

President's
Perspective

Achieving balance:
Advancing scholarship,
teaching excellence is not
'either/or' proposition.

December
Focus

Aging of America:
Stereotypes are changing
rapidly in the burgeoning
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Academic
Agenda

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Glance

Holiday music:
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fill the air across campus
with full slate of concerts.

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Bayl^{or}News

Monthly News for the Baylor University Community

NEW ELDERLY

Rockin' America

Baylor's Gerontology Program is redefining aging through innovative research, programs

By Lori Scott Fogleman

The numbers tell the story. Statistics indicate the aging population in Texas alone will increase 127 percent in the next two decades, exceeding the percentage of increase in the rest of the United States.* As baby boomers continue aging, the number of centenarians is expected to jump from 77,000 this year to more than 4 million by 2050.** Globally, 25 percent of the world's population soon will be considered "elder" — a description that is itself being redefined.***

This explosion of the "new elderly" is no surprise to Baylor University gerontologist Ben E. Dickerson. He and a growing number of his graduates from the Institute for Gerontological Studies are meeting the challenges of this "Age of Age" — a society whose population is rapidly changing from youth-oriented to age-oriented.

It was more than 20 years ago — in the mid-1970s — that a handful of Baylor leaders took the long view on the aging issue. At that time, the few gerontological programs in existence in Texas focused primarily on the long-term care of the frail elderly.

Baylor, however, began to look at aging in a different light, through the pioneering vision of then Baylor President Abner McCall, then executive vice president and provost Herbert H. Reynolds, and then Baptist General Convention of Texas executive director James H. Landes. In 1977, Baylor opened the Institute for Gerontological Studies.

Dr. Ben Dickerson, director of the Institute for Gerontological Studies, says the elderly are living longer, healthier, more productive and more active lives.



Chartered in 1845 by the Republic of Texas, Baylor University is the state's oldest continually operating institution of higher learning and is the largest Baptist university in the world. With more than 13,000 students and 600 full-time faculty, Baylor offers undergraduate, graduate and professional degrees through the College of Arts and Sciences, the Hankamer School of Business, the School of Education, the School of Music, the Louise Herrington School of Nursing, the School of Engineering and Computer Science, the School of Law, the Graduate School and George W. Truett Theological Seminary. Baylor is consistently ranked among the top college values in the country by such publications as *Fisk Guide to Colleges*, *Princeton Review* and *Money* magazine.

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Baylor University is an equal educational and employment opportunity institution.

President's Perspective

Scholarly pursuit, excellent teaching are complementary

Broadening scholarly activity while maintaining a strong commitment to undergraduate teaching is one of the important challenges Baylor faces in achieving the mission set forth by the Board of Regents.

This challenge is at the very heart of who we are as a university and has been addressed in several venues around campus, most recently by Dr. Robert Baird in the October and November issues of the *Faculty Senate Newsletter*.

Dr. Baird cogently presents the dilemma before us as we strive to "achieve Baylor," a reference taken from philosopher Richard Rorty's *Achieving Our Country*, and points out, accurately so, that it is an ongoing process with work still to be done. Dr. Baird also makes the crucial point that striking this balance does not necessitate an either/or approach: "The desire, rather, seems to be to preserve the depth of faculty-student interaction that has been the Baylor story and to develop a faculty committed to research and publication."

Enhanced education

I firmly believe this is a desirable and achievable goal. The directive before us is to increase research, grant-seeking and publication while maintaining the close faculty-student relationships and mentoring for which Baylor is known. The ultimate objective is to provide enhanced educational experiences for our students in the classroom and the laboratory.

How then do we, as committed faculty and administrators, rise to this challenge? Too often,

and traditionally, the options have been presented as "publish or perish." Baylor does not subscribe to this mentality, nor do I believe we ever will. The late Ernest Boyer, former president of the Carnegie Foundation for the Advancement of Teaching, helps us expand our understanding of scholarly activity and the opportunities for flexibility, innovation and creativity therein. His definition includes:

- traditional notions of research and reflection that result in discovery;
- presentations that creatively integrate ideas;
- creative performances and productions typically associated with the fine arts;
- the application of knowledge in solving problems; and
- research, writings and presentations that focus on the activity of teaching itself.

Administrative support

The University is committed to supporting the faculty as they expand their scholarship while maintaining quality undergraduate instruction. The Provost's Office has proactively addressed this issue and we are hiring more full-time faculty, providing increased release time and offering more sabbaticals. Department chairs and deans work closely with new faculty in developing and furthering scholarly agendas and the Development Office offers grant-writing workshops and other resources to facilitate these efforts.

Grant proposals at Baylor also have increased significantly in recent years. Proposals made to



President Robert B. Sloan Jr.

external entities number almost 100 this year, compared to 75 to 80 last year, with \$2.6 million in new announced awards and \$4 million in actual research and sponsored program expenditures. There also are internal grants available to faculty. The University Research Committee, with an annual budget of \$77,000, provides seed money for smaller projects, especially helpful to new faculty members. Faculty Development Grants, with a budget of \$37,000, are awarded primarily to facilitate the development of curriculum. Additionally, there are professionals in the Development Office who are available to help faculty procure grants from private foundations and develop concepts for larger grant proposals.

Good research informs good teaching. In a world-class university, the two cannot be separated. At Baylor we must continue to find creative ways to blend the best of both initiatives to enrich our own community of scholars and the educational experience of our students.

Center for Jewish, American Studies Established

Emphasis will encourage discussions, offer lectureships, strengthen University's mission

To further the knowledge of contemporary Judaism and Christianity and their relationship to one another, Baylor has established a Center for American and Jewish Studies with Dr. Marc Ellis, University Professor of American and Jewish Studies, as its director.

"We have two primary goals for the center," Dr. Ellis said. "First, we want to create an important forum for the discussion of religion and political life in the United States and on the international scene. Second, we want to establish the leading center for the study of Judaism and Jewish life among Christian-identified institutions of higher learning."



Dr. Marc Ellis, University Professor, in his office in the Carroll Library

Center activities will include creating the Gillian Rose Lecture Series in Jewish and Continental Philosophy, named for the prominent Jewish philosopher who died in 1995 of cancer, and sponsoring other lectures on such topics as "Faith and Society after the Holocaust" and "Jewish and Palestinian Life in the 21st Century."

The center also will organize yearly conferences with the inaugural conference to be "The Next 50 Years: Beginning a Millennium of Hope and Possibilities," set for November 2000. Subsequent conferences dealing with Jerusalem and "Is There a Judeo-Christian Tradition: Myth or Necessity" are scheduled for 2001 and 2002,

respectively.

"The lectures and conferences will be geared toward the internal Baylor community, scholars, Baylor alumni and friends of the University. The audiences will be local, national and international in scope," Dr. Ellis said.

Additionally, the center will

create a library of Judaica, Jewish-Christian relations and Israel/Palestine materials, and will offer courses on such topics as the Holocaust, Jewish philosophy and modern Judaism, which will be offered through the J.M. Dawson Institute of Church-State Studies and crosslisted with religion and history.

Travel opportunities

Dr. Ellis also plans travel opportunities for students, alumni and the community at-large to important sites of Jewish history and contemporary life, such as Israel and the U.S. Holocaust Memorial Museum in Washington, D.C.

Dr. Donald D. Schmeltekopf, provost and vice president for academic affairs, said the creation of the center will strengthen one of the University's missions.

"Part of Baylor's mission is to bring to our community and to our students the larger set of concerns surrounding religious ideas in general," he said, "and what better place to talk about matters regarding Jewish history and tradition of faith than within the context of a Christian university?"

Dr. Ellis has achieved international acclaim as an expert on contemporary Judaism and the Holocaust. Formerly a visiting scholar at Harvard University, he joined the Baylor faculty in 1998. He is the author of nine books including *Unholy Alliance: Religion and Atrocity in Our Time*, *Ending Auschwitz: The Future of Jewish and Christian Life* and *O Jerusalem: Embracing the Jewish Covenant in Our Time*. — Julie Carlson

Elderly Living Longer, More Productive Lives

Gerontological studies affect on-campus and off-campus agencies, programming

continued from page 1

"I can still remember Judge McCall saying he wanted us to develop a program that would in some way enable older citizens to remain in their community where they could be independent, where they could continue to have dignity and continue to be involved with both their church and their family," said Dr. Dickerson, a professor of sociology who became director of the institute in 1980.

Today, the institute has expanded into the centerpiece of Baylor's response to individual, societal and global aging, preparing gerontology professionals to help each individual realize and maximize his or her full potential in the second 50 years of life. It was an innovative approach to aging that thrust Baylor into the vanguard of gerontological research and study nationwide.

Variety of degrees

Degrees offered through the program include a master of science in gerontology, a master's degree in clinical gerontology, undergraduate and graduate certificates in gerontology and a graduate certificate in clinical gerontology. Gerontology is offered as an undergraduate minor at Baylor, as well. Some of the program's first graduates are directing other gerontology institutes, such as Steven Tam, a professor in the gerontology program at Hong Kong Baptist Theological Seminary, and Deborah Newell, coordinator of the Center for Elder Services at the University of Houston College of Dentistry.

Because of the shifting population demographics, gerontologists find they are constantly redefining "old."

"We used to say if people could

live to be 75 to 80, that's a good long life. Now we're defining that as the young-old period of one's life," Dr. Dickerson said. "Just like you prepare for the first 50 years of life, there's a greater need to prepare for the second 50 years of life, and in the past we didn't give that much consideration.

"When a person retires now, they have almost a third of their lives before them. And so, you not only teach people how to make a living, which is what Baylor does so well, but to help people learn how to live," he said.

The typical symbol of the aging — the rocking chair — is no longer the norm, Dr. Dickerson said. People are living longer and are more active and diverse in their pursuits.

Reeboks, not rockers

"They've traded their rocking chairs for Reeboks," he laughed. "We've seen quite an increase in the number of people 60-plus who are taking flying lessons. They're whitewater rafting, camping, swing dancing, speed walking, volunteering for missions here and abroad. Older people want to be useful and involved and active, even adventurous."

Gerontology students in the graduate program have come to Baylor from all walks of life — psychologists, nurses, missionaries, attorneys, financial consultants, government workers, crisis counselors, and even from high school, as did former Austin ISD Spanish teacher TimMarie Williams, now a first-year graduate student in gerontology.

"I have always had an interest in attending medical school, but as I began to search out post-baccalaureate pre-med programs, most were on the East Coast," Williams said. She was referred to Baylor by University of Texas educational administration professor



TimMarie Williams and Susan Tevis (from left), both returning first-year graduate students in gerontology, and Michael Olmstead (right), a senior who plans to enter the graduate program in May, visit with E.E. Dutch Schroeder, emeritus associate professor of health, human performance and recreation, as he works out at the McLane Student Life Center.

Nolan Estes and to the gerontology program by Dr. Darden Powers, director of Baylor's Institute of Biomedical Studies and professor and chair of physics.

A few months into her studies, Williams calls gerontology an eye-opening experience.

"I already have experience in a surgical trauma unit, but now that I've been exposed to gerontology, I've said, 'Well, God, you've gotten me to this point. Show me what's next,'" she said. "I do know whatever it is, I'll use the abundance of knowledge I've gained from this program, as well as my Spanish. I see now how important it is to cater to and meet the needs of the geriatric population in the years to come."

Multidisciplinary study

Because gerontology affects every person and many life experiences, it touches almost every academic discipline at Baylor. For instance, Dr. Dickerson has observed Baylor pre-med students, who have taken one or more undergraduate gerontology courses, elect to stay an additional 10 months to get a master's in clinical gerontology.

"It's at that point that they realize that a significant portion of their future patients will be elderly," Dr. Dickerson said.

Gerontology faculty and students also serve as judges and evaluators when Baylor law students are involved in elder law. Students in the Hankamer School of Business are beginning to focus on the entrepreneurship of aging, as more products and services are needed for a growing elder population, Dr. Dickerson said. Baylor's communication disorders and telecommunication programs, as well as George W. Truett Theological Seminary also work closely with the institute, which is part of the University's School of Social Work.

Gerontology also extends its knowledge and experience to on-campus groups, such as the Alumni Association and student activities, and to off-campus, as well, to Waco

churches and synagogues, city government services and the Family Practice Clinic.

One of the most exciting breakthrough developments in elder care is in technology.

"I'm encouraging my students to get involved with Corey Carbonara in terms of the technology and how it can improve the quality of life of older people," Dr. Dickerson said.

Dr. Carbonara, professor of communication studies, associate vice president for technology management and executive director of the Institute for Technology Innovation Management, has completed an important phase of research at Baylor with a Fortune 500 company on a futuristic 24-hour digital home healthcare project. The preventive care system could revolutionize elder care, enabling individuals to remain at home and independent for longer periods.

"We've been working with this company for over a decade because of our penchant for understanding technology," said Dr. Carbonara, a longtime leader in the field of digital technology. "They could have gone anywhere else, but they chose Baylor because of our strong gerontology department, our relationship with Baylor University Medical Center and Baylor Health Care System, and our students from the fields of telecommunication and medicine."

Policy-making role

Baylor's role in the care of elderly Texans also encompasses policy-making. Appointed by Gov. George W. Bush in July, Dr. Dickerson began a six-year term on the influential Texas Board on Aging, a group that administers the Older Americans Act, which provides funds for senior centers, Meals on Wheels and other programs benefiting senior citizens.

"It gives me the opportunity as a gerontologist to bring to the state not only what I know but to share what Baylor University knows about aging and the research we're accomplishing," said Dr. Dickerson, who will tour the state's 28 Area Agencies on Aging during the next two years. "We are a role

model, an example maybe to other universities to get involved in the study of aging.

"Plus it's very consistent with our Christian faith that we might increase the sensitivity of the spiritual dimension of older people's lives, that it's so much more than economics and government services, that family has a major role and the church has a major role," he said.

It is a sentiment echoed by Chancellor Reynolds, who has been a supporter of the Institute for Gerontological Studies since its inception.

Aging better

"We must realize that they (older citizens) have something significant to offer and it's pivotal that people understand that if we ultimately find ourselves in service to others, we age better," said Dr. Reynolds, whose name graces The Herbert H. Reynolds Academy, Baylor's annual summer school for persons age 50 and older. The program allows older citizens to enjoy Baylor's campus while attending lectures and seminars led by University faculty and other guest speakers.

Dr. Dickerson and his students view the older generation as a vast resource of wisdom, with a sense of history that must not be neglected.

"We try to focus on a value legacy, what these people can leave us in terms of their values — honesty, hard work, democracy, courage. We need to know how they acquired those and how they retained them, and that will strengthen us," he said.

"When you benefit older people and you empower them to continue to serve and continue to be respected, you also benefit all other age groups," Dr. Dickerson said. "Gerontology is one of the best investments that Baylor University has ever made."

References

*U.S. Census Bureau
**1999 National Demographers
****Gray Dawn* by Peter G. Peterson, 1999, Time Books

SAS System to Facilitate Data Collection, Retrieval Campuswide

Beginning with the 2000 academic year, SAS Institute of Cary, N.C., the largest privately held software company in the world, will provide Baylor with technology, consulting services and student training in the fields of data management and research.

Baylor is the first academic institution to enter into such a partnership with the SAS Institute, which also has offices in other U.S. cities and countries worldwide. Baylor has been a customer of the institute since 1987.

"SAS Institute is delivering a system that we believe will satisfy our needs," said Harold Cunningham, vice president for finance and administration, who has long envisioned the introduction of decision-support systems of this type at Baylor.

The technology rapidly generates and collects information that previously took weeks or months to obtain. The SAS software extracts data that can be used in key management assessments and decision-making.

The data analysis also can be used in several ways, including predicting trends in enrollment management, allowing students in the Hankamer School of Business to use the research vehicle to develop "real-life" business plans for case study assignments, and enabling the Graduate School to better manage its multiple databases.

A final aspect of the agreement calls for the joint development of a Data Mining and Knowledge Management Center at Baylor. — Alan Hunt

A Winter Wonderland

Annual Faculty/Staff Christmas Dinner

The annual faculty/staff Christmas dinner, hosted by President and Mrs. Robert B. Sloan Jr., will be at 6:30 p.m. Dec. 14 in the Ferrell Center.

The theme for the evening will be "A Winter Wonderland."

Approximately 1,100 staff, faculty, retirees and spouses are expected, said Doris Kelley, assistant to the vice president for human resources.

Back by popular request will be the Baylor version of "The 12 Days of Christmas," plus a full program of musical numbers by faculty, staff and students.

The dinner, which has been a Baylor tradition since 1962, moved from the Barfield Drawing Room of the Bill Daniel Student Center to the Ferrell Center last year.

Donations of non-perishable food items for Caritas will be collected at the dinner.

Please RSVP to Kelley at ext. 3985 by Dec. 1. — *BN*

Fall commencement for 850 set for Dec. 18

Approximately 850 students are eligible to participate in Baylor's fall commencement exercises at 10 a.m. Dec. 18 in the Ferrell Center, and the doors will open at 8:30 a.m. to accommodate the large number of guests that are expected.

"The December graduation has turned out to be the largest single ceremony. As many as 7,000 guests may attend," said Lois Ferguson, assistant provost for academic services.

President Robert B. Sloan Jr. will deliver the charge to the graduates and award the diplomas with the assistance of Dr. Donald D. Schmeltekopf, provost and vice president for academic affairs, and deans of the academic units. Bearer of the mace will be Dr. J.T. Powers, emeritus professor of health, human performance and recreation.

For more information, contact Ferguson at ext. 3663 or visit the web site at <http://www.baylor.edu/events/commencement>. — *Erika Williams*

Nursing School Gets \$13 Mil Gift

Endowment by Ornelas 3rd largest in BU history

Louise Herrington Ornelas, co-founder of TCA Cable Inc. of Tyler and a 1992 Baylor University Alumna Honoris Causa, has made a \$13 million endowment gift to the Baylor School of Nursing. This commitment represents the third-largest gift from an individual in Baylor's 154-year history, President Robert B. Sloan Jr. said.

In recognition of Ornelas' long and generous support of the nursing program, the School will be named the Louise Herrington School of Nursing.

"This very substantial gift from Mrs. Ornelas ensures that the Baylor School of Nursing, already widely known for its quality, will be able to further expand its influence in nursing education and prepare future generations of health care professionals," Dr. Sloan said. "We are profoundly grateful to Mrs. Ornelas for demonstrating in such a tangible way her support for the Baylor School of Nursing and its students and faculty."

Dr. Phyllis Karns, dean of the School of Nursing, said, "This gift establishes new horizons which will enable us to realize our full potential in educating nursing leaders in a Christian environment for worldwide service in the future."

A recipient of the prestigious Horatio Alger Award, Ornelas has not only demonstrated great

acumen in her business affairs, she also has shown an enduring love and compassion for others. In 1989 she was named Volunteer of the Year in Tyler and was recognized for her altruism when she received Baylor's Herbert H. Reynolds Exemplary Service Award in 1996.

Ornelas and her husband, Joseph, are members of Green Acres Baptist Church in Tyler. She is the mother of five: Rick, Becky, Randy, Rusty and Cindy, and has 10 grandchildren. Three of her children — Randy ('82), Becky ('83) and Rusty ('86) — are graduates of Baylor. Three of her grandchildren — Michelle Rogers Drewett ('92), Andrea Rogers Lazenby ('94) and Richard Rogers Jr. ('97) — also are Baylor graduates. Andrea and Richard graduated from the School of Nursing.

The Baylor School of Nursing was established in 1909 as a diploma program within Baylor Hospital in Dallas, which is now Baylor University Medical Center, and in 1950 became one of the six



Baylor Chancellor Herbert H. Reynolds presents Louise Herrington Ornelas an honorary bachelor of science in nursing degree, one of the few Baylor has conferred.

degree-granting schools of Baylor University. The first bachelor of science in nursing degrees were awarded in 1954, establishing the school as one of the oldest baccalaureate nursing programs in the United States. — *Lori Scott Fogleman*

Students Dig Forensic Science Major

Baylor only Texas university to offer specialized degree

Students were overjoyed when Baylor officials recently announced the University will offer a major in forensic science, becoming the only university in Texas to offer an undergraduate degree in the field.

"The response we have received has been overwhelming," said Dr. Susan Wallace, assistant professor of anthropology, who will supervise students in the new major. "I have had about 20 calls per day since the major was announced."

Dr. Wallace attributes the massive interest in the field to people's love of a good mystery. "I believe there is an innate inquisitiveness concerning homicide cases or questionable deaths," she said. "Mysteries are intriguing, and our brains are wired for such inquisitiveness."

Dr. Donald D. Schmeltekopf, provost and vice president for academic affairs, said the student interest in a forensic science program, coupled with Dr. Wallace's academic reputation, prompted the University to offer the major, which will be administered through the Department of Sociology and Anthropology.

"In Dr. Wallace, we have a faculty member who has a strong expertise and fine reputation in this area," Dr. Schmeltekopf said. "Also, there is a connection between forensic science and the student interest in the biosciences and health fields that is so prevalent at Baylor."

Many specialties

The American Academy of Forensic Science defines forensic science as the application of scientific principles and technological practices to the purposes of justice in the study and resolution of criminal, civil and regulatory issues. The field contains many specialties, from toxicology and ballistics to forensic pathology and entomology.

"The major will provide a broad overview of the seven or eight subfields of forensic science," Dr. Wallace said. "It also will ensure that pre-med students receive hands-on medical field experience, and if they decide not to go into medicine,

these students can still get a good-paying job with law enforcement agencies or criminal investigation agencies such as the FBI."

Field and lab work

Providing substantial field and laboratory experiences and internships in all the subfields of forensic science, the major will require course work in anthropology, sociology, biology, chemistry, mathematics, neuroscience, political science and physics.

Additionally, students will take a forensic anthropology laboratory that examines criminal investigation techniques, including forensic photography, fingerprinting, expert testimony and trace evidence. Students will complete their major class work with a forensic anthropology capstone course that will require a nine-hour internship with a medical examiner or other forensic science expert.

"The state medical examiners have been very enthusiastic about the program," Dr. Wallace said. "We have students interning with the toxicology lab and with the crime scene investigators in Travis County. They are being trained in all aspects of crime scene investigation."

Dr. Wallace said students who graduate with a bachelor of science degree in forensic science should have no trouble entering medical school or finding employment.

"This is a very holistic degree that covers many areas from hard science to the social sciences. From my experience sitting on the pre-med advisory board, this is the kind of educational background medical schools are looking for," she said.

"And, of course, the field of forensic science covers many areas," she added. "We often forget there are forensic engineers, accountants, dentists and photographers. The field covers almost all aspects of our society." — *Julie Carlson*



Dr. Susan Wallace at an excavation site with the forensic team.

How I Won the Culture War

When media messages inundate us, we do have choices

Dr. William E. Loges,
Assistant Professor of
Communication Studies

People in my profession argue a lot about the definition of mass communication. The best definition I've ever come across was offered in the late 1950s by Raymond Williams, a British literary critic (Williams, 1983). Rather than defining mass communication in terms of technology, Williams insisted that communication becomes "mass" when three things are true:

- When the sender of a message has no particular concern for the well-being of the receiver of that message;
- When the receiver of a message cannot easily evaluate the credibility of the sender; and
- When the message is written by one person (or a team of people) and then given to another person to deliver in order to maximize the message's effect.

No matter what hardware one uses, as long as these three conditions are present, you have mass communication.

How we use TV

For 50 years, television has been the quintessential mass medium. Williams, writing at the very beginning of the television age, attributed this not to TV's technological form, but to the way we've chosen to use television. Researchers at the University of California at Santa Barbara report that in the 1997-98 TV season, more than 50 percent of the shows in prime time contained sexual references or sexual behavior. Ten percent of the shows with sex featured sex involving teenagers (Kunkel, Cope, Farinola, Biely, Rollin, and Donnerstein, 1999). More than 50 percent of television programs in the same period contained violence, and more than 70 percent of the violent episodes were glamorized in one way or another (Federman, 1999). These patterns of sex and violence aren't new. Content analyses of television since the late 1960s has shown that prime time television is a consistent message about sex, violence and insecurity. Decades of research into the effects of this content on adults and children shows that people exposed to such material tend to become more aggressive and less compassionate toward women as a result (Paik & Comstock, 1994).

Wouldn't it be odd if that weren't true? Wouldn't it be odd if people could send a consistent, coherent message for 50 years and not have any effect on the audience?

Advertising content

And that only describes what is arguably the least important content on TV — the programs. The most important content is advertising. The true character of mass communication is represented most efficiently there. The Sept. 23, 1999, episode of the CBS program *48 Hours* was about a con man. A police psychologist was inter-

viewed about such people and he said they're very good at identifying your emotional weaknesses and then preying on them. Shortly after those remarks, a few minutes of commercial messages from people with similar talents interrupted the show.

Sex and violence

So, TV is filled with sex and violence of a sort that is demonstrably harmful to children. And this content is punctuated by potent messages urging the consumption of other harmful things. Why do we allow it?

Christopher Lasch wrote a book 25 years ago titled *Haven in a Heartless World* describing how the modern family has been besieged by experts of various kinds. These experts identify the primal impulses we have for such values as love, security and independence, then offer to provide these things to us as if we did not already possess them, or possess the means to develop them ourselves (Lasch, 1977). This is called alienation, when you confront something that is yours as if it were separate from you. Lasch argued that American families have been taught by sociologists, psychologists, and a variety of other credentialed authorities that parents are incapable of raising healthy, well-adjusted children without professional assistance of one sort or another. I would add mass media to that list of advisers to the American family.

Culture of alienation

Ours has become a culture of alienation, and I believe this alienation is expressed best in our mass media. The culture war is not about gays, government spending or gun control. The culture war is about our dependency on people we don't know, who don't care about us, for answers to the fundamental questions of human existence.

Children are reared in this culture of alienation, and it isn't long before they learn to devalue entertaining themselves and prefer being entertained by media. Who are the least-bored teenagers you know? Those who watch the most TV? Not likely. They are the children who take the most direct role in entertaining themselves, through sports, church activities, music and the arts. The bored, young and old, are those who rely on others to supply simulations of love, security and independence. These values, once we are alienated from them, can never be artificially restored to our satisfaction. And they become alienated not just from us, but also from their crude avatars sex, violence and domination of others.

We allow ourselves to be mass communicated to because we crave the things that mass media promise. But, true to Williams' definition, what makes for mass communication is that most of the people sending us messages do not intend to actually provide us with love, security or independence. Mass communication, Williams

observed, is the preferred style when the intention is to exercise power. By offering us what we want, mass communicators bribe us. In return, all we get is the promise of satisfaction, not the substance.

Selling our attention

What do mass communicators want? In this country, they want our attention. They sell our attention to advertisers. A cornucopia of alienating information is our reward in this bargain. Your children's attention is sold by people who've never met your children, to people who don't care about your children. In return, your children get TV programs and Top-40 radio. Is this a fair exchange to you? It isn't to me. My 13-year-old daughter is worth more than anything Buffy, or Shania, or the Backstreet Boys have to say.

Here's one solution that does the least to challenge or change the culture: Sell your children. Well, not really your children, but their attention. It's already on the market, after all. Call Proctor & Gamble and offer to have your child watch an hour of TV of their choosing for, say, \$50. At least you'd get something out of the deal more valuable than the latest episode of *Felicity*.

Entertain yourself

Or, you can take up the tools I believe delivered me a personal victory in this culture war. First, learn to entertain yourself. Learn to play a musical instrument, or how to play tennis, or how to write a sonnet. Teach these skills to your children. Entertain your family. Acquire a huge library of card games, board games and puzzles. Learn how to use a video camera, how it responds to light, how to pan your living room or a soccer field.

I'm not at all suggesting that you reject all mass communication. We can learn valuable things even under the circumstances Raymond Williams associates with mass communication. But I suggest that you adopt two principles:

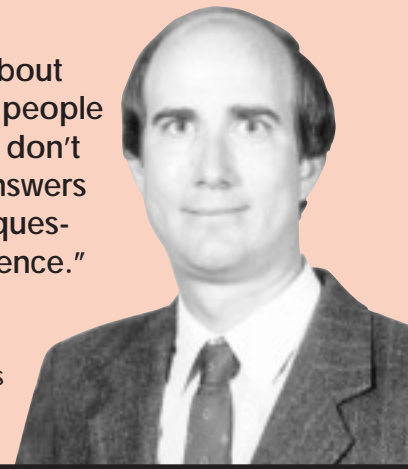
- Be as close as you can to the source of your entertainment; and
- Treat every message sent to you as if it were told to you directly, in person.

Close to the source

When I say be close to the source of your entertainment, I mean you should prefer live entertainment to recorded or broadcast entertainment. You should prefer humor generated by a gathering of friends to humor generated by an episode of *Friends*. There will be many times when, despite these preferences, you choose the more convenient, mass-communicated version, but consider all mass media raw material, not finished products. I believe people often choose mass-communicated music and comedy because they feel incapable of making their own.

When I say you should treat every message sent to you — including mass-communicated messages — as if they were told to you directly, I mean that you should not use separate criteria to evaluate the messages you get on TV and the

"The culture war is about our dependency on people we don't know, who don't care about us, for answers to the fundamental questions of human existence."



Dr. William E. Loges

messages you get from the people in your life. If I were to sit beside you and tell you that if you don't use Michelin tires or Prestone antifreeze you were being a bad parent by placing your children at risk, I think it would be reasonable for you to feel insulted. Why allow mass communicators to insult you? I believe that communication should be evaluated by the same standard in all cases, and among those criteria are the appropriateness of the message and the contribution that message makes to your dignity and enlightenment.

Learning is crucial

Learning is one crucial tool in the culture war: learning about yourself and what you're searching for, learning about your children and what pleases or entertains them, and learning about the values, prerogatives and motivations of those who are busily sending you messages in television, magazines and radio.

The other tool that I have used is my confidence that God never intended for me to live a life of alienation. All of these day-to-day alienations, I believe, are merely symptoms of a larger alienation from God. If you feel alienated from human love, are you likely to have faith in God's love for you?

It is difficult to resist the cheap seduction of mass communication if you don't believe you deserve better; if you don't believe, in fact, that you already possess what is being offered to

you. But faith that God has blessed you with the capacity to achieve salvation, fulfillment, maturity and joy renders the blandishments of Madison Avenue incomprehensible. Faith that Jesus Christ has offered you a path toward love, security and independence, and many other treasures, makes the offerings of Hollywood seem not evil, but banal.

The tools I have used to win the culture war are faith and learning. These are the cornerstones of Baylor, as I've come to understand. Faith and learning are the antidotes to alienation. If you integrate faith and learning into your daily life, you will find mass communication resistible, as it should be for an enlightened child of God.

If you find the prospect of lifelong learning and active faith too daunting, do the next best thing: Sell your children.

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Human Relations Director Named

Ramona A. Curtis became the director of the new Office of Human Relations Oct. 18.

Creation of a full-time human relations director position was a recommendation from the University's task force on diversity.

"Ramona Curtis brings the experience, professionalism, character and interpersonal skills necessary to serve Baylor in this role," said Marilyn A. Crone, vice president for human resources.

The responsibilities of this office, which previously had been handled through personnel services, include developing, implementing and coordinating programs to fulfill Baylor's diversity initiatives.

"I'm pleased to be here at Baylor and to be able to work on diversity issues," Curtis said. "My goal is to increase the awareness of the need for



Ramona A. Curtis

diversity in education and act as a support system for Baylor students, faculty and staff." Curtis received her associate's degree in liberal arts from McLennan Community College. In 1983, she earned a bachelor's degree in communications from the University of Texas at Arlington and her master's degree in sociology in 1990 from Prairie View A&M University. Curtis is a member of Bracks United Methodist Church and has one son, Monroe Nichols IV. — *Kate Langston*

Family Circle

With sympathy to

Shannon Province, University development, in the recent death of her stepfather.

The family of Mrs. Dorothy Wilson, who died recently. She is the widow of **Judge Frank N. Wilson**, former Law School professor.

Michelle Toon, ITC, and husband, **Michael**, Texas Collection, on the death of her sister, Madeleine Alexander.

Teresa Marek, ITC, on the death of her father, Ed Marek.

With congratulations to

Donna Herbert, ITC, and husband, Mike, on the birth of their son, Hunter Michael.

Campus Bible study, prayer groups form

Faculty/staff Bible study and prayer groups are being formed, and those who wish to participate have several options.

Dr. Todd Lake, dean of chapel and minister to the University community, is assisting with development of the groups based on employee requests.

"A lot of people for various reasons want to get into a Bible study or prayer group with their colleagues," he said. "I'm glad to serve as a clearinghouse for connecting people and providing resources on prayer and Bible study."

Currently, there are about six small groups meeting. Additional groups will form as requested.

For more information, e-mail Dr. Lake at Todd_Lake@baylor.edu. — *LoAna Lopez*



Now you know.

Q: How can we keep the holiday season sacred for our families in a secular world?

A: The holiday season can be the best of times and the worst of times for families. The conspicuous commercialism and consumerism of the holidays competes directly with what is sacred about this holy time of year. Families should be determined in resisting the subtle yet powerful forces that can quickly corrode the central message of Christmas. Get your shopping done early and then stay out of stores. Slow down. Give yourself permission not to go everywhere and do everything. Worship together as a family. Be generous to those in need.

Dr. J. Bradley Creed,
Dean, George W. Truett
Theological Seminary

Reader-posed questions for *Now You Know* may be sent to BaylorNews, PO Box 97024 through campus mail or e-mailed to baylornews@baylor.edu.

Publications

Dr. Jesse T. Airaudi, lecturer in English, had an article titled "Finding the Stairs Lit: Contemporary Architecture's Return to Tradition and the Relevance of The Waste Land at the *fin de millenaire*" published in *Yeats-Eliot Review* (Vol. 16, No. 2, winter 1999, pp. 2-17). He also had an essay titled "'Post-nuttin': A Jackson Lovian Response to Teaching the Multicultural Short Story" published in the College English Association's *Critic* (Vol. 61, No. 1.2-3, winter and spring/summer 1999, pp. 58-61).

Sharon Johnson Bracken, management, had an article titled "Stretching in New Directions" published in the August 1999 issue of *Home Health Care Dealer/Provider*.

Dr. Guillermo García-Corales, associate professor of Spanish, had an article titled "Melancolia y Nostalgia en El Albergue de las Mujeres Tristes de Marcela Serrano" accepted for publication in *Hispanic Journal* (Vol. 20.2). He also had an article titled "Entrevista con Ramón Díaz Eterovic, autor de la novela Angeles y solitarios" published in *Literatura Chilena en Internet: www.Escritores.cl* (March 1999, pp. 1-7).

Dr. Kristina M. DeNeve, assistant professor of psychology and director of undergraduate studies, had an article titled "Happy as an Extraverted Clam? The Role of Personality for Subjective Well-Being" published in the October issue of *Current Directions in Psychological Science* (Vol. 8, No. 5).

Dr. William V. Davis, professor of English and Writer-in-Residence, had articles on Robert Bly's "A Dream of a Brother" and "Romans Angry about the Inner World" published in *Masterplots II: Poetry Supplement*, edited by John Wilson and Philip K. Jason, published by Salem Press.

Dr. Mark Dubis, assistant professor of Christian Scriptures, had a column titled "Staying Current with Secondary Literature in Theological and Religious Studies: UnCover as an Electronic Research Assistant" accepted for publication in the *Journal of Religious and Theological Information*.

Dr. Preston Dyer, chair of social work, and **Dr. Genie Dyer**, lecturer in social work, had a chapter titled "Marriage Enrichment A.C.M.E. Style" included in *Preventative Approaches in Couples Therapy*, published by Brunner/Mazel.

Dr. David E. Garland, professor of Christian scripture, Truett Seminary, had *2 Corinthians, New American Commentary* (Vol. 29) published by Broadman and Holman, Nashville.

Dr. Norman L. Gilchrest, professor of health, human performance and recreation, wrote the foreword and a chapter titled "Truths and Lessons Learned in Wilderness" in *Adventure-Based Education: Building a Toolbox of Life Skills* by L. Seiger, 1999, McGraw Hill.

Dr. Heidi J. Hornik, associate professor of art history, had reviews of *German and French Paintings: Fifteenth and Sixteenth Centuries* by Julien Chapuis and *Princely Patrons: The Collection of Frederick Henry of Orange and Amalia of Solms in the Hague* by Peter van der Ploeg published in *Sixteenth Century Journal* (Vol. 30, No. 3, fall 1999).

Charles Kemp Jr., lecturer in nursing, had a six-part series on "Metastatic Spread and Common Symptoms" published in *American Journal of Hospice & Palliative Care* from November/December 1998 through November/December 1999.

Dr. Eric Lai, assistant professor of music theory, had a book review of Du Yaxiong's *Theories of Traditional Music* published in *CHIME* (Vols. 12-13), the journal of the European Foundation of Chinese Music Research.

Dr. Paul E. Larson, assistant professor of Spanish, had an article titled "On the Importance of Studying Medieval Manuscripts" published in *Mirabilia* (summer 1999), the newsletter of the Texas Medieval Association.

Dr. William R. Reichenstein, professor of finance and The Pat and Thomas R. Powers Professor of Investment Management, had an article titled "Calculating a Family's Asset Mix" published in *Financial Services Review* (Vol. 7, No. 3, 1999, pp. 195-206). He also had an article titled "Savings Vehicles and Taxation of Individual Investors" published in *Journal of Private Portfolio Management* (winter 1999, pp. 1-13) and "Bond Fund Returns and Expenses: A Study of Bond Market Efficiency" published in *Journal of Investing* (winter 1999, pp. 1-12).

Dr. M. David Rudd, professor of psychology and neuroscience, had an article titled "The Outpatient Treatment of Suicidality: An Integration of Science and Recognition of Its Limitations" published in *Professional Psychology: Research and Practice* (Vol. 30, No. 5, pp. 437-446). He also had a co-authored article titled "Scientizing and Routinizing the Assessment of Suicidality in Outpatient Practice" published in the same issue (pp. 447-453). Co-authors are T. Joiner, R. Walker and D. Jobs. He served as co-editor of this special issue on suicidality.

Dr. Mary Ruth Smith, associate professor of art education, had an article titled "Embellished String Prints" published as the cover story of the November 1999 issue of *Arts and Activities*.

Michael L. Toon, assistant professor and librarian, The Texas Collection, will have a series of articles titled "The Letters of Dr. Abraham S. Stonebraker" published in *Waco Heritage and History*, beginning with the fall 1999 issue.

Dr. Nancy B. Upton, professor of management and The Ben H. Williams Professor of Entrepreneurship, had a co-authored article titled "Venture Capital and U.S. Family Businesses" accepted for publication in *International Journal of Venture Capital* (Vol. 2, No. 1, 2000). Co-author is W. Petty.

Presentations & Participations

Dr. Wendy Allman, assistant professor of English, presented a paper titled "Parleying with Authority: The Parliament of Fowls" at the International Congress on Medieval Studies May 6 in Kalamazoo, Mich.

Dr. Kendall Artz and **Dr. Patricia Norman**, both assistant professors of management, co-presented a co-authored paper titled "Understanding Competitive Intelligence: Propositions Regarding Antecedents and Outcomes" at the Strategic Management Society Conference Oct. 4 in Berlin, Germany. Additional co-authors are **Dr. Duane Ireland**, professor of management, director of the Entrepreneurship Studies Program and The Curtis Hankamer Professor of Entrepreneurship, and **Mike Hitt**, Texas A&M.

Dr. Tom Bohannon, assistant vice president for institutional research and testing, presented a paper titled "What is Data Mining?" at the Southern Association of Institutional Research Conference Oct. 16-18 in Chattanooga, Tenn. Also at the conference, **Jana Marak**, assistant director for institutional

research and coordinator of testing, served as a facilitator and **Kathleen Morley**, associate director of institutional research and testing, presented a paper titled "Building and Applying an Enrollment Prediction Model."

Dr. Marianna Busch, professor and chair of chemistry and biochemistry, and **Dr. Kenneth Busch**, professor of chemistry, co-presented a paper and poster titled "Design and Evaluation of a Double-Beam, Scanning, Near-Infrared Spectrometer and the Use of Trichloromethane as a Standard for Wavelength and Photometric Calibration" and a poster titled "Multivariate Calibration with the G-Programming Language" at the international meeting of the Federation of Analytical Chemistry and Spectroscopy Societies Oct. 24-29 in Vancouver, British Columbia, Canada. Co-presenters on the former were Olusola Soyemi and Dennis Rabbe. Co-presenter on the latter was Soyemi.

Dr. Nancy Chinn, associate professor of English, presented "Sailing on the Berengaria: Willa Cather's Influence on Eudora Welty" and chaired a session titled "Cather and Journalism" at Willa Cather on Mesa Verde: A Symposium Oct. 20-23 in Mesa Verde, Colo.

Susan Dunkerley, assistant professor of art, juried the 1999 "Visions" Photography Exhibition Sept. 24-26 in Columbia, Mo. She also served as one of three panelists to jury the Cherry Creek Arts Festival, an international event, July 3-5 in Denver. Dunkerley also had a piece accepted into the "Critic's Choice" exhibition sponsored by the Dallas Visual Art Center and five photographs included in "Black & White: Perspectives in Contrast" at the Republic Plaza in Denver.

Roland Eichelberger, lecturer in information systems, presented "Making Technology Decisions in Business" at the National Foundation for Consumer Credit Oct. 5 in Dallas.

Dr. Greg Garrett, associate professor of English, was a faculty member for the Perfect Words Writing Conference and served on the "Spiritual Journeys" panel of the Words and Music literary festival Sept. 22-26 in New Orleans.

Dr. Norman L. Gilchrest, professor of health, human performance and recreation, presented "Bicycle Touring" and "The Wonder of it All: A Celebration of Life" at the Texas Outdoor Education Association meeting in October in Leakey.

Sue Herring, senior research analyst in Institutional Research and Testing, presented a paper titled "Data Warehouse: What Is It and What's In It for Me?" at the 13th annual IAs of Texas Users Conference Oct. 17-19 in San Antonio. Herring served as president of the organization this year.

Dr. Julie Kisacky, lecturer in Italian, presented "For Love or Money: Adulteresses in Boiardo and Ariosto" in October at the Purdue University Conference on Romance Languages, Literatures and Film. The article version will be published in the next *Romance Languages Annual*.

Dr. Eric Lai, assistant professor of music theory, presented a paper titled "The Evolution of Chou Wen-chung's Variable Modes" at the New Music and Art Festival Oct. 16 at Bowling Green State University. He also presented a paper on new Chinese music at the annual meeting of the Texas Music Library Association Oct. 8 in Waco.

Richard Littlefield, lecturer in music theory, presented a paper titled "A Gangsta's ParOdice" at the seventh meeting of the International Association for Semiotic Studies Oct. 9 at the Technische Universitaet in Dresden, Germany.

PROFILE

Prof Wears Many Hats

Jones to receive first ACS Public Service Award

Dr. Jesse W. Jones will tell you that above all else, he is a professor with a heart for his students at Baylor University.

Never mind that he lives in Dallas and makes a daily commute to Waco or that he serves as an elected Representative in the Texas Legislature. For him, teaching comes first.

"I consider myself a full-time college professor who just happens to participate in the political arena," said Dr. Jones, professor of chemistry.

"I've never had my priorities mixed up."

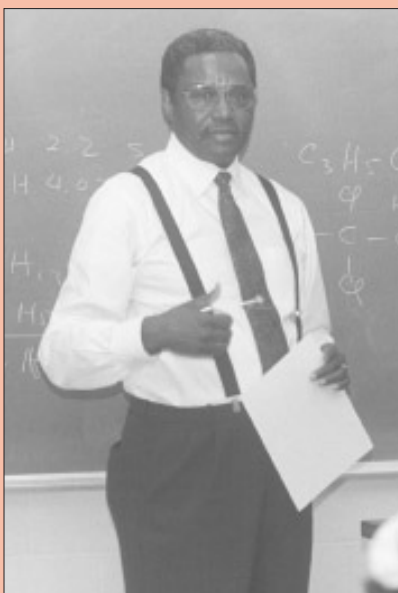
Serving his fourth two-year term in the Texas House, Dr. Jones decided early on his classes would not suffer because of other commitments. "During the first election, which was on a Tuesday, we were up until midnight but I still made a 9 o'clock class the next morning," he said with a chuckle. "I'm sure there are a few students who anticipate that I might miss a class or give a walk, but not anytime soon."

While this lifestyle of teaching, traveling and public office may seem normal to Dr. Jones, others have found his labors noteworthy.

Inaugural award

On Dec. 9, the American Chemical Society (ACS) will honor Dr. Jones with the inaugural American Chemical Society Texas Public Service Award for Contributions to Science and Education. The award recognizes the outstanding contributions made by Dr. Jones to the development of public policy that benefits science and education. This award is being given jointly by the Dallas/Fort Worth and Heart O'

Send your ideas for a faculty or staff "Profile" to baylornews@baylor.edu



Texas sections of the ACS because Dr. Jones is a member of the Heart O' Texas section and he represents a Dallas district in the House.

Dr. Jones works on various higher education issues while serving as a representative.

"We're pleased with how sensitive the House has become to private schools as well as public schools," he said.

"During the last session, we passed \$100 million in scholarships. Those are new funds and that includes funds for students who attend private schools. That is a major accomplishment."

Colleague support

His colleagues also have supported his efforts as a professor and an elected official.

"The department is delighted to learn that Professor Jones will receive recognition for his many contributions to science and education in the political arena," said Dr. Marianna Busch, chair of the Department of Chemistry and Biochemistry. "As the first recipient of the American Chemical Society Texas Public Service Award, Professor Jones brings recognition to Texas, Baylor University and our department."

The award ceremony, which begins at 6 p.m. Dec. 9, will be held at the University of Texas at Dallas in the Student Union Building. Anyone interested in travel arrangements to the event may contact Dr. Kevin Pinney, assistant professor of chemistry, at ext. 4117. — *LoAna Lopez*

Paul A. McCoy, associate professor of art and Ceramist-in-Residence, had two ceramic sculptures juried into the Second Contemporary Crafts Biennial at the George A. Spiva Center for the Arts Nov. 12-Dec. 19 in Joplin, Mo.

René Maciel, director of student services, Truett Seminary, and his wife, Sabrina, presented "Me Tarzan! You Jane! Communicating Between Different Personalities" and "Rock Solid Relationships: Honor is the Foundation for All Healthy Relationships" at the Baptist Sunday School Board Fall Festival of Marriage Oct. 1-3 in Hot Springs, Ark.

Dr. Michael D. Morgan, assistant dean, Truett Seminary, participated in an Institutional Self-Study Workshop sponsored by the Association of Theological Schools Sept. 23-24 in Pittsburgh.

Dr. M. David Rudd, professor of psychology and neuroscience, led two workshops on "The Assessment and Treatment of Suicidality," one for the Salado Psychotherapy Series Nov. 5 and one for the Association for the Advancement of Behavior Therapy Nov. 14 in Toronto, Canada.

Dr. Mary Margaret Shoaf, associate professor of mathematics, presented a workshop titled

"Applications of Mathematical Modeling" at the Conference for the Advancement of Mathematics Teaching July 12-14 in Dallas.

Dr. Mary Ruth Smith, associate professor of art education, had embroidered artworks cited in a slide lecture on "Dynamic Surface" by Michele Fricke, associate professor of art history, Kansas City Art Institute, and Nancy Wetmore, executive director, Surface Design Association, at the Sculpture, Objects and Functional Art Exposition Nov. 5-7 in Chicago.

Dr. F.G.A. Stone, The Robert A. Welch Distinguished Professor of Chemistry, gave the Arthur Sease Williams Lecture at the Department of Chemistry and Biochemistry Oct. 15 at the University of South Carolina, Columbia, S.C.

Dr. Sara Stone, professor of journalism, moderated a panel discussion titled "Ph.D.s vs. the Pros" at the 90th annual convention of the Society of Professional Journalists Oct. 4 in Indianapolis.

Dr. Elisabeth J. Teal, assistant professor of entrepreneurship, was invited to participate in the New Faculty Consortium of the Entrepreneurship Division of the Academy of Management Aug. 6-8 in Chicago.

Dr. S. Kay Toombs, associate professor of philosophy, presented "Empathy as the Basis for Understanding the Illness Experience" at an international conference on Consciousness: Phenomenology and Cognitive Science sponsored by the Fetzer Institute Sept. 25-27 in Kalamazoo, Mich.

Michael L. Toon, assistant professor and librarian, The Texas Collection, gave a slide presentation titled "Thanksgiving in Texas" for the Emerson Club at the Federated Women's Clubhouse Nov. 23 in Waco.

Dr. Kenneth Van Treuren, associate professor of engineering, presented a co-authored paper titled "Vapor Phase Lubrication for Expendable Gas Turbine Engines" at the American Society of Mechanical Engineers International Gas Turbine Institute's Turbo Expo '99 June 7-11 in Indianapolis. The paper also was published in the *ASME Journal*. Dr. Van Treuren also served as the Film Cooling II Session vice-chair for the conference.

Dr. Nancy B. Upton, professor of management and The Ben H. Williams Professor of Entrepreneurship, presented "Rethinking the Role of the University in Family Business Education and Programming" to Stetson University's "The Family Business Gathering" Oct. 16 in Celebration City, Fla.

Honors & Appointments

Sherry Castello, retired lecturer in English and journalism and former senior editor of *Baylor Line*, received one of two Retiree of the Year Awards from the Retired Professors/Administrators Program at its fall luncheon Sept. 21. **Dr. Jack Hansma**, emeritus professor of health, physical education and recreation, and wife, Kay, received the other award.

Susan Dunkerley, assistant professor of art, won a Merit Award for five photographs exhibited in the "Current Works 1999" show held at the Society for Contemporary Photography Sept. 3-Oct. 2 in Kansas City, Mo.

Dr. Norman L. Gilcrest, professor of health, human performance and recreation, has been named president-elect of the American Leisure Academy. He also serves on the board of directors of the American Association for Leisure and Recreation.

Dr. Heidi J. Hornik, associate professor of art history, has been invited to serve as the art editor for the 30-volume Smyth and Helwys Bible Commentary series.

Jana Marak, assistant director for institutional research and coordinator of testing, has been elected to the nominating committee for the Texas Association for Institutional Research. She has been the association's newsletter editor for eight years.

Dr. Ernest E. Norden, professor and director of Spanish and Portuguese, has been invited by the College Board to serve on a three-person committee to develop the next CLEP test in Spanish.

Dr. Mairi C. Rennie, visiting professor of English and director of Armstrong Browning Library, has been appointed to a three-year term as The Margaret Root Brown Chair in Robert Browning Studies.

Dr. M. David Rudd, professor of psychology and neuroscience, has been nominated to the board of directors of the American Association of Suicidology and appointed to chair the disciplinary committee of the Texas State Board of Examiners of Psychologists.

Dr. Mary Ruth Smith, associate professor of art

Dr. Ralph Wood, University Professor, and **Dr. James Soderholm**, associate professor of English, gave principal addresses at the annual Southwest Conference on Christianity and Literature titled "The Good, The True, and The Beautiful: Aesthetics and Belief After the Age of Politics" at Abilene Christian University. Dr. Wood presented "The Beautiful, the Ugly, and the Holy" and Dr. Soderholm presented "Music and Aesthetic Education." Also, **Dr. Greg Garrett**, associate professor of English, read his short story titled "Tomorrow." Also at the conference, **Dr. James Barcus**, professor of English, and **Dr. Maurice Hunt**, professor and chair of English, chaired sessions. Several graduate students also presented papers at the conference.

Dr. Paula Woods, lecturer in English, read a paper titled "The Fall and The Laws of Ecclesiastical Polity: Richard Hooker Explains It All" at the Conference on John Milton Oct. 21-23 at Middle Tennessee University.

Dr. Laurel E. Zeiss, lecturer in music literature, presented a paper titled "Mozart's La clemenza di Tito as a Teaching Tool" at the national conference of the College Music Society Oct. 14-17 in Denver.

education, has received Juror's Awards for art embroideries in "Fiber Celebration '99," The Art Center of Estes Park, Colo., June 11-July 12 and "Small Expressions," Mississippi Museum of Art, Jackson, Miss., May 15-July 12. She also received a Juror's Award for a stitched and patched quilt in "Piece Work: Contemporary Quilts" Aug. 31-Oct. 2 at the Mesa Art Center, Arizona.

Dr. Nancy B. Upton, professor of management and The Ben H. Williams Professor of Entrepreneurship, has been appointed to the board of directors of the Waco Chamber of Commerce. She also was selected as the Most Valuable Player for this year's fund-raising drive by the Baylor Bear Foundation.

Dr. Dianna M. Vitanza, vice provost for academic affairs, has been notified her proposal for a Lilly Fellows Mentoring Program was selected by the National Network Board and will be funded at \$10,000 for the 2000-2001 academic year.

Dr. James L. Williamson, professor, chair of educational administration and The Fred and Edith Hale Professor of Education, was honored Oct. 22 as one of the inaugural five Distinguished Alumni of Henderson (Texas) High School. He is a 1953 graduate and was selected for his 43 years of leadership and service in the field of education.



Click on Baylor Breaking News

The Office of Public Relations provides three ways to keep abreast of breaking news of interest to the Baylor community:

- *Baylor NewsFlash* posts current stories via e-mail service to all faculty and staff.
- The office also maintains a website with recent Baylor University news that you may access at <http://pr.baylor.edu>.
- Baylor *eNews* provides brief summaries of stories that have been on the public relations website during the past week and is a free service that may be subscribed to at <http://pr.baylor.edu/lists.html>

Ring-a-ling, Hear them ring

The sounds of Christmas will permeate the Baylor campus in December to spread the holiday spirit.

"It's a long-standing Christmas-time tradition here at Baylor," said Richard Veit, concert and promotion manager for the School of Music. "For many folks, it simply would not seem like Christmas without the music events we offer."

The Combined Choirs Christmas Program features the talents of the Concert Choir, the Men's Glee Club, the A Cappella Choir and the Women's Chorus, along with members of the Baylor String Orchestra. Conducting will be Dr. Donald Bailey, acting dean of the School of Music, and John W. McLean Jr., assistant professor of choral activities. The performances will be at 8 p.m. Dec. 3 - 4 in Jones Concert Hall of the McCrary Music Building.

The 20-voice Chamber Singers, conducted by Dr. Bailey, will present three concerts of Christmas hymns, carols and songs at 3 p.m. Dec. 5 and at 8 p.m. Dec. 6 - 7 in the Armstrong Browning Library's McLean Foyer of Meditation.

"The Chamber Singers are truly some of Baylor's most wonderful vocalists," Veit said. "Each of them could perform splendidly as a soloist."

Tickets for the Combined Choirs and the Chamber Singers performances are \$5



and may be purchased in Room 200 of Roxy Grove Hall.

Dr. O. Herbert Colvin, the University carillonneur and emeritus professor of music theory, will play the McLane Carillon atop Pat Neff Hall at 6 p.m. Dec. 5. He will be joined in the recital by his former student, Lynnette Geary, assistant to the dean of the College of Arts and Sciences. Concertgoers may bring lawn chairs and blankets — weather permitting — and enjoy the music of this free recital from the lawn of Founders Mall.

Those preferring smaller bells may attend the free Baylor University Handbells Christmas Concert at 6 p.m. Dec. 7 in Meadows Recital Hall of the McCrary Music Building. The Baylor University Handbells ring under the direction of Debra L. Jackson, music associate/organist of Waco's Columbus Avenue Baptist Church.

For more information, contact Veit at ext. 3991. — *Scott Karafin*

a little christmas music



Continuing Education
Faculty/Staff Lunch
Dec. 8

Join Baylor colleagues for a Christmas treat Dec. 8 at the Continuing Education Faculty/Staff Christmas Luncheon presented by the Division of Vocal Studies in the School of Music. The Barfield Drawing Room will feature Christmas decorations providing a festive backdrop for "A Little Christmas Music," a medley of holiday favorites. Please make your reservations early by calling ext. 3550 or by e-mailing Janet Nors by Dec. 6. A sandwich lunch costs \$4.75, or you may bring your lunch. Coffee and iced tea are provided.

Research Gazette

Grant Awards (October)

Dr. Kenneth Van Treuren, engineering; \$21,653; Characterization of Turbine Airfoil Boundary Layers; U.S. Air Force Academy

Dr. Greg Garrett, Institute for Faith and Learning; \$1,000; Religious Faith and Literary Art, Texas Council for the Humanities

TOTAL AWARDS: \$22,653

Grant Proposals (October)

Dr. David Arnold, mathematics; \$55,018; Representations of Partially Ordered Sets Over Discrete Valuation Rings

Dr. Greg Garrett, Institute for Faith and Learning; \$16,876; Religious Faith and Literary Art; Texas Council for the Humanities

Dr. Chris Kearney, biology; \$10,000; Identification, Mapping and Sequencing of Rolling Leaf Genes in Wheat; Civilian Research and Development Foundation

Dr. Mark Sepanski, mathematics; \$68,883; Step Algebras and Lie Algebra Cohomology; National Science Foundation

Dr. Mark Sepanski, mathematics; \$26,000; Step Algebras and Lie Algebra Cohomology; National Security Agency

Dr. Walter Wilcox, physics; \$68,253; Hadron Structure and Lattice QCD; National Science Foundation

Nancy Parrish; \$16,500; Wings Across America project; Summerlee Foundation

René Maciel, Truett Seminary; \$28,450; Student Mission Program; Panhandle Baptist Foundation

Dr. Terry Maness, Hankamer School of Business; \$75,000; Kemper Internship Program in Business Ethics; John S. Kemper Foundation

TOTAL REQUESTED: \$364,980

Monthly Employees Get Lucky 13 this Month

Employees who are paid monthly will receive a 13th paycheck this year as the Payroll Office switches to paying on the last business day of December, rather than the first business day of January.

Funds will be available before the New Year for this year and in the future. This will keep all monthly payrolls consistent, explained Barbara Wolff, director of payroll.

"Our main concern is that our employees won't have to wait for their money when

(Jan. 1) falls on a weekend or on the holidays," Wolff said. "Now (payday) will always be on the last working day of the month, including December. Being consistent also makes it easier to explain to employees."

The change in policy may or may not affect monthly paid employees, depending on factors like income, retirement contributions and insurance packages.

For more information, contact the Payroll Office at ext. 2217. — *LoAna Lopez*

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