

MIZZOU

W E E K L Y

University of Missouri-Columbia / Feb. 2, 1995

Hard work pays off

Kiesler credits faculty and staff for MU's positive image and skyrocketing enrollment.

As MU prepares for next fall's bumper crop of freshmen, administrators are attributing the stampede of applicants in part to Mizzou's enhanced image. According to Charles Schroeder, vice chancellor for student affairs, the word is getting out about positive changes at MU.

Applications for enrollment are pouring into the admissions office and as many as 4,000 freshmen are expected to enroll. Schroeder says the public's renewed interest in an MU education is due to the efforts of faculty, administrators, staff, students and alumni.

"We are balancing our efforts as a research university with an enhancement of the quality of the undergraduate experience," Schroeder says. "And this message is being spread by the students, alumni and the news media."

Chancellor Charles Kiesler notes that many faculty and staff across campus have played crucial roles in this effort to provide a positive environment for undergraduates and get the word out about changes at Mizzou.

"Many people have worked very hard to achieve these results and they deserve credit," the chancellor says.

In systematic audience research using focus groups comprised of high-school students and parents, MU representatives are encountering new perceptions of Mizzou. This new image is especially pronounced among high-ability students, including African Americans. MU representatives heard these comments in recent talks with students and parents:

97 percent of MU's black freshmen return

Of the 339 African-American freshmen to enroll at Mizzou last fall, 96.8 percent returned for the winter '95 semester, according to Director of Admissions and Registrar Gary Smith.

Smith said six African-American freshmen withdrew during the semester. Of the 333 remaining, 320 returned Jan. 17, for an attrition rate of 5.6 percent.

The attrition rate for the freshman class as a whole was 6.2 percent, with 3,631 students enrolled in the fall and 3,407 returning, Smith said.

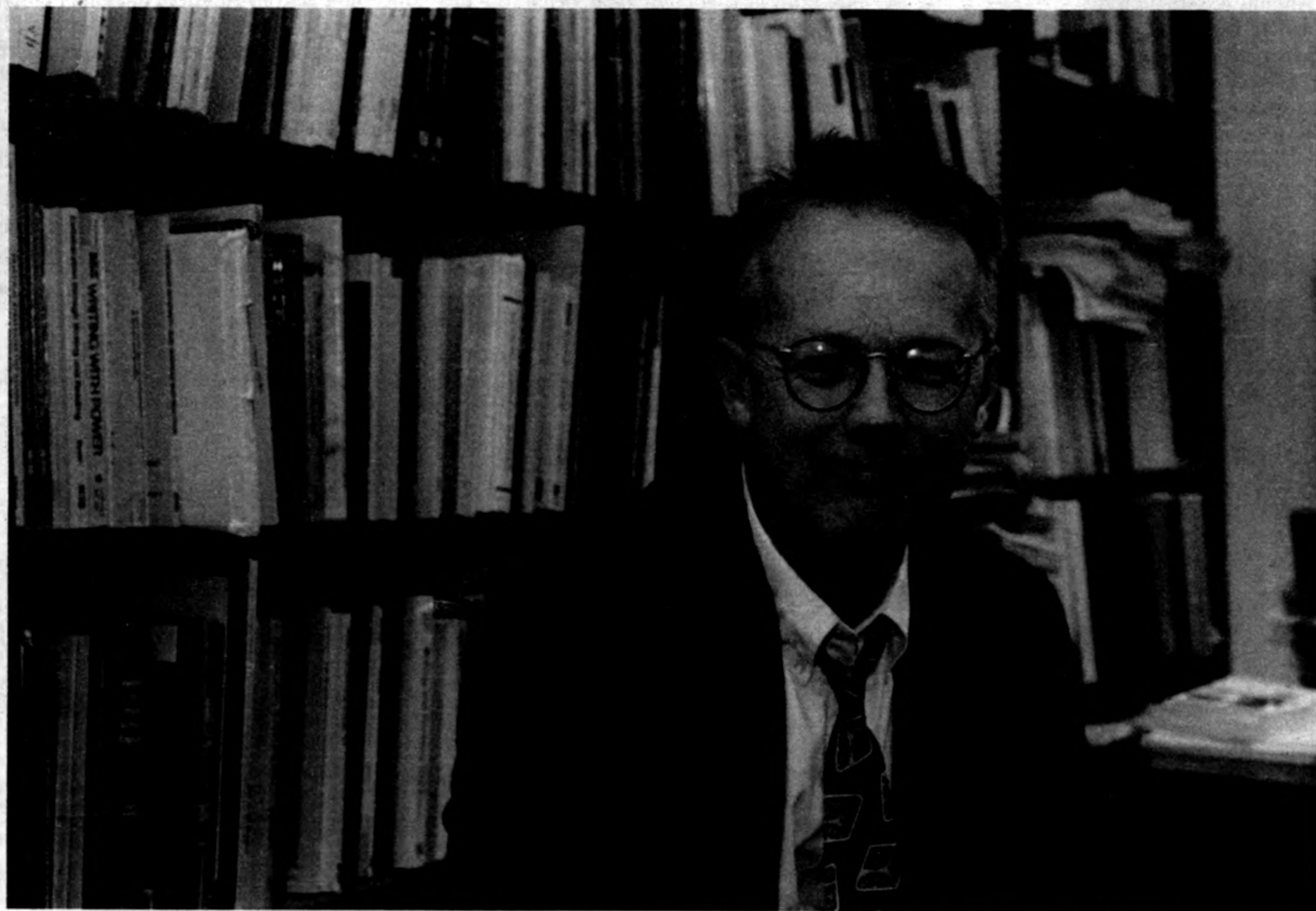
MU attracted national attention last fall when it more than tripled its enrollment of African-American students in one year. Since then, a great deal of effort has been focused on the retention of these students.

"The fall semester has shown us we are reaching out to students who can graduate," Chancellor Charles Kiesler said.

■ African Americans noted "a lot of changes" at Mizzou, and many in this group said MU had the best reputation in the Big Eight. They report hearing of positive experiences from friends.

■ Students and parents were pleased that MU has raised

See ENROLLMENT on Page 3.



Roy Fox, associate professor of education, monitors doublespeak as a member of the National Committee on Public Doublespeak.

Rob Hill photo

You don't say

Language purist Roy Fox battles the purveyors of doublespeak.

When is an explosion not an explosion? When the Nuclear Regulatory Commission decides that it's an "energetic disassembly." That linguistic gem is one of Roy Fox's favorite examples of doublespeak — language that is grossly deceptive, evasive or euphemistic.

Fox, an associate professor of education, is one of a small band of purists fighting a rearguard action to protect the integrity of our language. For nearly 15 years he's been

a member of the national Committee on Public Doublespeak.

That group gives an annual tongue-in-cheek award to an American public figure whose use — or misuse — of the language has far-ranging social consequences. This year's winner, by the way, was Rush Limbaugh. The talk show host's language distorts the truth, the committee said, and has a "major negative impact on public discourse."

That negative impact is what sets

doublespeak apart from the more innocuous misuses of our language. Fox contrasts doublespeak with basic garden-variety gobbledygook, a term coined by Texas congressman Maury Maverick to describe pompous and wordy messages from officialdom. "Those are the benign language snarls. Some of it is not intentional; people are just following bad models," Fox says.

"Doublespeak has been around for centuries, but the 20th century focus on it has come out of propaganda — whipping up the population for war purposes."

For his classes of future English teachers, Fox collects examples of rampant doublespeak. For instance, a retirement community for old people becomes a "senior congregate living community for the chronologically gifted." An employee is not laid off, but rather is given a "career-change

opportunity." The U.S. government describes \$30 billion in unneeded spare parts as "inapplicable inventory."

And doublespeak doesn't have to be verbal. One of Fox's research interests is a version that he calls "symbolspeak," a focus on images that distort the truth. "That's what's happening more and more and more; lies are told through imagery and not through words," he says.

Fox agrees that even the most flagrant examples of doublespeak can be so twisted that they're laughable. Why then does the public buy into them? Fox explains with a maxim from S.I. Hayakawa, a pioneer in general semantics: "The last thing that fish want to study is water."

"Because we're steeped in language every day, we have a hard time gaining critical distance on something that's so personal, so common," Fox says. "The more sophisticated the public is, the more sophisticated the image makers become. We're getting smarter, but they're usually ahead of us. That's their job."

There are still some folks in white hats out there. The doublespeak committee recognizes honesty and clarity in public language with its George Orwell Award. This year the Orwell award went to Garry Trudeau, who attacks doublespeak across the cultural and political spectrum in his "Doonesbury" cartoon strip.

"These people are out there, but they're never as numerous as they should be. They're not valued," Fox says. He has a few other favorite straight-shooters: the L.L. Bean mail-order company for the clear and unequivocal wording of its guarantee, and newspaper columnist Ann Landers. "When have you ever not understood what her point of view is?" Fox asks.

Why then is it important to teach critical analysis of language? "It has to do with things like democracy, resisting manipulation and making informed choices," Fox says. "If people are not in control of the signs in their culture, those signs and messages will control them."

MUITT WORKSHOP ON FEB. 6

A series of colloquiums and workshops sponsored by the MU Institute for Instructional Technology and the Department of Art History and Archaeology continues this month with lectures by art history Professor Michael Marrinan of Stanford University.

His first lecture, "Van Gogh's 'Madness': Writing as a Symptom of Crisis in Painting," will be held at 5 p.m. Feb. 6, in Room 106 of Pickard Hall. His presentation will be preceded by a reception in the Cast Gallery at 5 p.m. All are welcome.

On Feb. 7, Marrinan will lead workshops at 10 a.m. and 11:30 a.m. in the Macintosh lab, Room 146 of Stanley Hall. He will assist anyone interested in learning how to access images from a workstation. At 2 p.m. he will demonstrate ways to scan slides and form lecture files using equipment that will be set up in the Multimedia lab, Room N15 of the Memorial Union. A panel discussion in 106 Pickard will follow. For more information, call Tracie Easley at 882-6596.

CHRIS KELLY TO BE FETED FEB. 3

Former state Rep. Chris Kelly will be roasted at a reception in his honor at 6:30 p.m. Feb. 3, at Reynolds Alumni Center. The event, sponsored by the Boone County Muleskinners, is being billed as "Kelly's Wake."

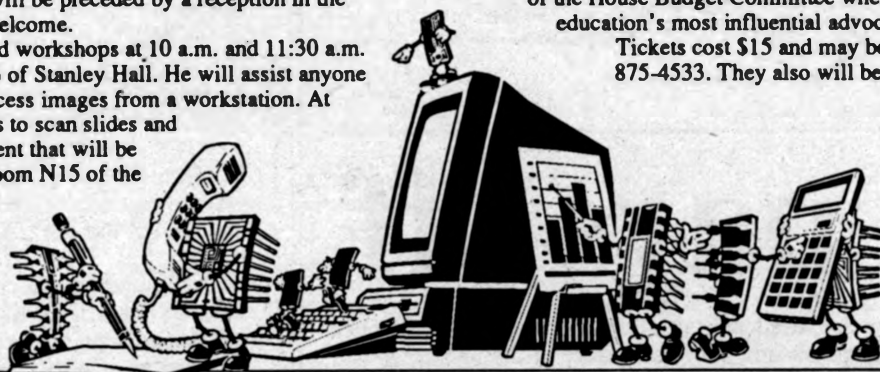
Kelly, a Democrat from Columbia, recently left the statehouse after 12 years of legislative service to accept a gubernatorial appointment as a commissioner of labor and industrial relations. He served as chairman of the House Budget Committee where he was one of higher education's most influential advocates.

Tickets cost \$15 and may be purchased by calling 875-4533. They also will be available at the door.

UMSL GETS NEW TELEPHONE PREFIX

Effective Jan. 20, 1995, UMSL's telephone prefix changed from 553 to 516. Mizzou Telecommunications asks that you make a note of this change and reprogram

UMSL numbers stored in Speed Call lists.



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The Classified Advertising Section is open only to faculty and staff members and retirees. A home phone number is required in all classified ads. No refunds will be given for cancelled ads. **Ads must be typed.** Rates: 30-word maximum \$3. **Publication deadlines:** Feb. 7 deadline for Feb. 16 issue Feb. 14 deadline for Feb. 23 issue **Mizzou Weekly Classifieds:** Make your check payable to University of Missouri and send to: *Mizzou Weekly*, 407 Reynolds Center, Attention: Tanya Stitt.

MU Ag Science Week in full stride; honors go to outstanding alumni

Agriculture is getting top billing on campus this week. It's Ag Science Week.

More than 1,000 attended Wednesday's Ag Day Barbecue where the following awards were presented by the College of Agriculture, Food and Natural Resources' Alumni Association:

■ Norman B. Braksick of Kalamazoo, Mich., has been named *Alumnus of the Year* by the Ag Alumni Association. Braksick, president of Asgrow Seed Co., graduated

from MU in 1961 with a degree in animal husbandry.

■ Honorary memberships in the Ag Alumni Association went U.S. Sen. Christopher Bond; Bob Hitzhusen of Jefferson City, for his role in policy development programs and lobbying on behalf of the Missouri Farm Bureau; Paul Steel of Chillicothe, a fifth-generation cash grain and livestock farmer; and Betty Stolte of Maryland Heights, who serves on the Missouri

Farm Bureau board of directors and chairwoman of the state's women's committee.

■ Citations of merit were awarded to Derry Brownfield of Jefferson City, of the Brownfield radio network; John Schaffer, of LaGrange, president of John Schaffer Farms Inc.; and Harold Hedrick, professor emeritus of food science and human nutrition.

Ag Science Week concludes Friday morning with the Water Quality Conference in the Reynolds Alumni Center.



Rob Hill photo

(314) TUB-O-FUN

That was the number to call if you wanted to participate in the radio quiz show *Whad'Ya Know?*, broadcast live nationwide from Jesse Hall on Jan. 28.

Among host Michael Feldman's scheduled guests was *Columbia Missourian* managing editor George Kennedy, who responded to Feldman's questions about objectivity in reporting.

"The *New York Times* has a slogan — 'All the news that's fit to print.' That's a lie and has been since day one," Kennedy told Feldman and some 700,000 listeners. "I think we (at the *Missourian*) have a more acceptable slogan — 'Pretty good for what it is.'"

Feldman also interviewed MU biologist Lee Dugatkin, who studies sexual behavior in guppies. "Does a female guppy ever appreciate the subtle qualities in a man — a sense of humor, for

instance — or does she always go for the large pectoral fin?" Feldman asked. It's always the "the brightest color and the largest fin" Dugatkin said.

As for Columbia, Feldman called it a "great town but commuter hell to get here." He commended city officials for their successful campaign to attract senior citizens to Columbia as a retirement community. "It's a good idea," he said, "but you know you'll have to keep on getting them because they don't reproduce."

The show was a sell-out and drew one of the biggest audiences in the program's 10-year history. After the show, Feldman said he was surprised and pleased by the turnout.

"It was a shock to find out we're so hot in Columbia, Mo."

Enrollment

Continued from Page 1.

its admission standards, and viewed this as a positive step.

■ Several African-American students said they had heard from friends that the mechanisms to help them succeed were in place at MU.

■ The parent of an African-American student said he was not impressed by MU four years ago, but he is very impressed now.

■ When speaking about their college choices, many students mention MU as one of the "prestigious" schools they are considering.

■ Parents in the St. Louis area reacted favorably to the recent news in their local media about MU raising its admission standards.

Admissions officers also identified perceived weaknesses, including advising.

Georgeanne Porter, director of undergraduate admissions, says she has noticed a change in the attitude of prospective students, and attributes this in part to the personalized way in which her office is approaching students and parents.

"A high percentage of the freshmen enrolled last fall made an overnight visit to the campus and were pleased with the way they were treated by their hosts," Porter says. "When we identify prospective students through our enrollment management plan, we show them we are interested in them." Porter says this is especially true of African-American students, a group that experienced significant growth last fall.

She emphasizes the fact that all admissions were handled without relaxing entrance standards. Twenty-four students who initially did not meet the test score and class

rank standards were enrolled in a summer transition program and subsequently qualified for admission.

Gary Smith, director of admissions and registrar, also credits the high quality of the publications furnished prospective students for the increased interest in MU.

"We have personalized our communications with prospective and admitted students; we have expanded the number of activities for them and, as a consequence, we have seen an increase in the number of prospective students visiting the campus," Smith says.

Schroeder says the good work of all the people involved in the admission and retention process is paying off. "Students-as-customers is not just a slogan, it's a reality. We want to continue to improve the quality of the undergraduate education at MU, and at the same time show that students can get a top quality degree at a reasonable price," Schroeder says.

He says MU especially is targeting the state's high-ability African Americans and Hispanics in the Kansas City area.

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Campus Computing

Short Courses



FOCUS ON FACULTY

Computers are playing an increasingly-important role in academics. In response to the growth in the use of computing resources at MU, Campus Computing has added the following seminars for faculty members to our regular short course series.

INTRODUCTION TO RICEMAIL

FEBRUARY 10 (FRIDAY), 1:30 - 4:30 PM

This hands-on class covers the basics of email use on the campus mainframe, MIZZOU1. Topics include email etiquette and how to send, receive, and manage email in notebooks. Uploading and downloading files will not be discussed. Prerequisite: Beginning CMS or basic CMS knowledge.

The following non-credit short courses are offered at no charge to MU faculty, staff and graduate students unless otherwise noted. *Registration is required and is done on a first-come, first-served basis.* Participants may be enrolled in **no more than two courses** at one time. To enroll, please call 882-2000. *Note:* This is only a partial list; additional courses will be advertised in future issues of the *Mizzou Weekly*.

INTRODUCTION TO MICROSOFT WORD 6.0

- 1: FEBRUARY 6 (MONDAY), 9:00 AM - NOON
- 2: FEBRUARY 20 (MONDAY), 9:00 AM - NOON

Participants will learn basic functions such as creating, saving, renaming and relocating documents, entering and editing text (cut, copy and paste), formatting text (margins, tabs, line spacing, page breaks, columns and tables), choosing font options and creating headers, footers and footnotes. Other topics covered include the spell-check feature, finding and changing text, and inserting graphics. A question and answer session will be held at the end of class. Prerequisite(s): Foundation of Computers course or basic experience with the Macintosh or Windows platform.

INTRODUCTION TO WORDPERFECT 6.0A FOR WINDOWS

- 1: FEBRUARY 8 (WEDNESDAY), 9:00 AM - NOON
- 2: FEBRUARY 21 (WEDNESDAY), 9:00 AM - NOON

This course will provide participants with the fundamentals of word-processing in the WordPerfect for Windows environment. They will receive instruction on the basics of screen navigation, creating a new document, saving documents to floppy disks, and editing existing documents. Editing topics include font and style selection, page layout, and cutting and pasting. Participants will learn to use the spell-checker, thesaurus, printing function, and more. Prerequisite(s): Foundation of Computers course or basic hands-on experience with personal computers.

FOUNDATION OF COMPUTERS

- 4: FEBRUARY 13 & 15 (MON./WED.), 9:00 AM - NOON

Through lecture and hands-on exercises, the student will learn the fundamentals in both IBM and Macintosh platforms of computer hardware, what they do and how they function; different categories of software applications; terminology and basic computer manipulation; and disk and drive preparation for file management. The student will learn to interpret computer advertising and jargon to make educated decisions about purchasing and upgrading. The course will also include a discussion of how computers are linked together in networks through which they can share resources and information. The course concludes with a complete presentation of the University's computing facilities, training and where to get help.

INTRODUCTION TO UNIX

- SHOWME: FEBRUARY 14 (TUESDAY), 3:30 - 4:30 PM
- NEXT: FEBRUARY 15 (WEDNESDAY), 3:30 - 4:30 PM
- SGI: FEBRUARY 16 (THURSDAY), 3:30 - 4:30 PM

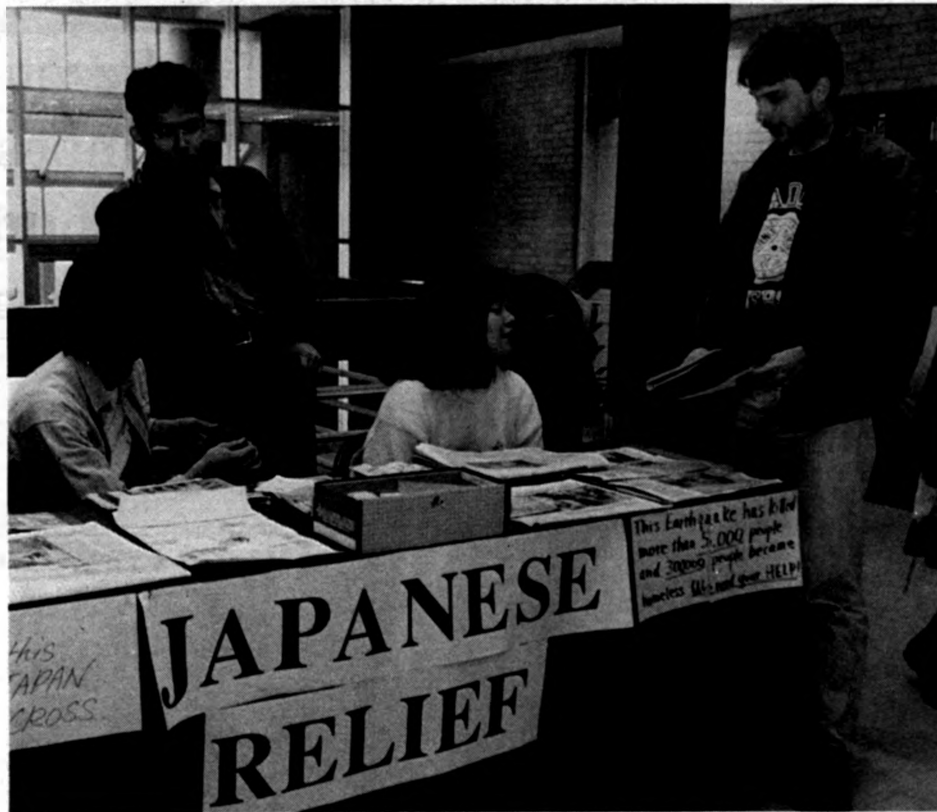
Each of these one-hour sessions introduces a campus Unix system. Each course requires no previous computing training and will cover: campus resources, using the equipment, accessing the system, user interface, finding documentation, using files, basic electronic mail, and exploration tips. These classes are the prerequisites for any future Unix classes given by Campus Computing. Prerequisite(s): None.

During a fund drive last week in Brady Commons, the Japanese Students Association collected approximately \$1,600 for victims of the earthquake in Kobe, Japan.

"We've had people put in tens, twenties or pennies, it doesn't matter," said association member Rob Petty, right. Students working are, from left, Katsuya Kojima, Takaaki Aoki and Kristen Yoshija. None of the students in the association are from Kobe, but many have friends there.

"I have friends in that area. I've tried to call many times, but finally asked other friends in Japan to call and then call me back," said Kojima of Kyoto. The association is hosting a coffee break in A02 Brady Commons Feb. 3 and will be accepting donations. Anyone interested in donating at anytime, should contact the association at 882-8148.

Nancy O'Connor photo



FOR THE RECORD

The 'For the Record' column gives MU departments and units the opportunity to advertise used or unneeded equipment for sale. There is no charge for this service. Send your notice to John Beahler at 407 Reynolds Center, or call 882-5918.

NEW DAY FOR BASKETBALL LUNCH: The men's basketball faculty-staff luncheon scheduled for Feb. 21 has been rescheduled for Feb. 23. It begins at noon and will be held in the Tingle Tiger Lounge at Memorial Stadium. Cost is \$5 and reservations are required by Feb. 17. Call Phyllis at 882-2076 to make arrangements.

Support public radio — and do it with roses

KBIA is offering a special Valentine premium for listeners who contribute to the station before 6:30 p.m. Feb. 13.

If you donate, KBIA, National Public Radio and FTD florists will send long-stemmed roses to anyone in the country on your behalf. A contribution of \$120 will get you a dozen roses; pledging \$60 will get you a half-dozen.

"This Valentine's Day effort gives our listeners a unique way to contribute to KBIA and send greetings to a special person in their lives," says General Manager Michael Dunn. "Someone you love gets roses and you have supported public radio. It's a perfect match."

KBIA invites listeners to call in their support through a special toll-free number: 1-800-987-ROSE. The roses will be delivered anywhere in the United States, Puerto Rico or Canada. FTD guarantees that all roses will be delivered on or before Valentine's Day.

MIZZOU WEEKLY

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The Campus Master Plan

Mizzou's Campus Master Plan is an ongoing process that began in 1980 to study the use of campus land and buildings for optimum efficiency and aesthetic appeal.

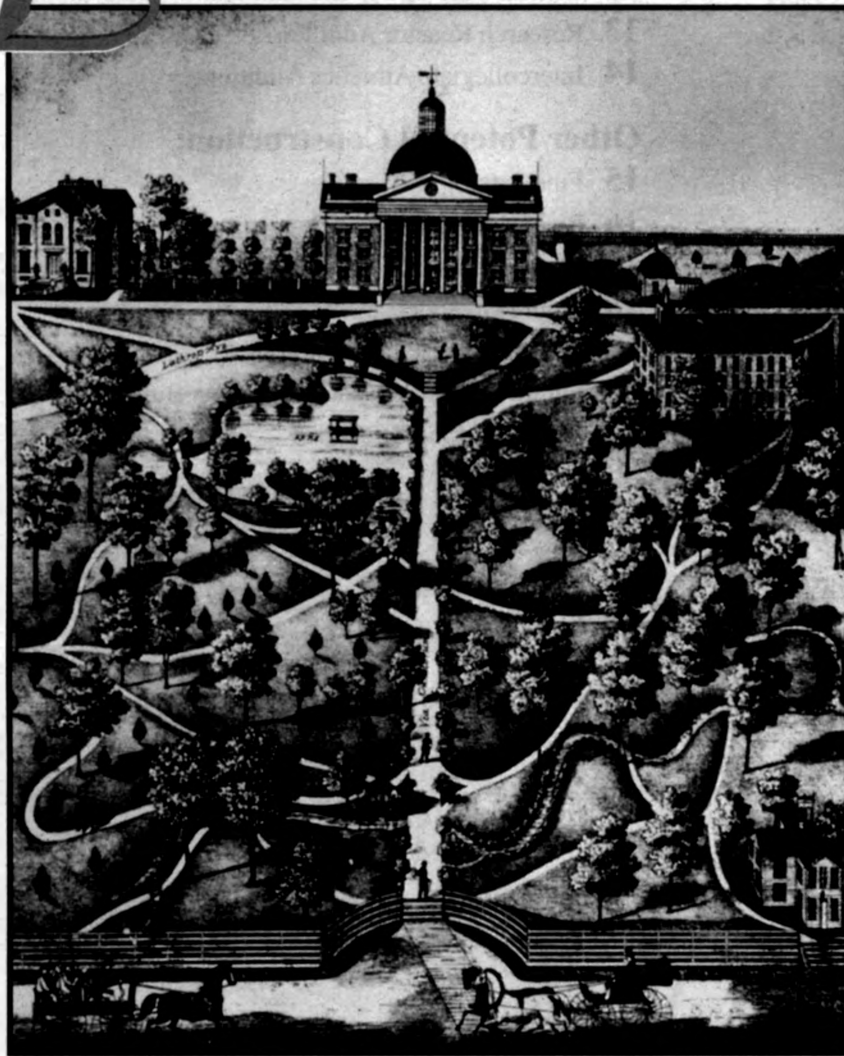
This supplement summarizes the plan's accomplishments, shown on the map inside, and the next steps in the process. Readers' comments are welcome — feel free to write in the margins and return the supplement to the campus planning committee, c/o Ruth Brent, chairwoman, 142C Stanley Hall.

A videotape on the master plan may be borrowed by calling 882-2661.

"Comments and reactions have helped to shape the plan," says Jack Robinson, consultant to the campus administration who works with the campus planning committee, which includes faculty, staff and students. The committee advises the vice chancellor for Administrative Services on campus planning issues.

In forming the plan, more than 50 public hearings were held for the campus and community in the past 11 years. They included slide shows and status reports on space needs and specific projects. In addition, progress reports are presented annually in open meetings. "New ideas always are welcome," Robinson says.

He describes the master plan as building on Mizzou's traditional campus to create a unified, efficient environment that is inviting to students and conducive to teaching, research and support



Academic Hall was the focus of the campus in 1875.

THE PLAN BUILDS ON TRADITION TO CREATE AN INVITING CAMPUS.

services. It also seeks to strengthen ties of cooperation between the campus and neighboring Columbia.

"Building projects and adequate parking are under constant study and modification," Robinson says. "For a successful total campus, however, they should be developed within a strong, handsome sequence of major open spaces and of major cross-campus pedestrian ways. Mizzou's system of quadrangles, courtyards, malls and playing fields can be linked, improved and extended to help unify the total campus."

The general objectives for the plan (see box) are intended to help test the plan concepts and proposals, and specific projects as they are developed. The objectives, Robinson notes, are consistent with the Board of Curators' 1981 policy statement, which includes as a goal "to maintain and make more efficient and attractive the University's physical plant."

The objectives have helped to shape projects recently completed and those now in process. "The interesting story is not in any one project, but in the way in which they reinforce each other," Robinson says. With the plan's overall guidance, he says, campus improvements should blend in with their surroundings so well that they will appear to have been there from the start.

"All the suggestions are intended to be consistent with University assumptions for limited funding, a limited construction program, a stable population and a permanent campus of great importance," he says.

Master plan drawings appear on the next two pages.

PLANNING PRINCIPLES

- **PRIDE OF THE STATE:** visual and functionally expressive of the importance of this campus to the state of Missouri
- **RECRUITMENT-RETENTION AID:** environmental qualities which help attract and hold faculty, staff and students
- **STRONG "SENSE OF PLACE":** distinctive and memorable to entering freshmen and visiting scholars alike
- **UNIFIED TOTAL CAMPUS:** the totality of the campus revealed and

clarified to all observers, dominating component parts

- **DIVERSITY WITHIN THE UNITY:** clarifying and expressing the variety of activities, of people, of inheritance from the past
- **PEDESTRIAN DOMINANCE:** visual and functional pedestrian dominance over vehicles within the campus
- **VEHICLES RECOGNIZED:** the needs of an automobile-oriented society accommodated gracefully without being permitted to dominate pedestrians within the campus

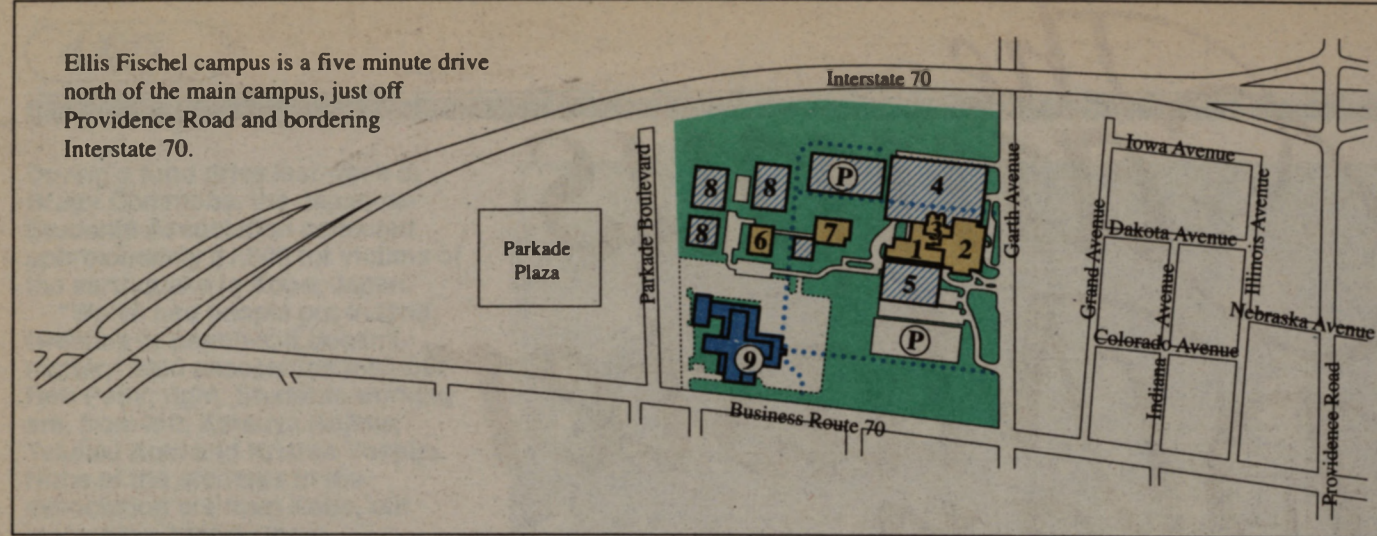
- **FUNCTIONAL ADEQUACY:** each activity of the campus with facilities appropriate for its purposes; not constrained, not lavish, but adequate
- **RESPONSE TO ACCESSIBILITY NEEDS:** continuing the campus tradition of providing optimal access to people with disabilities
- **PROXIMITIES ENHANCED:** activities located close to each other whenever required or potentially beneficial
- **EXPANSION OR RELOCATION PROVIDED:** clear identification of at least one logical way for

expansion (or relocation) of an activity, should such a change be desirable

- **RESPONSIVE TO CLIMATE:** careful design of building and of landscape so as to serve as models for others in similar climates
- **RESPECT FOR INHERITANCE:** accenting and continuing the topographic and architectural history of the best parts of the campus
- **RESPECT FOR NEIGHBORS:** avoiding adverse impacts and cooperating wherever possible to achieve civic objectives.



Ellis Fischel campus is a five minute drive north of the main campus, just off Providence Road and bordering Interstate 70.



Ellis Fischel Campus

- 1 1939 Building
- 2 1974 Building
- 3 Radiation Therapy
- 4 Ellis Fischel Hospital Expansion/Replacement
- 5 Outpatient Clinics Expansion
- 6 Allton Building
- 7 Green Building
- 8 Possible Future Patient Care or Research Buildings
- 9 Proposed Rehabilitation Hospital
- (P) Future Parking Structure

New Buildings Recently Completed:

- 1 Donald W. Reynolds Alumni and Visitor Center
- 2 Engineering Addition
- 3 Schlundt Annex Addition
- 4 Clydesdale Hall (Veterinary Medicine)
- 5 Anthropology Lab and Storage Building
- 6 Intercollegiate Athletics Additions

Other Potential Construction:

- 11 Eckles Addition
- 12 Critical Care Tower and Ambulatory Care Clinics
- 13 Research Reactor Addition
- 14 Intercollegiate Athletics Additions
- 15 Fine Arts
- 16 Business and Public Administration
- 17 Future Academic and Research Buildings
- 18 Future Greenhouses
- 19 Future Power Plant Addition
- 20 Future Intramurals and Recreation Building
- (P) Future Parking Structures

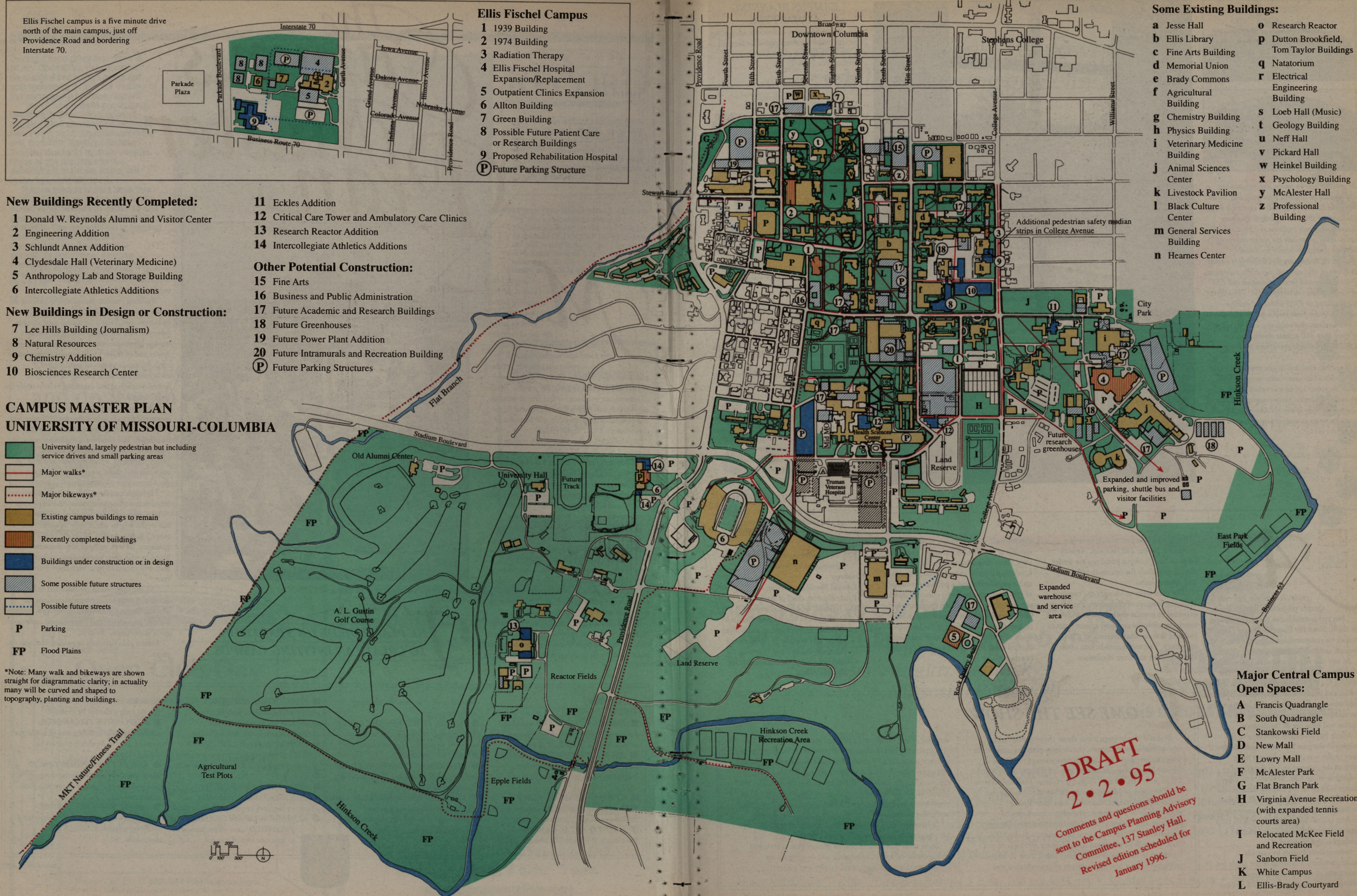
New Buildings in Design or Construction:

- 7 Lee Hills Building (Journalism)
- 8 Natural Resources
- 9 Chemistry Addition
- 10 Biosciences Research Center

**CAMPUS MASTER PLAN
UNIVERSITY OF MISSOURI-COLUMBIA**

- University land, largely pedestrian but including service drives and small parking areas
- Major walks*
- Major bikeways*
- Existing campus buildings to remain
- Recently completed buildings
- Buildings under construction or in design
- Some possible future structures
- Possible future streets
- P** Parking
- FP** Flood Plains

*Note: Many walk and bikeways are shown straight for diagrammatic clarity; in actuality many will be curved and shaped to topography, planting and buildings.



Some Existing Buildings:

- a Jesse Hall
- b Ellis Library
- c Fine Arts Building
- d Memorial Union
- e Brady Commons
- f Agricultural Building
- g Chemistry Building
- h Physics Building
- i Veterinary Medicine Building
- j Animal Sciences Center
- k Livestock Pavilion
- l Black Culture Center
- m General Services Building
- n Hearn Center
- o Research Reactor
- p Dutton Brookfield, Tom Taylor Buildings
- q Natatorium
- r Electrical Engineering Building
- s Loeb Hall (Music)
- t Geology Building
- u Neff Hall
- v Pickard Hall
- w Heinkel Building
- x Psychology Building
- y McAlester Hall
- z Professional Building

DRAFT
2.2.95
Comments and questions should be sent to the Campus Planning Advisory Committee, 137 Stanley Hall. Revised edition scheduled for January 1996.

Major Central Campus Open Spaces:

- A Francis Quadrangle
- B South Quadrangle
- C Stankowski Field
- D New Mall
- E Lowry Mall
- F McAlester Park
- G Flat Branch Park
- H Virginia Avenue Recreation (with expanded tennis courts area)
- I Relocated McKee Field and Recreation
- J Sanborn Field
- K White Campus
- L Ellis-Brady Courtyard



As with all new buildings and renovations, environmental concerns were front and center when the School of Journalism's new Lee Hills Hall was on the drawing board. Planners designed the main entrance at Elm and Eighth streets to accommodate the old sycamore tree that has shaded the corner for decades.

The 40,000 square-foot building is named in honor of MU alumnus Lee Hills, a Pulitzer Prize winner and former chairman and CEO of Knight-Ridder newspapers Inc. The project was initiated in 1985 with a \$2 million challenge grant from the Knight Foundation. The school met that challenge with the support of more than 300 private donors and a \$500,000 challenge grant from the Kresge Foundation.

Lee Hills Hall will be the new home of the Columbia Missourian newsroom and will house the school's photojournalism sequence, including electronic photo-imaging and digital equipment, state-of-the-art design laboratories, new classrooms, a student lounge and a conference center.

Photos by Nancy O'Connor



CAMPUS PLANNING COMMITTEE

The campus planning committee advises the vice chancellor for Administrative Services on the facility needs of the University. Members for 1994-95 are:

Chairwoman:

Ruth Brent, professor and chairwoman of environmental design

Faculty:

Linda Chapman, associate professor of biological sciences
Richard Cox, professor and chairman of health and physical education
Karen Debord, assistant professor of human development and family studies
Speer Morgan, professor of English
H. Clyde Wilson, professor of anthropology

Staff:

Ginny Booker, assistant to the director, Career Planning and Placement
Tim Byrd, architectural assistant, Planning, Design and Construction
Sue Porter, administrative associate I, Animal Science

Students:

Chris Briggs, MSA representative
Jim Massey, MSA representative
Ken Smith, GPC representative

Ex officio:

Jim Joy, director of Parking and Transportation Services
Chris Koukola, assistant to the chancellor for University Affairs
Carma Messerli, coordinator of the Access Office
Frankie Minor, director of Residential Life
Pat Morton, chief planning and budget officer and director of Institutional Research, Budget and Planning
Alan Warden, assistant vice chancellor for Facilities

CAPITAL REVIEW GROUP

The capital review group reviews campus planning and project issues for recommendation to the chancellor. Members are:

Chairman:

Kee W. Groshong, vice chancellor for Administrative Services

Members:

Edward Sheridan, provost
Brady Deaton, chief of staff
Hal Jeffcoat, vice chancellor for Development and Alumni Relations
Pat Morton, chief planning and budget officer and director of Institutional Research, Budget and Planning
Charles Schroeder, vice chancellor for Student Affairs

A master plan is an overall guide. It does not describe specific projects or design details, but rather establishes the larger context for them. Since the Campus Master Plan focuses on campuswide issues, specific projects are dealt with separately.

At any one time, more than 700 campus improvement projects are in process. The funding for these projects comes from many public and private sources, often in complex combinations. The master plan helps ensure the value of the expenditures and the success and long life of the projects.

Much improvement has come to the campus in the past few years, with much more under way. Great changes have come to the campus and to the city of Columbia in the past 30 years, and more change is likely in the coming decades. As the city grows and changes on all sides of the campus, Mizzou must plan carefully for the best use of every square foot of its land because a significant increase in land holdings is not expected.

Independent studies by outside consultants have identified space needs for many parts of the campus. Program planning for colleges, schools and services

helps develop the best match between programs, people and facilities. As with campus land, campus buildings are under continuing study for optimum efficiency and attractiveness.

The plan seeks to identify the campus' enduring features of design, which are expected to remain unchanged as Mizzou continues with the constant adjustments to facilities that are characteristic of a large university. The recommendations result from an effort to secure maximum

campuswide improvements as simply and quickly as possible, in a manner consistent with University assumptions for limited funding, a limited construction program, a stable population and a permanent campus of great importance. Most complex issues are located in the center of campus, which also offers the greatest opportunities for improvement. Therefore, it has been the focus of attention so far. Other areas will be studied more fully as the planning process continues.

COME SEE THE SHOW

If you'd like to learn more about the evolution and aspirations for our campus, the campus planning committee wants to invite you to a slide presentation of the Campus Master Plan. Presentations are scheduled from 11:40 a.m. to 12:30 p.m. Feb. 14 and 15 in the Hulston Hall Courtroom.

"The spirit of Mizzou is captured in the character, use and delight of our architecture," says Ruth Brent, chairwoman of the campus planning committee and professor and chairwoman of the Environmental Design Department. "With this visual presentation of the MU plan, you will be sensitized to the history and logic of our buildings in the overall landscape. I think those in attendance will experience a new appreciation of *connectedness* and

meaning of our campus. It's pride of place."

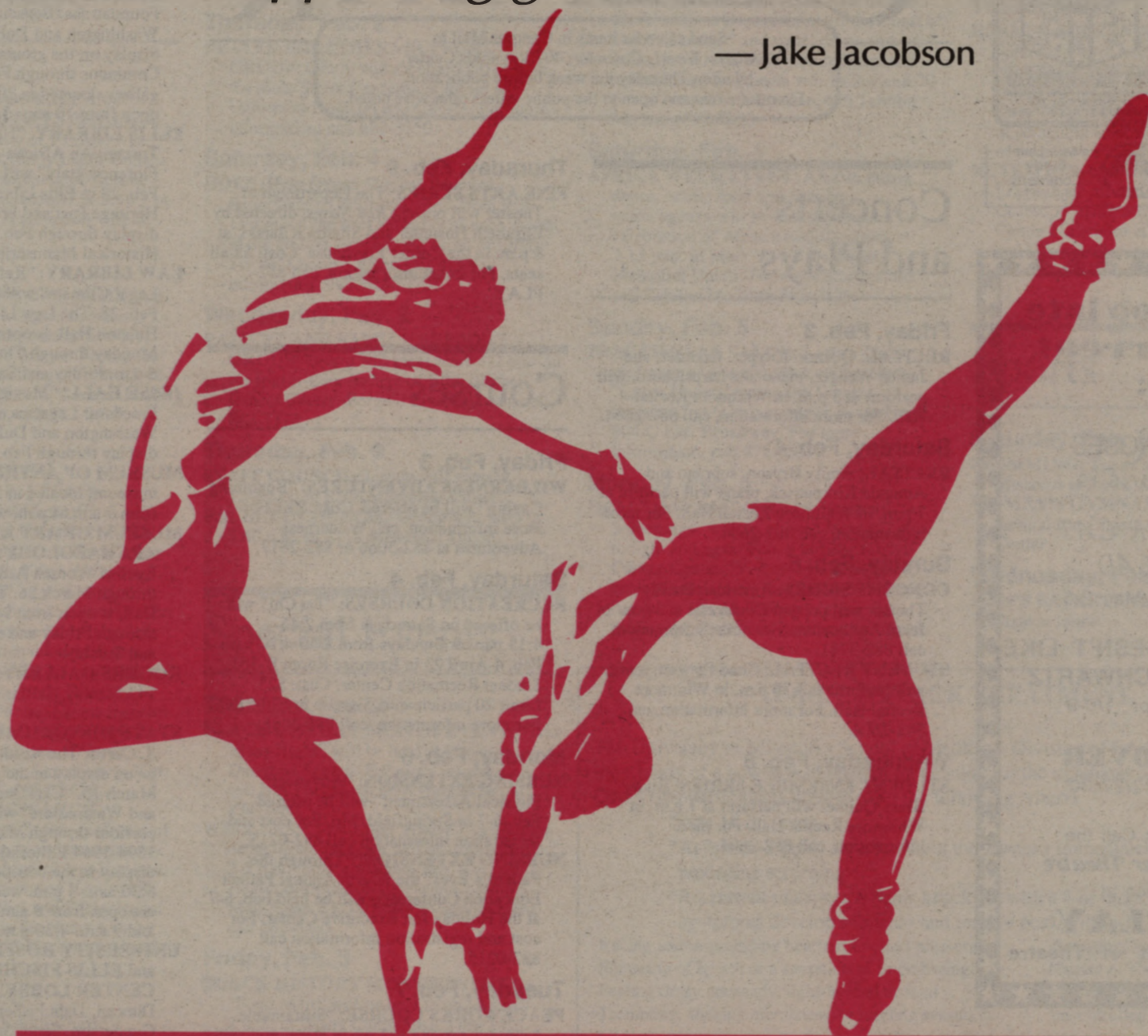
Consultant Jack Robinson will provide commentary as he presents more than 75 slides of old and current photographs, maps and drawings that document the evolution of the campus over the years. "Did you know, for instance, that the Memorial Union was 40 years in the making?" he says. "The tower stood by itself for more than 30 years. There are some intriguing stories here."

In addition, the slide show presentation may be scheduled for any campus group by calling 882-2661.

Brent adds that as the Campus Master Plan is reviewed and updated each year, comments and suggestions are encouraged from students, staff, faculty and visitors.

*"Gymnastics is sleek, yet powerful and intriguing,
while appearing graceful and delicate."*

— Jake Jacobson



*Best wishes to our MU scholar-athletes
at the Cat Classic, 7 p.m. Feb. 3-4*

*Arizona, Auburn, Kentucky,
Penn State, Missouri, Pittsburgh*



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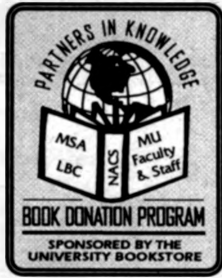
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Main Level Brady Commons 882-7611

CALENDAR

Send calendar items in Campus Mail to *Mizzou Weekly Calendar*, 407 Reynolds Center, by noon Thursday the week before publication. Events are free and open to the public unless otherwise noted.

Concerts and Plays

Friday, Feb. 3

RECITAL: Quentin Kuyper, recorder, and Janice Wenger, piano and harpsichord, will perform at 8 p.m. in Whitmore Recital Hall. For more information, call 882-2604.

Saturday, Feb. 4

RECITAL: Amity Bryson, soprano and Amanda Kirkpatrick, piano will perform at 7 p.m. in Whitmore Recital Hall. For more information, call 882-2604.

Sunday, Feb. 5

CONCERT SERIES: American Family Theater will present *Cinderella* at 3 p.m. in Jesse Auditorium. For ticket information, call 882-3781.

STUDENT RECITAL: Chad Prewett, tenor, will perform at 3:30 p.m. in Whitmore Recital Hall. For more information, call 882-2604.

Wednesday, Feb. 8

STUDENT ENSEMBLE SERIES: Buder Brass Quintet will perform at 7 p.m. in Whitmore Recital Hall. For more information, call 882-2604.

Thursday, Feb. 9

FINE ARTS SERIES: The Department of Theater will present *Red Noses*, directed by Elisabeth Hostetter and Sharon Kilarski, at 8 p.m. in the Corner Playhouse. Cost: \$5 all seats. For ticket information, call 882-PLAY.

Courses

Friday, Feb. 3

WILDERNESS ADVENTURES: "Beginning Caving" will be offered. Cost: \$30. For more information, call Wilderness Adventures at 882-3066 or 882-2817.

Saturday, Feb. 4

RECREATION COURSES: "Tai Chi" will be offered on Saturdays from 2:45-4:15 p.m. or Sundays from 2:50-4:20 p.m. Feb. 4-April 23 in Exercise Room B-301 Student Recreation Center. Cost: \$25. Limit 20 participants. Sign up in 320 SRC. For more information, call 882-2066.

Monday, Feb. 6

NURSING EXTENSION: "Advanced Physical Assessment" will be offered Feb. 6-7 in Springfield, Mo. For cost and registration information call 882-0215.

NURSING EXTENSION: "Through the Patient's Eyes" the Fourth Annual Patient Education Conference will be held Feb. 6-7 at the Holiday Inn Executive Center. For cost and registration information call 882-0215.

Tuesday, Feb. 7

PEACEWORKS COURSE: "Sustainable Living: Learning to Live in Harmony" will be offered on Tuesdays from 7-8:30 p.m. Feb. 7-March 21 at Calvary Episcopal Church. Advance registration is requested. Cost: \$20 regular and \$10 students. For more information, call Elizabeth Jones at the Center for Sustainable Living, 875-0539.

CHILDBIRTH CLASSES: "Beginning Childbirth" will be offered on Tuesdays through March 28 from 7-9 p.m. in the seventh-floor classroom at Ellis Fischel Cancer Center. Cost: \$45. To register, call 882-6973.

Thursday, Feb. 9

ENGINEERING EXTENSION: "Annual Hazardous Material Update" will be offered from 7 a.m.-5 p.m. in St. Louis. Cost: \$195. For information, call Virginia Nettleton at 882-2087.

Exhibits

BINGHAM GALLERY: The Annual Graduate Student Exhibition will be on display through Feb. 10 in the gallery. The gallery, open from 10 a.m.-4 p.m. weekdays, is in the Fine Arts Building.

BRADY COMMONS GALLERY: The work of Christine Doerr will be on display through Feb. 9. A reception for Doerr will be held from 4-6 p.m. Feb. 8 at the gallery.

"Black History Month Art Exhibit" will be on display in the gallery Feb. 10-23. "The Ballot: Defense of a Free People" will be on display on the first floor of Brady Commons through Feb. 28. "Laying the Foundations: Legacies of Douglass, Washington and DuBois" will be on display on the ground floor of Brady Commons through Feb. 28. The Brady gallery, located in 203 Brady Commons, is open from 10 a.m.-5 p.m. weekdays.

ELLIS LIBRARY: "Not Your Typical Tuscan: An African-American View of Florence, Italy" will be on display through Feb. 28 in Ellis Library. "Columbia's Black Heritage Past and Present" will be on display through Feb. 28 in Western Historical Manuscripts, 23 Ellis Library.

LAW LIBRARY: "Reflections on 1895: The Legal Climate" will be on display through Feb. 28. The Law Library, located in Hulston Hall, is open from 8 a.m.-10 p.m. Monday through Thursday and 8 a.m.-6 p.m. Friday and Saturday.

JESSE HALL: "Moving up the Highway of Freedom: Legacies of Douglass, Washington and DuBois" will be on display through Feb. 28 in Jesse Hall.

MUSEUM OF ANTHROPOLOGY: The museum, located in Swallow Hall, is open from 9 a.m.-4 p.m. weekdays.

MUSEUM OF ART AND ARCHAEOLOGY: "Africa Through the Eyes of Women Artists" will be on display through March 26. The museum, in Pickard Hall, is open from 9 a.m.-5 p.m. Tuesday through Friday and noon-5 p.m. Saturday and Sunday.

ROGERS GALLERY: The gallery, located in 142 Stanley Hall, is open from 8:30 a.m.-4 p.m. weekdays.

STATE HISTORICAL SOCIETY: "Edward S. Curtis: The North American Indian" will be on display in the gallery through March 15. "Carl Gentry (1888-1976) Oils and Watercolors" will be on display in the corridor through March 15. "Decades: 1894-1964 Editorial Cartoons" also are on display in the corridor. The gallery is open 8:30 a.m.-4 p.m. weekdays. The corridors are open from 8 a.m.-4:30 p.m. weekdays and 9 a.m.-4:30 p.m. Saturday.

UNIVERSITY HOSPITAL MAIN LOBBY and ELLIS FISCHEL CANCER CENTER LOBBY: The works of Don Duncan, Dale Fisher, Mike French, Shirley Gunderson, Sandi Smith and Leslie Utterback will be on display through March 31 as part of the Art for Life Program.

Films

Friday, Feb. 3

MSA/GPC FILM: *Eat Drink Man Woman* will be shown at 7 and 9:30 p.m. in Ellis Auditorium. Cost: \$2 in advance, \$2.50 at the door.

Saturday, Feb. 4

MSA/GPC FILM: *Eat Drink Man Woman* will be shown at 7 and 9:30 p.m. in Ellis Auditorium. Cost: \$2 in advance, \$2.50 at the door.

Wednesday, Feb. 8

MIDDAY GALLERY EVENT FILM: *Chuck Davis, Dancing through West Africa* will be shown from 12:45-1:30 p.m. in Pickard Hall.

Thursday, Feb. 9

BLACK HISTORY MONTH FILM: Early black-and-white films will be shown at 7 p.m. in the Columbia Community Recreation Center at the corner of North Providence Road and Wilkes Boulevard. For more information, call Bill Thompson or Wynna Elbert at 874-7460.

AFRICAN WOMEN IN FILM and VIDEO SERIES: *Yaaba* will be shown at 7:30 p.m. in Pickard Hall, Museum of Art and Archaeology. Call Christine Neal, 882-3591, for more information.

It's not too late to get grrreat seats for:

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Feb 9-11/16-19

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MU Department of Theatre

MORE FROM YOUR EMPLOYEE ASSISTANCE PROGRAM 1995 Special Programs

WINTER, 1995

Parenting Groups - School aged, six sessions.

Pre-adolescent and adolescent (age 13 - 18), six sessions
Starting Wednesday, Feb. 22, 1995, 5:30 - 6:45 p.m.
Free child care ages 2-12, registration required.

Single Parent Support Group

Meets every other week on Tuesdays, 12:00 - 1:00 p.m.. Bring your own lunch. Next meeting, January 31, 1995.

Women in Transition Group - eight sessions.

Starting Tue. Feb. 13, 1995, 5:30 - 7 p.m.
For all women experiencing major transitions of any kind in their lives. Needs assessment interview required.

Stress Management Classes - six sessions

Starting Wed. March 1, 1995, 5:30 - 7 p.m., needs assessment interview required.

- * All groups will meet in Parker Hall.
- * The groups are free and open to all staff and faculty.
- * Employees may bring a spouse or partner to the parenting groups.
- * No groups will meet during Spring break. Enrollment limited for each group. To make a reservation or for additional information call 882-6701.

Lectures and Seminars

Thursday, Feb. 2

GENETICS AREA PROGRAM AND BIOLOGICAL SCIENCES SEMINAR: Phil Becraft, University of Florida, will present "The Maize Crinkly Leaf4 Gene is Involved in the Development of Kernel Aleurone and Leaf Epidermis" at 3:40 p.m. in 106 Lefevre Hall. A reception will be held at 3:15 p.m.

Monday, Feb. 6

JOURNALISM BROWN BAG SEMINAR SERIES: Martin Eichtinger, director, Austrian Press and Information Service, will present "Austria's Media: Facing the European Union's Challenge" from 12:40-1:30 p.m. in Tucker Forum, Gannett Hall. For more information, call 882-9493.

Tuesday, Feb. 7

BLACK HISTORY MONTH SYMPOSIUM: The Roy Wilkins Symposium will be held from 10:15 a.m.-4:45 p.m. in Memorial Union N214-215. "Roy Wilkins as a Journalist: The Kansas City Call Years, Crisis Years and the Minnesota Years" will be presented at 10:15 a.m.; "The Traditional Black Leader: Roy Wilkins as Executive Director of the NAACP" will be presented at 1:30 p.m.; "NAACP in the Post-Wilkins Era" will be presented at 3:30 p.m. Roger Wilkins, professor at George Mason University and nephew of Roy Wilkins, will present the keynote address at 7:30 p.m. in Jesse Auditorium. For more information, call the Black Studies Office at 882-6229.

PHARMACOLOGY RESEARCH SEMINAR: C. Wayne Smith, professor of pediatrics, microbiology and immunology at Baylor College of Medicine in Houston, will present "Mechanisms of Neutrophil Adhesion to Endothelial and Parenchymal Cells" at 11:40 a.m. in the pharmacology conference room M558 Medical Sciences Building.

Wednesday, Feb. 8

PHYSIOLOGY SEMINARS: Ingrid Sarelius, professor of biophysics at the University of Rochester, will present "Regulations of Capillary Blood Flow and its Coupling to Metabolism in Striated Muscle" at 2:40 p.m. in M437 Medical Sciences Building. Refreshments will be served at 2:20 p.m. in M436A.

WORK-STUDY STUDENTS

WORKSHOP: "Building Marketable Skills Through Your Work-Study Job" will be offered from 3:40-4:30 p.m. in 220 Noyes Hall. To register, call 884-6217.

Thursday, Feb. 9

LUNCHTIME CONVERSATIONS ABOUT WRITING: Bob Bender, professor of English, will present "Lurching Toward the Paperless Classroom: Computers and WI Teaching" from 11:45 a.m.-12:45 p.m. in 325 GCB.

WORK-STUDY STUDENTS

WORKSHOP: "Building Marketable Skills Through Your Work-Study Job" will be offered from 3:40-4:30 p.m. in 220 Noyes Hall. To register, call 884-6217.

CLASSICAL STUDIES/ANCIENT

STUDIES: Occasional papers will be presented at 4 p.m. in S207 Memorial Union.

ENVIRONMENTAL ENGINEERING

SEMINAR: Edward E. Little of the National Biological Survey will present "Ozone Depletion and UVB Radiation: Implications for Temperate North America" from 7:30-9 p.m. in Room S203 Memorial Union.

Meetings

Thursday, Feb. 2

BETTER BREATHERS SUPPORT

GROUP: Group will meet at 1:30 p.m. in the Main Street Conference Room at University Hospital and Clinics. For more information, call 882-3350.

Saturday, Feb. 4

HOPE (Help Others Sharing Personal Experience): Group will meet from 9:30-11 a.m. on the first Saturday of each month in the ground-floor dining room of Ellis Fischel Cancer Center. For more information, call 882-7373.

Wednesday, Feb. 8

PATIENT AND FAMILY SUPPORT

GROUP: Group will meet from 1-2 p.m. in the fourth-floor lounge of Ellis Fischel Cancer Center. For more information, call 882-7373.

Thursday, Feb. 9

STAFF COUNCIL:

Group will meet at 1:15 p.m. in S203 Memorial Union.

FACULTY COUNCIL:

Group will meet at 3:40 p.m. in S110 Memorial Union.

Special Events

Thursday, Feb. 2

BLACK HISTORY MONTH EVENT: "Jazz Blues Night" will be held at 7 p.m. at Douglass School. For more information, call Bill Thompson or Wynna Elbert at 874-7460.

WELLNESS: "De-Light Yourself" a nicotine dependency program will be offered from 3-5 p.m. today and again Feb. 9 at the Health Information Center in Columbia Mall. Cost: \$3. To make an appointment, call 882-6565.

Friday, Feb. 3

BLACK HISTORY MONTH EVENT:

"Food Mart" will be held from 11 a.m.-2 p.m. in Brady Commons/Lowry Mall.

Friday, Feb. 3

AFRICA WEEK EVENT: John Works, UMSL history professor, will present "One United Africa" from 7-8 p.m. in Memorial Union Auditorium. A slide show on "The Slavehouse at Goree Island off the Coast of Dakar, Senegal" and panel discussion on African cultures, education, politics and scientific achievements will follow at 8:30 p.m. For more information, call Tabitha Madzura 882-0329.

Saturday, Feb. 4

AFRICA WEEK EVENT: African music, dance, exotic food and fashion extravaganza will be featured in a celebration of African tradition from 7-11 p.m. in Mark Twain Ballroom, Memorial Union. For more information, call Tabitha Madzura 882-0329.

Sunday, Feb. 5

PEACEWORKS SALON: Lorena Tinker, professor of peace studies, will present "Cuba: Understanding the Current Situation" at 6:30 p.m. at the Peace Nook, 804-C East Broadway. For more information, call 875-0539.

Monday, Feb. 6

HEALTH SCREENING: "Sweetheart Screenings" will be offered from 4-7 p.m. tonight and again Feb. 9 at Ellis Fischel Cancer Center. Women who schedule a breast exam during the Cancer Screening Service's special February hours will receive for their favorite man a certificate

redeemable for a free prostate exam, a \$35 value. Cost of breast exam: \$75. To schedule an appointment or for more information, call 882-8511.

Tuesday, Feb. 7

HEALTH SCREENING: "Cholesterol Screening" will be offered from 8 a.m.-noon and 3-5:30 p.m. at the Health Information Center in Columbia Mall. Cost: \$20, \$14 and \$8, depending on type of screening selected. For more information or to make an appointment, call 882-6565.

NUTRITION AND FITNESS: L.E.A.N. for Life will be offered at 5:30 p.m. in the Cosmopolitan International Diabetes Center classroom at University Hospital and Clinics. To register or for more information, call 882-2251.

Sports

Saturday, Feb. 4

SWIMMING: Tigers will meet Northeast Missouri at 1 p.m. at home.

WOMEN'S GYMNASTICS: Fifteenth Annual Cat Classic, 7 p.m. at the Hearnes Center.

Wednesday, Feb. 8

MEN'S BASKETBALL: Tigers meet Iowa State at home.

PANIC ATTACK TREATMENT

The University of Missouri - School of Medicine, Division of Psychiatry is conducting a study of a new investigational medication for the treatment of panic attack. Qualifying participants need to meet the following criteria:

- *Age 18-65 years
- *At least 2-3 panic attacks within the 2 weeks immediately preceding screening
- *Recurrent unexpected panic attacks in which 4 or more of the following symptoms develop suddenly and reach a peak within 10 minutes

- Racing and/or pounding heartbeat or chest pressure
- Shortness of breath or a sensation of smothering
- Feeling dizzy, unsteady, light-headed or faint
- Trembling, shaking, numbness, or tingling sensations
- Sweating, hot flashes, or chills
- Nausea or abdominal discomfort
- Fear of dying or doing something uncontrolled

If you or someone you know is interested in this study or would like more information, please call (314) 882-0408.

Need a Physician?

Call Our Nurse First.

Meet Jane Cooper, R.N., University Hospital's Newcomer/Referral Nurse. Jane's the one to see if you need help finding a physician, transferring your medical records or you just want a question answered. The service is free and confidential. Stop in and visit with her at the Health Information Center in Columbia Mall.

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University forum to address library storage facility

A panel of library consultants will join the University community Feb. 10 and 11 to explore library space needs and a proposed storage facility for UM System libraries.

During the past semester a special task force convened by the MU Faculty Council has been exploring library issues, including the storage facility.

University planners have proposed a storage facility to handle the shortage of space at Ellis Library and other libraries in the UM System. Missouri voters last August approved funding for a \$3.1 million library storage building as part of a \$250 million bond package for capital improvements.

"There is nothing more important at a Carnegie Research I university than its library," says John Foley, professor of English and classical studies and chairman of the library scholarship task force. "From both research-oriented and pedagogical viewpoints, faculty will have the chance to contribute to the discussion of vital issues during this forum."

Consultants at the upcoming forum are: Jay Lucker, director of libraries at MIT; Richard West, vice chancellor for business and finance for the California State University System; Michael Cooper, professor of library science at the University of California-Berkeley; and Malcolm Getz, former director of libraries at Vanderbilt University.

The event is sponsored by the MU Faculty Council, Chancellor Charles Kiesler,

and the UM System administration. Discussions are open to the MU community and will focus on such topics as the pros and cons of different storage models and the cost of access and research in remote storage facilities, says Charles Timberlake, professor of history and library task force member.

"We will have people coming from universities in Nebraska and Kansas, because they're facing some of the same problems we're facing," Timberlake says.

The forum events begin at 8:30 a.m. Feb. 10, with an orientation session in the Columns Room at the Reynolds Alumni Center. At 9 a.m., participants will visit the library collections in Tate Hall, Ellis Library and the State Historical Society. At 11 a.m. a bus will leave from the front of Memorial Union for a visit to the library annex on Charles Street in Columbia.

The forum will continue from 2 to 5 p.m. on Feb. 10, with a discussion on "Models, Costs, Management and Concerns About Storage Facilities" in the Columns Room at the Reynolds Center.

The following morning, Feb. 11, participants will discuss "Space Needs of UM Libraries in the Next Decade," from 9 a.m. to noon in N222-223 Memorial Union. That afternoon, from 2 to 5 p.m., there will be a general discussion on "A Model for Missouri," also in N222-223 Memorial Union.

For more information about the forum, contact John Foley at 882-9720, or e-mail at CSOTJOHN@MIZZOU1.MISSOURI.EDU.



ADA UPDATE

Campus Facilities is working to complete these remaining accessibility improvements from an original slate of 1,000+ projects needed to comply with the Americans with Disabilities Act:

- restroom renovations
- elevator installations
- new ramps and curb cuts
- new drinking fountains

Although all ADA construction work is not complete, all programs in education and general facilities are now accessible to persons with disabilities.



Parking & Transportation Services

Turner Ave. Garage, Level 2
882-4568

The next meeting of the Parking Policy Committee will be held at 3:40 p.m. Feb. 7 in Room 206, Turner Ave. Garage. All interested persons are invited to attend.

This Valentine's Day show them your warmest wishes with a 9-inch, heart shaped brownie or cookie, decorated with a personal message.

\$6.49 + tax

Your packaged brownie or cookie will have a pink border and white writing for \$6.49 plus tax. Please keep your message less than 15 letters. All orders must be prepaid by Feb. 10 and picked up on Feb. 14.

Order forms and detailed instructions are available from cashiers at the following locations:

- Blair Oasis
- Comer Copia (Brady Commons)
- Hitt St. Market
- Jesse Hall Snack Bar
- Lewis & Clark Snack Bar
- Union Cafe

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The Flavor of Mizzou

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University of Missouri

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Capture information

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Scanner model A300 Plus
Scanning system software Book Pavilion
Optical resolution 600 dpi
Color settings 8 bit grayscale for majority of pages;
 24 bit color for color illustrations/portraits/photographs
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