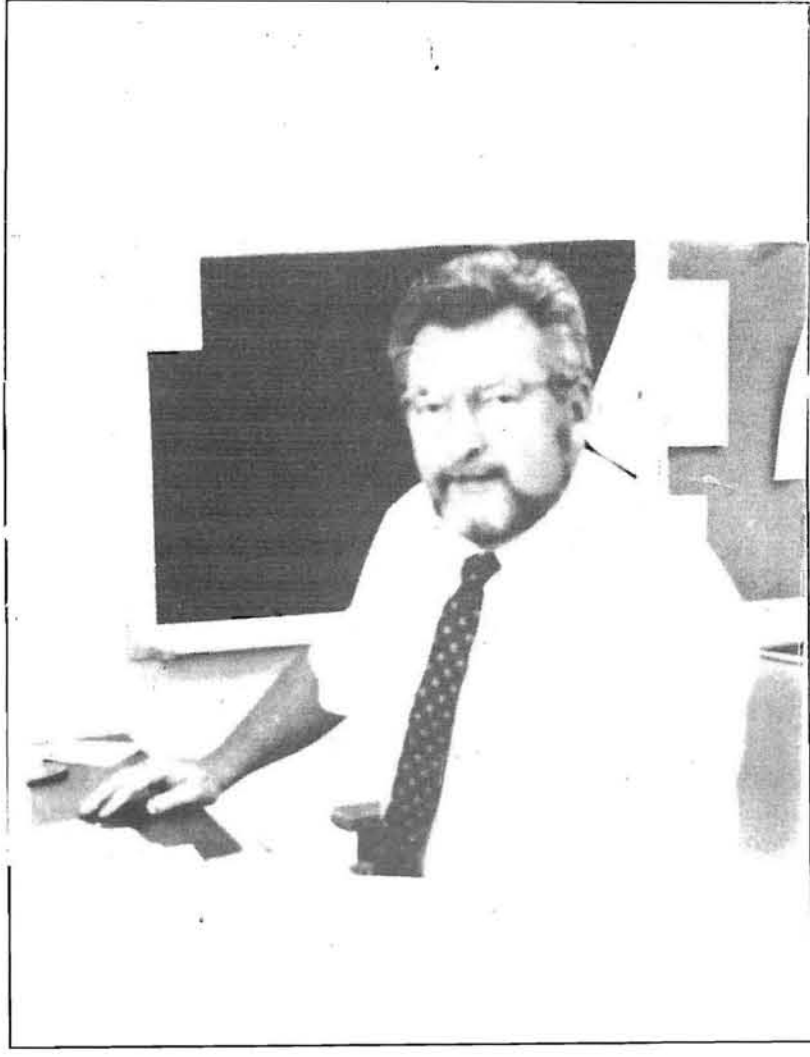
"I would like to see a major firm like Southwestern Bell, or Emerson, or Pulitzer Company fund a major new communications building, so we can house not only the department, but all the facilities. And part of the facilities would include new TV studios to attract the PBS."

While such major fund-raising endeavors are still a way down the road, McPhail has already started building a base by re-activating a communications alumni, in an effort to raise funds for communications scholarship programs. McPhail also feels UM-St. Louis is in a good position to receive additional funding on the state level, because of its advantageous location.

"The University of Missouri (St. Louis) has one ace, and that's its location in the largest city in the state. That is going to, over time, give it more clout, and obviously some more funding," said McPhail.

McPhail said unlike universities located in a small town, the big city advantage translates into jobs for students and a cooperative working relationship between the university and local businesses.

"Major companies are going to relocate to St. Louis in Missouri, they're not going to go to a small town," said McPhail. "They need transportation, they need communications, they need highly educated employees, and a big city can provide that. Urban universities are going to grow, and joint university/business operations are going to grow." McPhail said he would also be courting various communication specialists in the local area as part of



A NEW AGE: Thomas McPhail heads a move by UM-St. Louis to bring to communication department up to date. (Photo by Nicole Menke)

an "outreach program", to set up workshops, seminars and to bring in guest lecturers ranging from lawyers specializing in media law to on-camera celebrities.

While McPhail said there are certainly problems to overcome and bugs to work out, he's confident that

the future of the communications program at UM-St. Louis will be bright.

"I have a firm commitment from this university that they want a major, first class communications department that they can be proud of and that students can be proud of, and that is my mission."

Columnist Contends That Procrastination Is The Key To Success

Elvis Hotline

by Greg Albers
Columnist

Well, after a long, grueling summer of hedonism, it's time to get back to school and brush up on some of the old skills that help you survive, not only in school, but in life as well.

One of the most important skills to have is that of

procrastination. Really, what could possibly be more important than the ability to avoid doing work. For those of us who are terminally lazy, this ability is perfected into an art form. I don't think I would get too many challengers if I proclaimed myself an expert on the subject.

Most of you probably mastered the art of procrastination in high school. But for you late bloomers, I'll take a moment to give you a few tips on how to get less production from your studying time. Convenient excuses for not studying have a foundation in simple reasoning (distorted as it may be), and after completing this column, you should have a solid base for a lifetime of underachievement.

So are you ready? Okay. Imagine yourself with a couple of hours to kill and it's just you and your school-books. (Veteran procrastinators bear with me, I know you would never be in this situation in the first place but hey, this is a remedial course!)

1) Phrases like "you're only young once" and "all work and no play makes Greg seem like a real dweeb" are perfect if you feel a sudden burst of industry coming on. These words of wisdom have been around for centuries. Just repeat one of these mantras out loud until the spasm passes.

2) Supplement your studying with a steady stream of

alcohol. This is good for several reasons. First, it provides the body with nourishment, and it cleanses the palate. Secondly, the actual consumption of a beverage can be time consuming if you do it right, (and downright messy if you don't). Finally, after awhile, you either forget what it was you were doing, or you pass out. The latter, of course, is the preferred alternative as it will keep you free from work for at least a few hours.

3) If you're at school, sit near a busy entrance. Be sure to look up whenever someone walks by. This will exercise the muscles in your neck and improve circulation. You may also see a friend go by with whom you can waste more time chatting.

4) If you're at home, sit next to the phone. If someone calls, improve your interpersonal skills by drawing them into a long, engaging conversation. The existence of love in a godless society is one of my favorite topics.

5) At home, turn on the TV for some "background noise." Claim it helps you think. "Gilligan's Island" is always a good choice.

6) Eat! Say something like, "I just can't concentrate on

Experts say the best way to get things done is to make a list of all your tasks and rank them in order of importance. I recommend that too, but then go a step further. Alphabetize them. Write them backwards. See how many words you can make using the same letters. Be creative.

an empty stomach," and by the time you've finished off the refrigerator, studying will be the farthest thing from your mind.

7) Experts say the best way to get things done is to make a list of all your tasks and rank them in order of importance. I recommend that too, but then go a step further. Alphabetize them. Write them backwards. See how many words you can make using the same letters. Be creative.

8) There's a study somewhere that showed people with a full night's sleep perform better at school. My advice is to take that to the extreme. After all, simple algebra proves that, based on this study, people who sleep 16 hours a day should do twice as well as people who get by on eight.

9) They say employers are looking for well-rounded individuals. This is true, so teach yourself some new tricks. Balancing a pencil on the bridge of your nose while inserting quarters up your nostrils and writing with both your feet requires a lot of practice, but it looks great on a resumé.

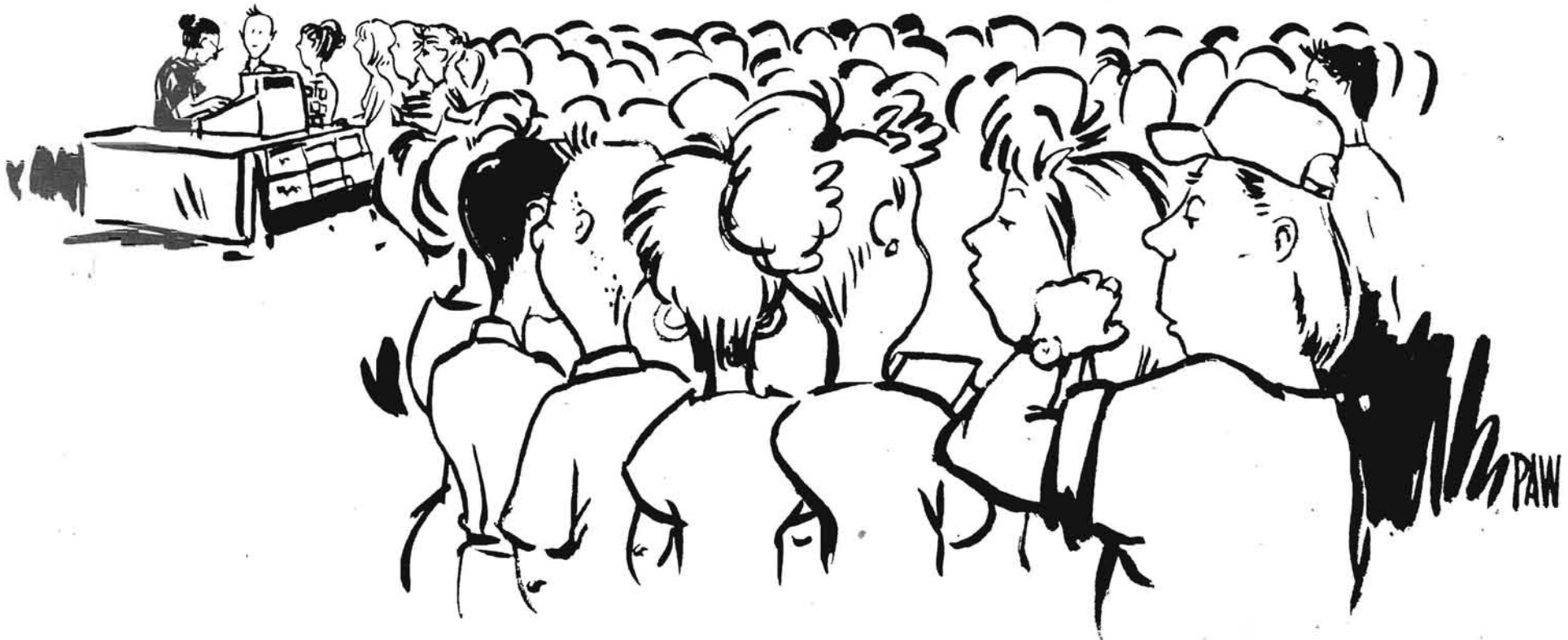
10) Finally, you can fall back on that age old favorite: doodling. Hey, someone might mistake it for a priceless piece of art and give you millions for it and then your problems are solved!

By now, you should have a pretty solid grip on what it takes to avoid productive activity, and remember, these methods are also extremely effective at the work place. So get started! And good luck.



During the second day of formal rush, Delta Zeta Sorority explained information about their chapter to a new rusher. (Photo by Nicole Menke).

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School Spirit Is The Goal Of Athletics

by Melissa A. Green

sports editor
The girl at the door hands you a program as you walk in to find a seat at the game. Paging through the program, you are interested in how and where it was made. Ask sports information director, Jeff Kuchno. It's his job.

Kuchno is responsible for all the major publications from the Athletic department. Not alone in this task, Kuchno usually is helped by three to four interns a semester.

"I am hurting now, I have only one," stated Kuchno. But this "Public relations director", as he calls himself, Kuchno has a main objective in store.

"I know athletes take pride in the program," Kuchno said, "But I want the students to be proud of the University."

To have pride in your school is a must to help boost a positive image about the campus. Kuchno hopes to improve school pride through many promotions and marketing specials.

Just to name a few, there will be special giveaways at half-times, including free tickets to a Storm soccer game, given away during home soccer games. During basketball season, the Athletic department will again sponsor the spirit nights for school organizations participation at all home games.

But the main project of the sports information department is their new group organized for the support of all the athletic teams. Trying to provide a traditional atmosphere on campus, Kuchno said that his goal is to increase student spirit. Spirit generated from pride in the school.

"Pride shows through everything," Kuchno remarked.

And with that pride many good things can happen.



Yes! UM-St. Louis Sports Information Director Jeff Kuchno presents a plaque to Joe Delaloye and the Sigma Tau Gamma Fraternity during a recent presentation at Pantera's in Normandy. Sigma Tau Gamma was recognized for its overall show of spirit at UM-St. Louis home basketball games last season. (Photo courtesy off UM-St. Louis Sports Information)

Riverman Prepare For Season

by Melissa A. Green

sports editor
The attempt to reclaim the St. Louis Cup from St. Louis University proved unsuccessful for the Rivermen on Saturday, August 25. The UM-St. Louis men's soccer team lost to Billikens in a 1-0 final outcome. St.

Louis U.'s Jason Huber scored on a rebound of a shot by Brian McBride. The Billikens won the cup for the 14th consecutive season. St. Louis U. is now 15-1 against the Rivermen in the Cup series.

Despite their now 1-1 record for the season, the Rivermen still hold an optimistic attitude for the season. With six returning starters, three returning lettermen, two red shirts and eight newcomers, the

team has stacked their decks. Every team member has the ability to play more than one position. "That helps," head coach Don Dallas said, "We just need to find the right combination."

Sports Shorts

Students Honored In Activities and Honor Rolls

by Melissa A. Green

Sports Editor

Welcome to Sports Shorts the new informational column for all the important information related to UM-St. Louis athletics. This is just one of many new features seen on this page this year. To clue you in to some of the other upcoming attractions of this page, here is a brief synopsis:

-The Locker Room

My column, look for in this issue, all about being active.

-Athlete of the Week

Each week a different athlete from each sport during a given season will be chosen, with one highlighted with their outstanding achievements in a mini bio.

-Roo's Roost

Mike Van Roo will continue to write his sports column.

-Stories

We will continue to update and cover all the sports events each week.

Other events that have recently happened include:

Soccer Standout-

Dave Gauvain, student assistant for the Rivermen, was one of 36 players in the 5th annual USF & G College Indoor Soccer Showcase on Wednesday, July 25. The game was held in Baltimore, Maryland. Best known for defense, Gauvain played for the West Squad under the leadership of St. Louis Storm head coach, Don Popovic.

New Basketball Coach-

Tammy Wilson has been named the assistant women's basketball coach at UM-St. Louis. A St. Louis graduate of Central Missouri State, she set records during her four-year college basketball career. She ranks second in scoring and first in rebounding in the MIAA Career lists. Wilson will specialize in helping the inside players during this coming season.

Smith Honored- Athletic Director Chuck Smith has been elected into the Missouri Basketball Hall of Fame. He was inducted in a ceremony on June 30. He was recognized during the Hall of Fame basketball games featuring the top high school seniors in the state.

Athletic Honor Roll-

Ten students from UM-St. Louis have been named to the 1989-90 Honor Roll of Scholar-Athletes by the Missouri Intercollegiate Athletic Association. The ten recipients all posted a grade point average of at least 3.2. The honored students are Julie Boedefeld (volleyball), Kim Cooper (basketball and softball), Lisa Houska (basketball and softball), Stephanie Jensen (volleyball), Jim Kinnett (baseball), Dave O'Gorman (tennis), Tammy Putnam (basketball), Renee Reimer (volleyball), Mark Stanley (basketball), and Shelly Van Mierlo (tennis).

Upcoming schedule:

- 8/31 Women's soccer vs alumni
- 8/31-9/1 Volleyball at San Jacinto Festival
- 9/1 Men's soccer vs Southwest Missouri 7:30 p.m.
- 9/5 Women's soccer vs Missouri-Rolla 7:00p.m.

Men's Soccer Schedule 1990

9/1	Southwest Missouri State	7:30p.m.
9/8-9	Lewis Invitational at Lewis University	2:00p.m.
9/12	Missouri Southern	7:30p.m.
9/15	at Northeast Missouri State	2:00p.m.
9/16	Cal Poly- olmona	7:30p.m.
9/21-23	at University of Tampa Tournament	
9/28	Wisconsin-Parkside	7:30p.m.
9/30	at Southern Indiana	2:00p.m.
10/5-6	UM-St. Louis Classic	
5	Oakland University	8:00p.m.
6	Rollins College	8:00p.m.
10/9	at Washington University	7:30p.m.
10/11	at SIU-Edwardsville	7:30p.m.
10/17	Missouri Valley College	7:30p.m.
10/20-21	Kentucky Westleeyan Invitational	
10/24	Missouri-Rolla	7:30p.m.
10/27	Webster University	7:30p.m.
11/3	Southeast Missouri State	7:30p.m.



Soccer! The Um-St. Louis men's soccer team lost to Saint Louis University in the St. Louis Cup Match on August 25. The match was held at the UM-St. Louis Soccer Stadium. Photo by David Barnes.

Commuters Can Compete With Big Campuses For Traditional Spirit

Locker Room

by Melissa A. Green

sports editor

Go to School. Go to work. Go home.

This is the life of the typical commuter student. But what happened to that "college atmosphere"? You know, that feeling you get when you participate in activities within your school.

The students at UM-St. Louis are known for their lack of participation within the campus. I used to believe that it was because of students did not care about the school, but as I began to get involved with my studies, I realized the reason. NO time.

Between school, work and studies, how does anyone find the time to do anything else. Yet many of the students on this campus do find the time and still have time for all the original school needs. Getting involved is a big part of the college atmosphere that is seen on many big campuses. The advantage that they hold over us is that the majority of students on big campuses don't work or commute to school, so they have free time to get involved.

But why let a disadvantage stand in our ways. So we have to drive to school, and work to support our way through it as well, but the quality of college life isn't the same. It does not take that much more effort to get involved in just one activity. One activity. One activity and your memories of college will improve, your group of friends will improve, and the school will improve because of a more active student involvement.

Statistics have shown that students who become involved within school have better graduation rates, higher grade-point averages, and better friendships with their classmates. But listening to the statistics is not going

to change your mind. The whole reason people get involved is because they are interested in the activity. And activities help form a traditional way of life on a campus. So change the attitude of this campus and get involved. Help make it a more traditional campus. But how?

One form of tradition present on big campuses is the school spirit shown at home sports event. Ever try to get a ticket to a MU football game? It is close to impossible. The seating section is filled with enthusiastic fans of all ages. Now look at our games. The stand is filled with extra players, fans of the other team and parents of the players. Not that traditional. The games are free to all UM-St. Louis students, and the fee for all others is less than \$5. The cost to go to a MU football game is around \$20. And the stands are packed??? Even if they are losing. Why?

Because the school spirit at MU is high. A traditional college with a traditional school spirit. Why not start that here? If you want something done, do it yourself. Start the movement within this campus to form a traditional campus. Start small and build. If the most obvious display of school spirit is at athletic events, then get involved and become an avid fan of our athletic teams. We lose too, yet we don't get the support.

One opportunity has been presented to help get that traditional feelin' going. Organized by the athletic department, this new organization will strive to increase the awareness of UM-St. Louis athletics among the students on campus and to stimulate campus "spirit." Unofficially named "The Wave" by Jeff Kuchno, Sports Information Director, this group will be composed of students who are already involved in other organizations and want to help get UM-St. Louis students more involved in their campus.

Not demanding a lot of time, this organization is designed to improve the quality of student life on this campus. The groups hopes to promote athletic activities to student organizations and the campus through flyers and promotional information, promote spirit nights at home basketball games, and plan special activities at home athletic events.

Becoming involved is a major way to improve your quality of school experience, and a great way to help build that traditional atmosphere that is so prominent on the big campuses. Why not try something new and give any organization or activity a try. You never know what will happen till you try, I did and I love it.

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Type! Sports Information director Jeff Kuchno at his best as he types away working on the program guides for the women's soccer team.

Organizations Have Opportunity For Funds

The potential exists for funding of student organizations which were granted recognition after the November 1989 deadline for submitting funding requests to the Student Activities Budget Committee. Groups interested in

requesting funds may submit a written budget request to the University/Student Office, room 267 University Center. Requests should include an itemized breakdown of expenses.

UM-St. Louis VARSITY WOMEN'S TENNIS TEAM ORGANIZATIONAL MEETING



DATE: Thursday, February 1
TIME: 3:30PM
PLACE: 203 Mark Twain Bldg.

Any full time female student interested in trying out for the UM-St. Louis Varsity Women's Tennis Team should attend this meeting. For more information, contact: Pam Steinmetz, Head Coach 203 Mark Twain 553-5123

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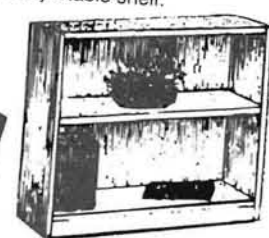
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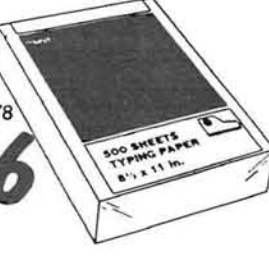


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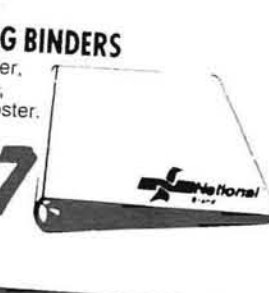


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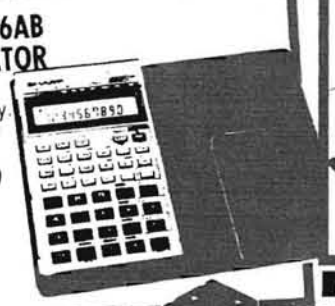


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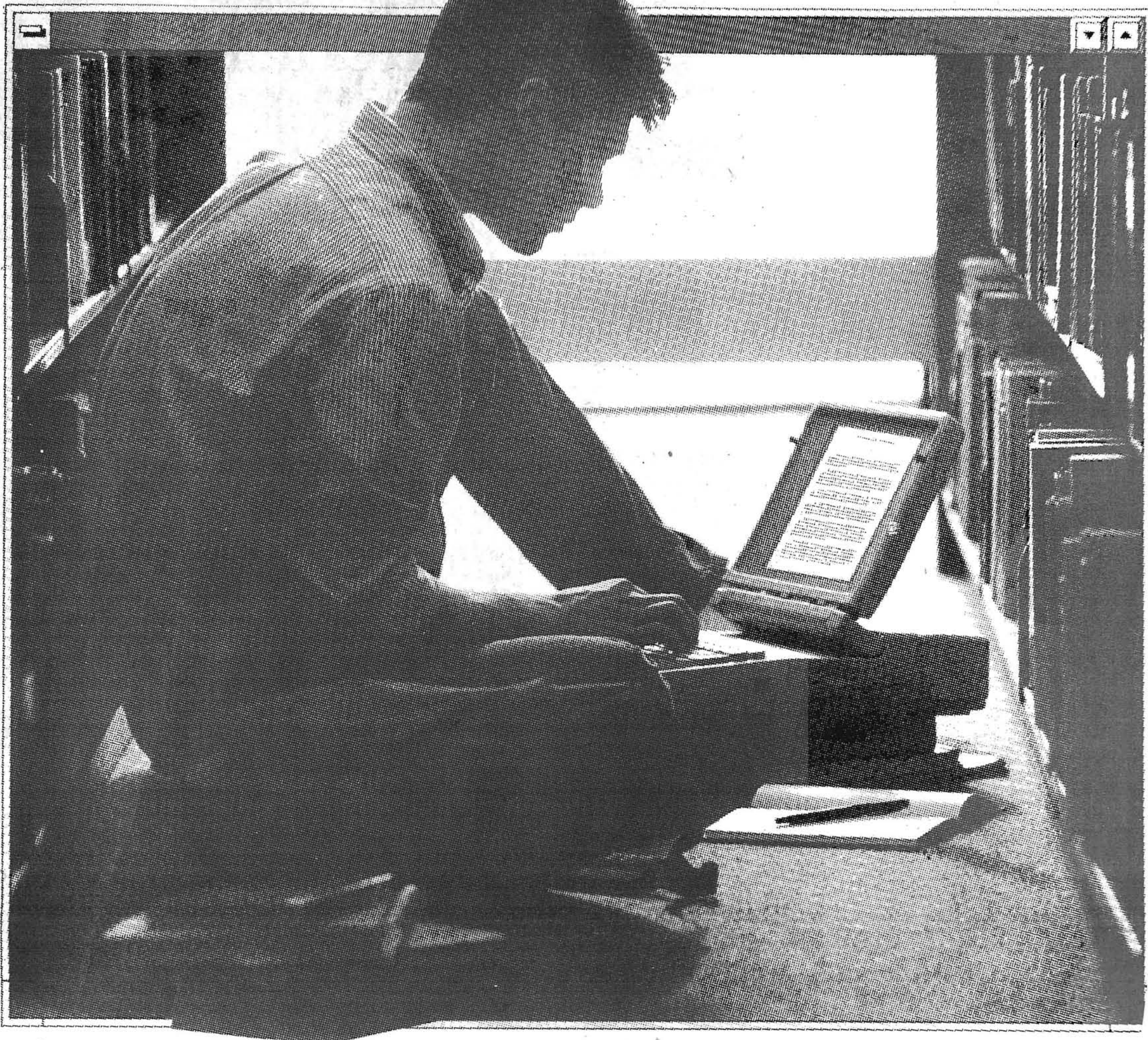
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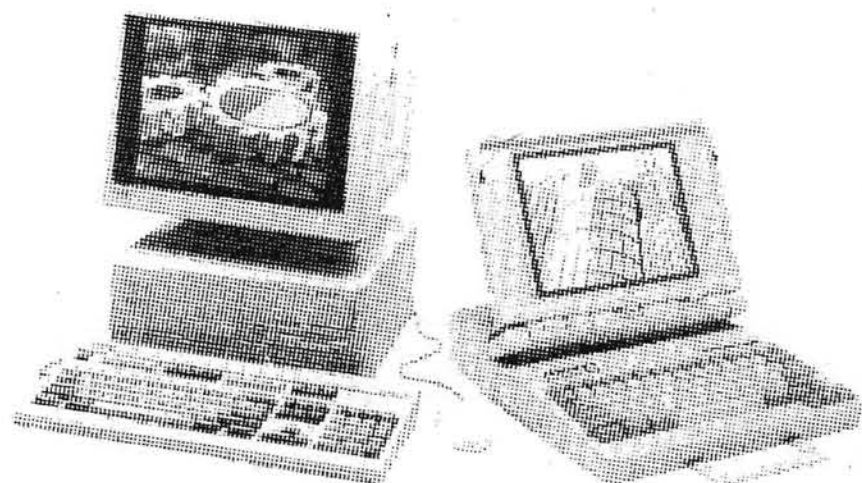
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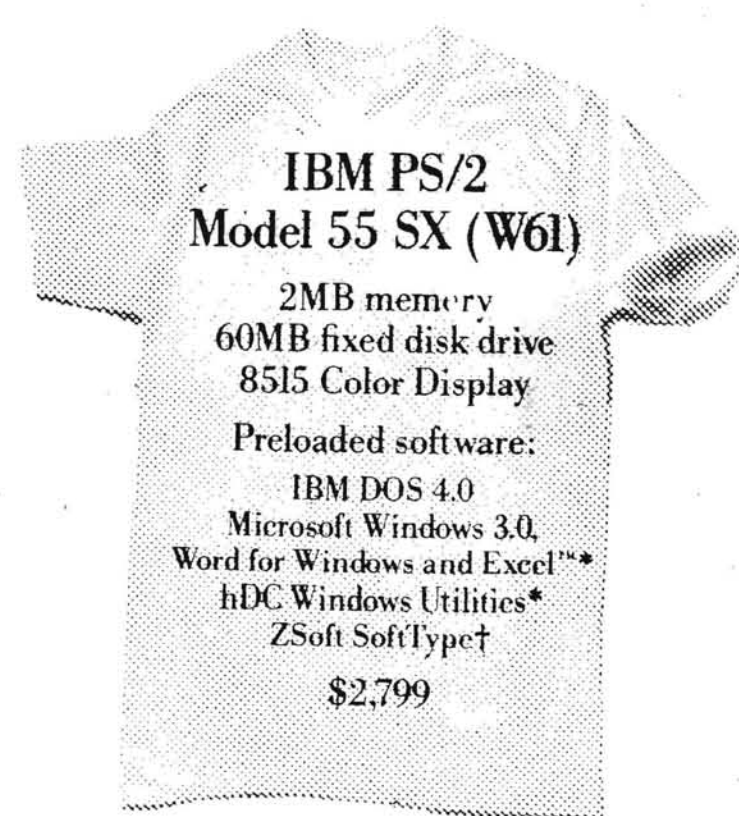
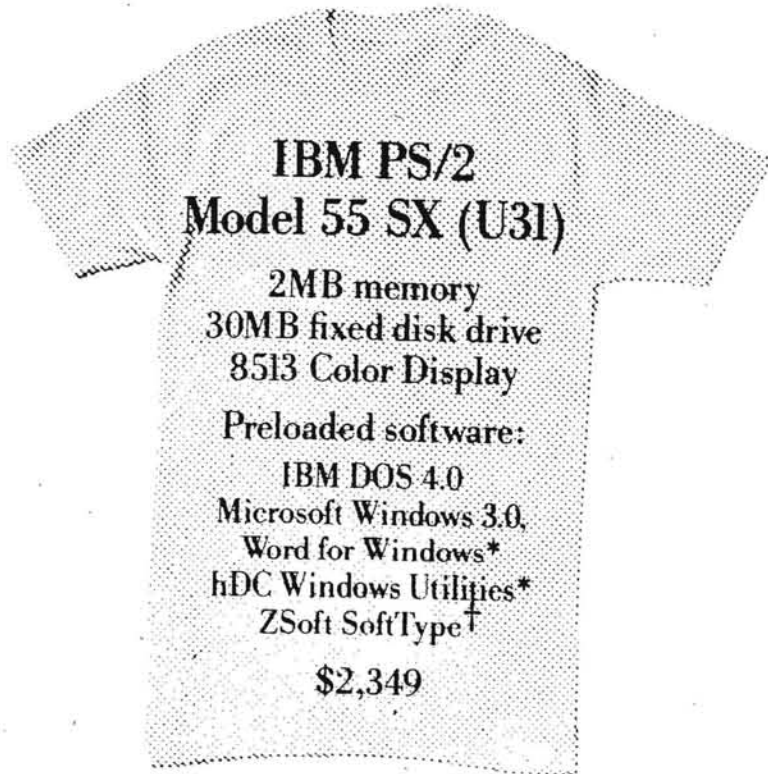
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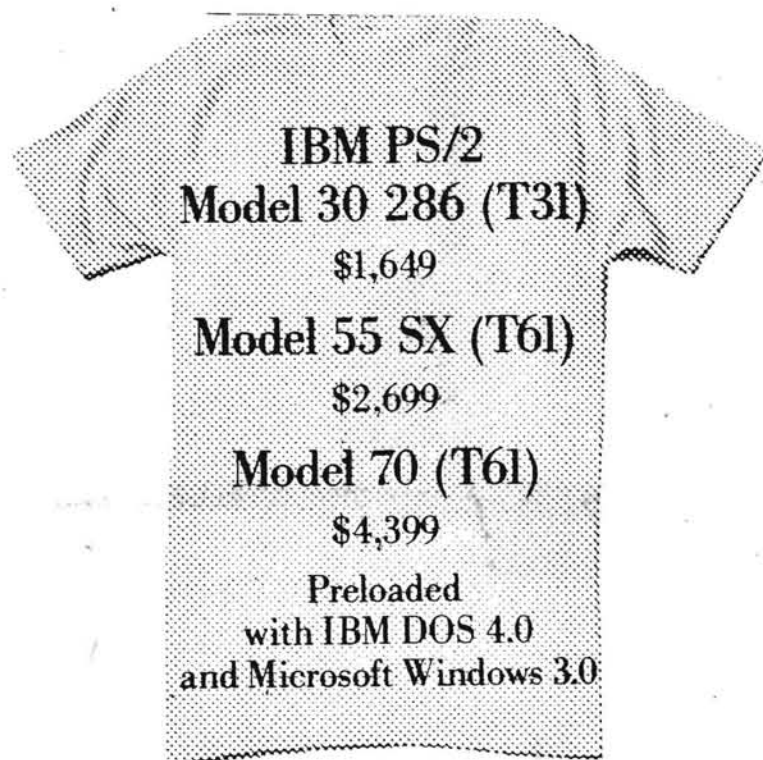
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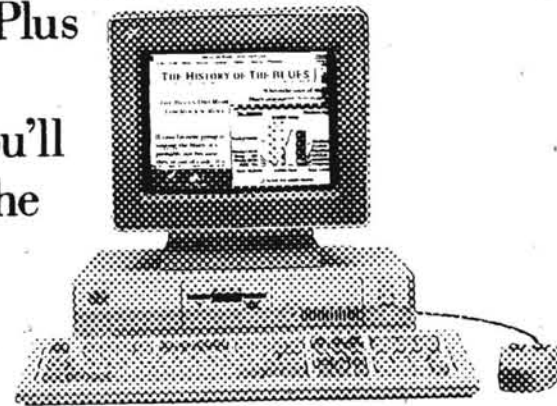


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