



Dr. Joe Louis Boyer

## Summer Commencement and Vintagers Celebration

Two special occasions marked the end of TSU's summer session. The Vintagers Celebration was held August 12-14 and summer Commencement held August 14.

The 1982 Vintagers Celebration was held August 12-14. The class of 1942 was inducted as Vintagers and the class of 1932 was inducted as Golden Vintagers. Activities included registration and social hour in Goodwill Manor a luncheon in the Tennessee Room of the Student Union Building. The President's breakfast honoring the Vintagers was in the Tennessee Room on Saturday, followed by 10 a.m. Commencement Exercises in the Gentry Complex during which the Golden Vintagers were honored.

The commencement speaker for 337 graduates was Dr. Joe Louis Boyer, president of Mississippi Valley State University in Itta Bena, Mississippi. Dr. Boyer received his B.S. from TSU in 1962, and continued his education at the University of Illinois, where he received an M.S. degree in 1967 and The Ohio State University, where he received his Ph.D. in 1971. Before his present position, Dr. Boyer served as assistant professor at Stillman College in Tuscaloosa, Alabama from 1962-1969 and head of the Department of Educational Foundations at Auburn University in Montgomery, Alabama from 1971-82. Dr. Boyer has served as a speaker for many functions and programs

## President Humphries: What To Expect?

President Frederick S. Humphries is "high" on the potential of his school.

"I enjoy being president of TSU. I enjoy the challenge of this institution," said Humphries in a special interview with ACCENT.

He commented on the eve of beginning this fall, his eighth academic year as president of TSU. In the course of the interview Humphries detailed some key achievements of the 1981-1982 academic year and projected a few highpoints for the oncoming year.

"I am dedicated," Humphries said, "to achieving the potential of this University."

He noted advancements, particularly during the second semester, in University recruitment. "I think we did a good job and it's imperative that we continue to work individually on recruitment next year," Humphries said.

He underscored that the recruitment program needs the support and effort of the entire TSU community. "Everyone should see themselves as ambassadors for recruitment," Humphries said.

He listed fund-raising as another area where forward steps were taken in 1981-1982, but called for enhancing fund-raising efforts especially for scholarships and loan funding.

"I will personally become more involved in fund-raising along with Dr. (Calvin) Atchison and several other key (TSU) administrators," Humphries said.

Turning to projections in academics, TSU's top administrator said, "We expect to start to work on several new academic programs." He listed among these a doctorate program in public administration; a B.S. degree program in computer science; and a B.S. in ornamental horticulture.

"We'll be involved in developing a five-year long range plan for the Athletic Department," Humphries said.

Humphries said beginning work on some new soft-ware systems is on the agenda, especially as related to payroll and accounting office systems of the University. "We are beefing-up the staff to realize accomplishment of that activity," he said, adding with emphasis that work is set to begin improving the MBO (management by objective) system in the university.

In this connection, Humphries said, steps will be taken to review and strengthen the process of evaluation of University personnel.

"Tennessee State University is one of the most challenging institutions of higher education in the country. . . It has great potential," Humphries said.

and also serves as consultant to many organizations, including the Tennessee Association of Children under Six in Nashville, Tennessee and the Urban Administration Conference at the University of Tennessee at Knoxville. Dr. Boyer has also been responsible for several education publications.

### New Federal Grant Targets 16 Areas

A \$2,700,000 federal grant awarded TSU recently was supported by a 299-page scholarly prepared document that detailed the University's proposed use of the funds in 16 targeted activities across the academic spectrum.

The money from the Department of Education is set for use in such pressing areas as work toward accreditation of the Business School and development of a "university college"—a program for undergraduates who are uncertain what major field of study they want to pursue, said President Humphries.

(Continued on page 2)

### Faculty Senate Surveys 7% Increase

A poll of TSU's faculty shows that 91.60 percent of those responding favor the seven percent across the board increase in faculty salaries, says Dr. Jacqueline Martin, Faculty Senate chairperson.

She adds in a report that 4.30 percent of responding faculty agreed that two percent of salary funds should be allocated for merit increases, "although they do not understand the merit raise process at TSU."

The report notes that 4.10 percent of responding faculty members were in agreement that they understood the merit raise process at TSU and were also together in backing the allocation of two percent of salary funds for merit increases based on the 1981-1982 faculty evaluations.

Martin, an associate professor of biology, said "President Humphries will explain the merit raise process and the increase in faculty salaries." She didn't say when Humphries would do this.

The poll questionnaire was distributed to faculty members "with many concerns (in mind) about merit raises and the evaluation process at TSU," Martin said.

## In This Issue

<b>Vintagers Celebration,</b>	
Hale Returns .....	2
<b>New Feature:</b> Where To Send Information .....	2
<b>HUD Award Grant:</b> Government and Public Affairs has been awarded \$64,000 .....	2
<b>Faculty Senate Roster</b> .....	3
<b>Alumni on the Job:</b> More than 200 employed .....	3
<b>Bargains:</b> Where To Shop .....	3
<b>Last Call:</b> Information need for campus telephone directory...	3
Executive Seminars Slated .....	4
Football Schedule .....	
<b>Appointments, Promotions and Transfers</b> .....	5
Calendar .....	5
<b>Faculty Briefs</b> .....	5
<b>It's My Turn:</b> New Opinion Feature .....	6
<b>TSU and Channel 5</b> .....	6

## New Federal Grant Targets

(Continued from page 1)

He said in broad terms the money can be used for personnel, faculty workshops and equipment.

"We're very elated over notification we will receive the money," Humphries said.

"I think," he added, "this will help us to move forward greatly and help us deal with areas we need to shore up in the University work toward other things that we've needed."

The grant, awarded under the official designation of the "Tennessee State University Title III Special Needs" proposal, had the backing of the State Board of Regents staff, said Richard G. Rhoda, executive assistant to Regents Chancellor Roy Nicks.

"The activities contained in the proposal are consistent with the University's (TSU) approved role and scope. Support for the activities under Title III is essential to realizing the special needs and self-sufficiency of the institution," said Rhoda in a letter to Humphries.

TSU will receive the funds over a period of three to five years. The targeted use of the money falls under four general categories or areas—"Strengthening Academic Programs," "Improvement of Academic Support Services," "Strengthening Management Capabilities" and "Student Services."

Listed under the first category—and in priority order—are School of Business accreditation upgrading academic computing and educational program capabilities, accreditation of bachelor of science in engineering; strengthening of the medical technology accreditation; establishment of an animal science laboratory; industrial arts and technology accreditation; strengthening laboratory and instructional facilities in the School of Agriculture and Home Economics; strengthening research training in behavioral science; development of an area of international and interdisciplinary studies; and accreditation of the speech and pathology and audiology program.

Listed under the second general category in priority order are university college; and improvement of basic mathematics skills by the use of telecourses.

The third general category, in priority order, includes improvement of fiscal management; development of computer sciences; and strengthening institutional research capability.

The fourth general category lists student support services.

"Tennessee State University has the desire and the potential for

achieving self-sufficiency but at present lacks the resources needed to build up on its strength in order to overcome its weaknesses," states the "Institutional Narrative" section of the proposal.

The proposal points out that four major problems have been addressed in planning and that some strategies have been developed to cope with the problems—listed as (1) declining enrollment; (2) student attrition; (3) limited financial resources; and (4) inadequate management and information system.

"Time is of essence," notes the proposal, stressing that "refinement of the planning process and completion of the long range plan have been impeded by the problems."

## HUD Awards TSU \$64,000 Grant

The U. S. Department of Housing and Urban Development has awarded a \$64,000 grant to the Department of Government and Public Affairs for training students to work in the areas of economic and community development.

The grant will provide a stipend (up to \$5,000), tuition costs (up to \$2,000) and additional support for books, travel and other eligible costs (up to \$500) for eight students who enroll in the University's graduate program in Government and Public Affairs, said Hoyt King, head of the department.

"The aim of the grant program is to permit universities to train minority and economically disadvantaged students to work in the areas of economic and community development," King said.

During the 12-month program, participating students will work with state and local agencies that administer community development, federal bloc and urban development action grants. The on-site training will allow students to gain practical training in planning, execution and administering the grants, King added.

Students who wish to enroll in the program and to apply for financial assistance through the HUD grant, should contact King in writing or call him at (615) 320-3443. Agencies are also invited to contact King if they wish to help provide training experiences for the students.

"We are looking for people who are serious about a career in community development. We need people who are willing to make a commitment," King said. "HUD is requiring students who receive money from the grant to sign an agreement committing themselves to working with an agency administering community or urban development grants.



William Hale Jr. '31, (son of TSU's first president) and Rev. L. W. Johnson '32 reminisce about their days as students. Johnson and Hale, Alumni, returned for the Annual Vintagers celebration.

"As we move toward the 'new federalism' members of minority and economically disadvantaged groups will need to have more input into the distribution and use of community development funds," he added. "This program will go a long way toward preparing people to assume those roles."

## Merritt Editorial on High-Pressure Athletic Recruitment

"Tennessee State University football Coach John Merritt has made some disturbing comments about the high-pressure tactics of player recruiting and says if some reasonableness and integrity are not returned to the process 'we're all going down the drain'."

The statement was the lead paragraph of the lead editorial, "Threat to College Athletics," published June 3, 1982 in *The Nashville Tennessean*. The editorial commented on an earlier story in the *Tennessean* on the TSU head football coach. In the story, which drew wide circulation, Merritt said, among other things, that "recruiting has become a 'dog-eat-dog' world and that the buying of players has become commonplace for some colleges."

"There is nothing wrong with intercollegiate athletics that faculty and administration cannot handle," Merritt said. "But when you go off campus to get alumni involved in helping run the program, that's when we get in trouble."

The editorial pointed out that feeling exists that the NCAA's policing barely scratches the surface in getting at the violations of recruiting policies and rules."

"If so," it added, "Coach Merritt is right. Unrestrained cheating and the monopolization of prime prospects by a few large schools could destroy college athletics."

New Feature in ACCENT

## It's My Turn

This is a special note to the faculty and staff regarding a featured article department in their behalf in ACCENT beginning with this August 20 issue.

A decision to run such a feature "It's My Turn" follows inquiries over a period of several months from growing numbers of faculty and staff—thus indicating sufficient need for an additional department in this publication.

The decision also continues ACCENT'S intention to fully serve the TSU community.

The feature hopes primarily for full and free discussion of matters concerning faculty and staff in all phases of the University. This doesn't preclude, however, articles of opinion on any other concerns in public discussion.

The article should be signed and have correct departmental affiliation. It will become the property of ACCENT and the editor will be the final judge of how the article will be presented in published form in terms of length and admissible content.

Send your articles to the Attention of the ACCENT Editor by the first of each month (Sept. 1—June 1). No unsigned articles will be considered for publication.

ACCENT is a Tennessee State University publication for faculty, staff and students produced by the Office of Public Relations. It is published from August through June (no issues in July) of each year. Staffers contributing to this issue include Juanita Buford, Robert Churchwell, John Cross, Darryln Hall and Harold Jackson, Ph.D.

Send all information to be printed in ACCENT to the Office of Public Relations, Goodwill Manor.

Editor Emeritus, Anne W. Bell  
Editor, Mary M. Vowels

## University Faculty Senate, 1982-83

The following faculty members are your Senate representatives for this academic year.

School	Term	Department
<b>Agriculture and Home Economics</b>		
Ruth McDowell	1981-84	Home Economics
<b>Allied Health</b>		
Zenobia Bagli	1981-83	Speech Pathology
<b>Arts and Sciences</b>		
Herman Beasley	1980-83	Art
Jacqueline Martin	1980-83	Biological Sciences
Geraldean Pletcher	1980-83	Art
Bruce Rogers	1980-83	Government and Public Affairs
Roderic Burton	1981-84	Social Welfare
Charlene McDonald (on leave)	1981-84	Music
Donald Page	1981-84	Communication
Samuel Shannon	1981-84	History and Geography
Charles Williams	1981-84	Physics/Mathematics
Helen Houston	1982-85	English
DeWitt Johnson	1982-85	Sociology
David Wheaton	1982-85	Criminal Justice
<b>Business</b>		
Charles Weis	1980-83	Economics and Finance
Augustus Bankhead	1981-84	Business Education
Kenneth Lea	1981-84	Accounting and Law
<b>Education</b>		
Paul Caraher	1980-83	Educational Administration
Bobby Jones	1981-84	Reading and Special Ed.
Arthur Franklin	1982-85	Curriculum and Instruction
Mary Watkins	1982-85	HPER
<b>Engineering</b>		
Dilip Chaudhuri	1980-83	Mechanical Engineering
Satinderpau Devgan	1981-84	Industrial Engineering
<b>Library</b>		
Diana Jeffries	1981-83	Library
Yildiz Binkley	1981-83	Library
<b>Nursing</b>		
Jean Jenkins	1980-83	Nursing
Susan Meisels	1982-85	Nursing

### Officers

Jacqueline T. Martin is chairperson for 1982-83; Zenobia Bagli, secretary; Helen Houston, secretary-elect; Paul Caraher, parliamentarian; Sam Shannon, parliamentarian-elect; David Wheaton, member-at-large; and Augustus Bankhead, chairperson-elect.

### Meetings

The Faculty Senate meetings are scheduled on the third Thursday of the month (September through April). This body adheres to the Sunshine Laws and its meetings are open.

## Secretaries Association Scholarship Awarded

Jacqueline Denise Wheeler, a sophomore major in office management, has been awarded a \$500 scholarship by the TSU Secretaries Association.

Wheeler, who completed her freshman year with a 3.5 academic average, is the daughter of Mrs. Geneva Wheeler of Clarksville, TN.

Elected Miss Sophomore for 1982-83, Wheeler, a member of the Student Union Board of Governors, has been employed this summer by the Disability Services Division of the Tennessee Department of Vocational Rehabilitation.

## Where to Shop for Bargains

Public agencies such as TSU are eligible to buy surplus property at the distribution center of the Federal

Property Utilization Division of Tennessee's Department of General Services at 6500 Centennial Blvd. Office supplies such as desks, bookshelves and typewriters are available. The phone number is 741-1711.

*Beginning August 16*

## Parking Decals On Sale

A parking decal for a year at the downtown campus will sell for \$40 to full-time faculty and staff members, contractual full-time employees whose work is at the downtown site, and to eligible University of Tennessee personnel, said Dwight M. Perrine, associate director of safety and security.

1982-83 decals may be purchased beginning Aug. 16 and are mandatory beginning Sept. 13. *No decals will be sold during the registration period Aug. 24-31*, Perrine said.



Trainer Luddie Hatten sits in the golf cart donated to the athletic department by Lennie Boswell (center) of Boswell's Golf Cars while trainer Wayne Bell (left) waits to take a ride.

He said other decal sales under the full-time category at the downtown site will include decals for the fall semester only, \$15; for the spring semester only, \$15; and for the summer semester only, \$10.

Perrine said part-time TSU and UT faculty and staff who work 20 hours or less per week may purchase a decal for \$10 per semester. He said the authorization permits parking on the downtown campus only while the individual is in a building on the downtown campus.

Temporary employees may purchase a \$3 decal, valid for two weeks, Perrine said.

## Last Call

Earlier this summer the public relations office requested information for the 1982-83 *Campus Telephone Directory and Faculty Registry*. We still haven't heard from many of you.

If you have not returned the form already, *please do so by August 30*. If you did not receive a form or have misplaced it, contact public relations and we will send you one or take the information over the telephone.

Public Relations is in Goodwill Manor. The telephone number is 320-3688

## Alumni On The Job

There's a special group of more than 200 people on the TSU faculty and staff that puts the University in the enviable position of self-perpetuation by giving gainful employment to its own graduates, a report shows.

The report, titled, "Known Alumni Working at TSU 1982," and compiled by Evelyn Merritt, Bureau of Public Relations coordinator of community relations, lists the names and number-209-of graduates and former students working in 52 departments of the University.

Merritt draws no conclusions, academic, philosophical or otherwise, in the unique report, which says the largest number of TSU alumni, 12, are working on campus for CARP (Cooperative Agricultural Research Program), and the fewest, one each, employed in the campus bookstore (Larry Meriweather), central store (Ernestine Wilson), student affairs-testing (William Hay), Tennessee School Board Association (Millicent Yeargin), U.T. School of Social Work (Lou M. Beasley, Wesley Foundation (Tony Carlew), and Allied Health-School of Allied Health Professions (Andrew Bond).

Barbara Murrell, vice president for Student Affairs, leads the line of graduates as the top "executive officer" on the university staff.

The CARP TSU alumni are William Brooks, Basawarji Hiremanth, Eddie Williams, Blanche Bons, Isiah Burton, Eleese Jolley, Catherine Floyd, Troy Wakefield, Sam Oswaru, Prabhakar Thangudu, Nathaniel Adefope and Jacqueline Hathaway.

\* \* \* \*

I am a true labourer, I earn that I eat, get what I wear, owe no man hate, envy no man's happiness, glad of other men's good.  
William Shakespeare



**Did you ever wonder how many people benefit from United Way agencies?**

**Three out of every five Middle Tennesseans received service last year from a United Way supported agency.**

### Seven Part Business Executive Seminar Slated

"Working Smarter" is the theme set for a seven-part business executive seminar co-sponsored by the School of Business Management Development Institute set for September 23 through April 21. Price Waterhouse is the other sponsor.

"Our goal," said Sharon Langford, School of Business director of service and development, "is to deal with the realities of the business world rather than simply academic textbook exercises." The opening seminar's topic discusses productivity. The remaining six will underscore technology, October 21; strategic management, November 18; finance, January 20; marketing, February 17; economics for business decision-making, March 17; and human resource planning, April 21.

### Fewer Job Offers: Larger Salaries

Fewer job offers are being made to college graduates this year than in the past, but average starting salaries have increased, says a report in the *Chronicle of Higher Education*.

Some employers appear to be postponing hiring decisions as they wait for the economy to recover, while others in industries less affected by the sagging economy are conducting business as usual, said the report, quoting statements from an earlier report by the College Placement Council.

"Still others are cutting back on recruiting trips and reassessing staffing needs," continued the CPC report, noting, however, that there would be employment opportunities for the best students and most aggressive job seekers."

The council's report—based on jobs offered between Sept. 1, 1981 and March 5, 1982—said students majoring in petroleum engineering had drawn the top offers at the bachelor's degree level: \$30,432 annually, a 14.2 percent increase since the last report in July 1981.

The second highest average salary of \$27,168 went to chemical engineering graduates, an 11.5 percent increase.

The council report said job offers in the humanities and social sciences are usually limited at this time of year, since graduates in those fields often do not receive job offers until later in the year or after graduation.

The largest number of job offers in the sciences was in computer science, the report said.

### Physics and Math Department Offers Scholarships

Forecasts of "information explosion" during the 1980s has prompted educators and businessmen to call for greater "computer literacy" among students of today and tomorrow. Tennessee State University stands ready to answer the call by providing college-level training in computer science. What is more, the University is currently offering a limited number of tuition scholarships to eligible students.

TSU offers a variety of computer science courses through a general degree program administered by the Department of Physics and Mathematics. The courses provide instruction in basic programming, programming in Fortran, Cobol, Snobol and other computer languages, data management, logic design, computer graphics and microprocessors as well as other pertinent subjects.

"There is a national need for people with training in computer science," said Dr. Raymond Richardson, head of the Department of Physics and Mathematics. "The greatest need is for people who have training at the BS (bachelor of science) level and above. Businesses need people who can do more than punch cards. They need programmers, analysts, computer system designers and people who understand microcomputers."

The scholarships are available to students who graduated in the top one-fourth of their class or who have proven their academic ability in higher education. The amount of the scholarships will be based on the number of computer science courses the student is eligible to take, Richardson said.

For more information about the computer science courses and/or to apply for the scholarships, interested persons should contact Richardson at (615) 320-3246.

### Children Learn

### Math and Science Can Be Fun

Many elementary school children were escorted through Mathemagicland and the world of computers by members of the Physics and Mathematics Department during the first Summer Math and Science Program at the University.

"The program was designed to change attitudes about math and science and to show the children that math could be fun," said Elizabeth Wayt, director of the program. "We wanted them to know that mathematics and science play a part in their lives daily."

## Ten Game Football Schedule Announced

TENNESSEE STATE FOOTBALL SCHEDULE  
1982

DATE	OPPONENTS	SITE	TIME
September 11	Jackson State University (Vandy)	Nashville, TN	7:30 p.m.
September 18	Central State University	Wilberforce, OH	1:30 p.m.
September 25	Texas Southern University	Houston, TX	7:30 p.m.
October 2	Alabama State University	Birmingham, AL	1:30 p.m.
October 9	Grambling State University	Grambling, LA	7:30 p.m.
October 16	University of Tenn. (Chattanooga)	Nashville, TN	7:30 p.m.
October 23	Bethune Cookman	Nashville, TN	7:30 p.m.
October 30	Southern University **(Vandy)	Nashville, TN	7:30 p.m.
November 13	Mississippi Valley State	Memphis, TN.	7:30 p.m.
November 20	North Carolina A & T	Nashville, TN	1:30 p.m.
** (Homecoming)			

Rising fourth through seventh graders were allowed to participate in the two-week program. They had classes in astronomy, simple machines, metrics, physics and algebra. Mathemagicland, a portable classroom, featured a series of mathematical problems which the children could solve through practical experiments.

The biggest attraction, however, proved to be the computer class. Wayt said, adding that instructors almost had to "pry the older children away from the computers."

The computers used in the program were donated by the local Radio Shack Computer Center through the assistance of Michael Mehiman, educational salesman for the store.

The interest in the computers led to the offering of a "Computer Camp" following the Math and Science Program.

### African Affairs Joint Farm Venture Conference

The Institute for African Affairs sponsored a Joint Farm Venture Conference at the Peabody Hotel in Memphis, TN in June. The conference provided an opportunity for Tennessee farmers to set up joint farm operations with their African counterparts. The ambassadors and economic counselors from Kenya, Nigeria and Cameroon, along with executives from federal U.S. agencies, were present to discuss farming ventures and the economic interest of both countries and the state of Tennessee.

Tennessee's Lt. Gov. John S. Wilder and U.S. Representative Harold E. Ford from Memphis were among the dignitaries who attended the conference.

Before the meeting, they visited Knoxville, toured the World's Fair and took aerial tours of east and west Tennessee farms.

### Limited Number Available

### Graduate Record Examination Scheduled

A limited number of Graduate Record Examination, Aptitude and Advanced Tests will be administered Saturday, September 25, 1982 in the University Testing Center, School of Business (Room 105).

All currently enrolled graduate students who have not taken the Graduate Record Examination and all previously enrolled graduate students who have not passed the Graduate Record Examination and who plan to return to the University should register to write this examination during the current enrollment period.

To register for this examination the student should bring or send a completed "GRE Enrollment Blank" and "Graduate Record Examination Application" along with evidence of payment of appropriate fees to the University Testing Center, School of Business (Room 225 or 229) no later than September 18, 1982.

The fees for the Aptitude and Advanced Tests are \$29.00 each.

Fees may be paid directly to the University Business Office, or may be paid at the Testing Center by check or money order. No cash will be accepted in the Testing Center Office.

**Faculty, Staff, Students!**  
**The ACCENT staff wishes you a successful academic year.**

## Faculty and Staff Briefs

**Dr. Harry Fuchs**, associate professor of public administration, has been elected vice president for public institutions of the Tennessee Conference of American Association of University Professors. Fuchs takes his place on a five-member executive committee to act as an advocate for and liaison with all AAUP chapters at state universities and colleges.

**Dr. Paul F. Caraher** of the department of educational administration, discussed "Religion and Public Education/Evolution and Scientific Creationism" at the 8th Annual Law Seminar at Tennessee Tech University in Cookeville.

**Dr. Ozie L. Adams** held chief liaison duties in planning and conducting the recent Mini Conference for Agricultural and related workers in Tennessee at TSU. Acting in behalf of the Cooperative Extension Programs at TSU and the Human Resources Development Center at Tuskegee Institute, Adams, a food nutrition and health specialist, spearheaded a conference attempting to identify problems and/or constraints among people in rural areas in Tennessee that may be addressed at the Professional Agricultural Workers Conference held yearly at Tuskegee.

**Dr. Desh Duseja**, CARP researcher and member of the department of plant science, described his research on sewage sludge as a fertilizer during the recent spring Tennessee Organic Agriculture Conference (TOAC) in Crossville. He said the new Tennessee Alternative Growers Association was formed to provide regular support for organic growers. This was the first TOAC to be held.

**Dr. Handy Williamson**, CARP executive, was named to a Task Force to address the issue of the establishment of a set of standards and performance for use in evaluation performance of universities in the implementation of Aid for International Development (AID) funds. John Ryan, president of Indiana University, chairs the group.

**Dr. Prem S. Kahlon**, principal investigator for CARP and professor of biological sciences, presented a paper titled "In Vitor Multiplication of Soybean (*Glycine max* Merrill)" at the recent Symposium in Agricultural Research at Beltsville, Md. The paper was co-authored by his research associates **Sarabjit Bhatti** and **Therese M. Curry**.

**Lewis J. Wiley**, retired vocational agriculture teacher at Fayette-Ware High School in Somerville, has received a plaque of gratitude for long-standing service to TSU and the Department of Plant Science. Making the presentation to Wiley were three

of his former students—**William Hayslett**, assistant professor; **Eddie Williams**, research assistant; and **Charles Scott**, graduate student. Eleven other Wiley students who graduated from TSU in plant science are now working for the Tennessee Soil Conservation Service, it was reported.

**Barbara Gyalog**, library serials, taught swimming classes for the children participating in the Fifteenth National Youth Sports Program held at the University.

**Patsy Munden**, reference librarian (downtown), danced in a concert for the Canby-Robinson Society in the spring. Munden also catalogued a small collection of books on Women's Studies donated to the Womankind Health Center.

**President Frederick S. Humphries** headed TSU representation at the Career Advancement Institute sponsored recently in Atlanta by the United Negro College Fund. Also attending were **Dr. Bruce Hartmann**, economics and finance department chairman, who spoke on the topic "Black Earnings, Education and Occupational Composition During the 70s" and **Dr. Robert C. Vowels**, professor of economics and director of the Office of Minority Affairs, who spoke on the topic. "An Analysis of Published Papers on Black Economics by Leading Scholars." Humphries gave opening remarks for the two-day institute.

**Dr. Evelyn Fancher**, director of Libraries/Learning Resources Center, spent the month of June in Swaziland, South Africa, serving as a library consultant in the establishment and operation of an agriculture research library—a component of a five-year cropping systems research project conducted by both TSU and Pennsylvania State University under sponsorship of the Agency for International Development (AID), Washington, D.C.

Fancher's ongoing service to the project will include similar periodic overseas visits and training sessions for Swazi librarians at TSU.

Meanwhile, two Swazi government officials—Dr. Arthur Khoza, permanent secretary of agriculture and Dr. Frank Buckham, senior research officer in the Ministry of Agriculture—were on campus in June looking over TSU agriculture facilities and visiting the CARP Experimental Farm. They were accompanied by Dr. Dean Jansma, Penn State agricultural economist and AID project manager in Swaziland.

Another Swazi-TSU tie is **Dr. Verlene Watson** of the Department of Sociology who serves as project sociologist.

**Dr. Donald F. Joyce**, coordinator of the downtown branch of the library, has been appointed to the Committee on Minority Concerns of the American Library Association. Established in 1981 by American Library Association (ALA) Council, the committee is charged with reviewing the *ALA Policy and Operations Manual* and making recommendations to the Council for changes supportive of greater minority participation in the American Library Association.

**Dr. Jacqueline Martin**, associate professor of biology, carried the TSU banner at the June meeting of the Tennessee Representative Assembly at Nashville's Hyatt Regency Hotel.

Martin, chairperson of the University Faculty Senate, was chosen for the role by the Tennessee State Employees Association, a major sponsor of the assembly.

Martin's concern in meetings with top state elected officeholders, businesspersons and educators centered on issues involving higher education, particularly those affecting TSU, she said.

Speakers before the assembly included candidates for public office, including governor, state legislature, U.S. Congress and the State Public Service Commission.

## Calendar

**August 29—September 15**

**Art Exhibit from Republic of China:** "Contemporary Calligraphy and Paintings from the Republic of China" may be seen in the art gallery in Jane Elliott Hall (Women's Building) from 8 a.m. to 4 p.m. A reception will open the exhibit on Sunday, August 29 from 2 p.m. to 5 p.m. The public is invited.

**August 30**  
Classes begin

**September 6**  
Labor day

**September 10**  
Inauguration of president and vice president of the Student Government Association (SGA)

**October 14-15**  
Mid-semester examinations

**October 22**  
Coronation of Miss Tennessee State

**October 29**  
Dedication of the School of Engineering

**October 30**  
Homecoming 1982: The classes which had students graduating in the years ending in two (2) and seven (7) will be honored.

**November 25-26**  
Thanksgiving holidays

**December 14-17**  
Final examinations for the fall semester

**December 20—January 13**  
Christmas recess

## Appointments, Promotions and Transfers

The Personnel Office and the Office of the Vice President for Academic Affairs recently announced some of the University's appointments, promotions and transfers. ACCENT will print changes as they are reported.

### APPOINTMENTS

**Martha Tesh, Ph.D.**  
Assistant Professor,  
Biological Science

**Paul B. Smith, MA**  
Assistant Professor,  
Accounting and Law

**V. Michael Fox, MBA (CPA)**  
Instructor,  
Accounting and Law

**Stephen Brown, Ph.D.**  
Associate Professor,  
Business Administration

**Lovelle Atkisson, Ph.D.**  
Assistant Professor,  
Educational Administration

**Ronald Mickens, Ph.D.**  
Professor,  
General Engineering

**Momalu W. Massaquoi, MLS**  
Assistant in government documents, Library

**Dwight D. Martin, MS**  
Instructor, Architectural  
Engineering

**Chikashi Sato, Ph.D.**  
Assistant Professor,  
Civil Engineering

**Charles Chung-Cha Liu, Ph.D.**  
Assistant Professor,  
Civil Engineering

**Natthe S. Parate, Ph.D.**  
Associate Professor  
Civil Engineering

**Willis A. McCallister, BS**  
Instructor  
Fire Science

**Julla M. Dinkins, Ph.D.**  
Assistant Professor,  
Home Economics

The editor has tried to get as complete and as correct a list as possible. If there are changes or errors send the information to our office and we will incorporate the information in the next issue/issues.

## It's My Turn

### The Image of TSU Is Within Us

by Harold Jackson

Are the parts bigger than the whole? Is TSU a monolithic unit?

From an image point of view these questions have plagued our sense of direction and probably have helped to diffuse the opinions of our constituents in the community. Since we merged in 1979, the issues surrounding the University have been confusing both externally and internally. What was communicated to the community in the early stages of the merger inflated our internal divisiveness rather than minimizing it. Issues involving blacks and whites were more important to the gatekeepers of the media than our educational mission. I make no attempt here to argue the point which factions internally were right or wrong, but to note how our identity (racial) affected our image then, and how, to some extent, it still limits the positive image we so desire.

There have been vague attempts by some of us to create what we believe is or should be the image of TSU in Nashville. These efforts have come at a time when the mass communication arena is undergoing a metamorphosis. It is important at this point to elaborate on these changes because the media is the only way some of us believe our image can be altered.

The last survey I remember seeing about where people in our society get the bulk of their information came to the same conclusion of other studies undertaken to find the same answer. The four principal mediums of communication: television, newspapers, radio and magazines (special interest and general news) have been in the order they are listed for more than twenty years. One change noted recently puts newspapers in the third category and some media observers believe we will get all of our primary information from the electronic media in the future.

Communication technology is exploding at such a pace that Alvin Toffler's *Future Shock* is fast becoming a present day reality. Just the other day, a Japanese electronics firm demonstrated the first wrist-watch television; Bell Laboratories is developing a telephone system where calls can be placed from your wrist to any place in the world; cable systems are being challenged by direct satellite discs which can be purchased for your home use; your television set is being equipped to receive telephone calls and stereophonic sound, and to serve as a domestic data base for home computer needs.

Whether you like it or not, in the future all of your information and entertainment will not



Dr. Jackson is director, Office of Public Relations and instructor in the Department of Communication.

originate from the newsrooms and movie theaters, but from the home or wherever you keep your television set or take your wrist-watch television. With the advent and widespread use of two-way communication via the coaxial cable, you will be able to shop for food and all the necessities of life, instruct coaches on what plays to call at athletic events and some futurists are saying you may be voting at home.

If we put the new technology aside, one fact is clear, we are being inundated with information from a myriad of sources. Though television is still the number one source of information for the majority of us, the changes it is undergoing reflect the communication revolution and/or evolution now underway. Television stations in their efforts to compete, are programming shows at what most of us would call ungodly hours. You can see newscasts in some cities, including Nashville, twenty-four hours a day. One local station announced two weeks ago their intentions of airing television shows from the 1950s at 2 a.m. Radio is not immune to programming changes. Locally, radio stations are programming all-news, all-talk and other special interests.

Those of us who are responsible for working with the media find it difficult at times keeping up with the changes. One thing is clear from all these modifications occurring, especially in television: the 6 p.m. and 10 p.m. news are not the only times available to find out what's going on in the world.

In this ambiance the Public Relations Office is communicating the TSU story to a complex media. When members of our staff, particularly those individuals who are responsible for working with the media, are contacted by campus departments, schools or offices, one of the first questions posed is, "can we get coverage for this event or activity?" Our response has always been that we will make an effort and do all of the necessary follow-up to assure the news gets to

the media. This is usually done by preparing a news release and determining what media outlet would use the story. Not everything we do on this campus is newsworthy. You may think it is because it concerns your area, but to the general public, which the media serves, the news items may have no significance at all. What's important to us is not news to the average working-class Nashvillian.

We have tried to serve as a conduit for the campus to the media. And, at times we have had to make decisions about news items which usually involved whether to send a release when we know the media will not use it. We cannot and will not continue to waste paper and postage doing this. Our energies and resources must be directed to generating the maximum exposure for activities and events in which the media have an interest. We have to spend as much time creating that interest as we do in disseminating the news.

We do not create the news. You do. We only communicate the news to the general public via the media. If an activity involves a special group within the community, a marketing strategy must be developed. This strategy should not and must not rely totally on the media. To plan an activity and just depend on the information getting into the paper illustrates to our staff the person has not done his/her homework. You must decide for each project where your target audience is and develop materials to communicate to that segment of the population. The Public Relations Office can assist you in this effort. You may find in doing so that the target audience must be approached in a combination of ways. Conducting this review will increase your chances of media coverage not diminish it.

There are over 1,300 (employees) public relations personnel on this campus who are responsible for the image of this University in the community. When one of the media outlets writes a story which appears negative, all of us should respond as if the story was written/spoken about us personally. That has not happened. Consequently, when the Institution is belied in the media, the event goes by and is accepted as the norm for TSU. Reporters who cover higher education need to know from you that all is not asunder in North Nashville. If you accept the patterns of the past you have no right to complain.

The image of TSU is you. There are many magnificent parts which compose this uniquely monolithic University. Let's improve on the image by improving on our attitude about the place where we work. That's the only way our image will change and the only avenue open to us.

Nashville is watching us to determine if it is possible for our society. I think it is and I hope you do too.

### TSU and Channel 5—Eye of the Tiger

Channel 5 this fall has given TSU the chance to tell its story.

"The world has recognized this great university through its athletic programs. . .but we want to show you the side of TSU which makes it a

complete university, fulfilling its mission of 'Think, Work, Serve' through its academic excellence and contributions to the Nashville community through the 'Eye of the Tiger,'" said Dr. Harold Jackson, director of Public Relations.

"Eye of the Tiger" will be a one minute information spot about TSU

which will appear on the "John Merritt Show". The first Merritt show will air Sunday, September 12, at 11:00 a.m. after TSU's first football game on September 11. Subsequent shows will be aired on Saturdays immediately following the CBS NCAA game of the week on WTVF-TV, Channel 5.

Be sure and tune in Sunday, September 12 on Channel 5!!

**REMINDER! July 1, in accordance with Public Law 563 ANY printed matter which is produced for general distribution outside the campus and some publications distributed inside the campus MUST have a publication number.**

For further information, contact Mary Vowels, 251-1141. ACCENT Publication No. TSU-83-0032(A)-13a-52610

**See Tiger Football—Order Your Season Tickets Now!!! Call (615) 320-3596**

**ACCENT**

August 20, 1982