

MIZZOU

WEEKLY

University of Missouri-Columbia Jan. 23, 1997

INSIDE THE WEEKLY

Page 2: NSF grants will bolster chemistry research and teaching

Page 6: Education researcher explores the impact of in-school advertising

A dash of elegance mixed in with heapings of comfort and tradition gives Memorial Union A brand new feel

While many Columbians braved subzero temperatures and multiple inches of snow a week or so ago, many of MU's students, and faculty and staff members were getting their buns warmed at Memorial Union. Pastry buns, that is, like those sold at Sara Lee Sandwich Shoppe, one of three

new dining options at the union. The shop's signature item is the cinnamon roll, Cindy Finley says, as she confesses a possible addiction to the sweet roll and its brown sugar topping and cream cheese icing. "It's over a quarter pound of really good stuff," says the assistant director of

Campus Dining Services.

The ground and first floors on the union's north side were closed last March for renovation and remodeling. Everything except Stotler Lounge was removed on the first floor and a completely new food service operation — managed by CDS — has been installed.

Union Square opened Jan. 8 in what used to be the Bengal Lair. Since it closed about seven years ago, food service at Memorial Union had not been targeted to students, Finley says. This new venture, however, included plenty of student input.

Nearly a year before renovation started on the first floor's 17,000 square feet of space, students, faculty and staff were helping decide the consummate food and furnishings. "We did a lot of focus groups, especially with students who live off campus, to find out what was missing," Finley says. "We want to make sure that we are providing well-rounded food service all over campus, and this type of location is going to fill that need."

Union Square complements and, in some ways, resembles the food court at

See Memorial Union, Page 4

GRAND OPENING WEEK FESTIVITIES NORTH SIDE MEMORIAL UNION

Jan. 27

9 a.m.-3 p.m. — Black Culture Resource Center display; STOTLER LOUNGE

6 p.m. — Poets for Peace; APPLAUSE COFFEE HOUSE

Jan. 28

2-6 p.m. — FIGS Fantasia, a display by campuswide Freshman Interest Groups; STOTLER

7-8 p.m. — Gary McCormick, magician; APPLAUSE

7:30-8:30 p.m. — YMCA juggling show; STOTLER

Jan. 29

10 a.m. — Grand opening ribbon cutting ceremony; NORTHSIDE LOBBY

10:30 a.m.-2 p.m. — Tours

11 a.m. — University Singers; STOTLER

noon-3 p.m. — Skits performed by various student organizations; STOTLER

4-5:30 p.m. — International Center open house; GROUND FLOOR

7-8 p.m. — Vince Champ, comedian; APPLAUSE

9-11 p.m. — Welcome party for new students; T.A. BRADY'S, LOWER LEVEL OF BRADY COMMONS

Jan. 30

10 a.m.-2 p.m. — Campus Dining Services 10th anniversary celebration; UNION SQUARE

10 a.m.-4 p.m. — International Center displays, entertainment; STOTLER

6:30-8 p.m. — musician, door prizes; APPLAUSE

Jan. 31

9:30 a.m.-3:30 p.m. — Winter Activities Mart/Diversity Fair; STOTLER

6 p.m. — Legion of Black Collegians dance; STOTLER

7 p.m. — Campus musicians; APPLAUSE

Feb. 1 — Martin Luther King Jr. Celebration

10 a.m. — Community Diversity Panel; JOPLIN/BOONE ROOM

11 a.m. — Speaker: Dr. Jamie Washington of the University of Maryland-Baltimore; STOTLER

6:30-9 p.m. — Lynne Jordan and the Shivers, blues band from Chicago; STOTLER

9-11 p.m. — Food, music, dancing; STOTLER

Live music each day in the coffee house

Project Cyberspace

J-School faculty, students will explore online publishing

The newspaper business was "hot type" when Brian Brooks graduated from the School of Journalism nearly 30 years ago. Individual lines of type were still cast from molten lead by Linotype machines.

Brooks, professor of journalism, watched computers make the first inroads into newsrooms in the early 1970s. Since then, computers have come to dominate every phase of writing, editing and production. Now, a quickly growing newer technology — online publishing — offers even more promise in the evolution of newspapers.

Brooks and a team of journalism faculty and students will be helping the newspaper industry develop innovative news and advertising applications for online technology. A new five-year \$300,000 grant from the Pulitzer Publishing Company will bring together Pulitzer employees and the MU team for applied research projects on online journalism. The project is titled "Mizzou/Pulitzer Project Cyberspace."

"We're excited about this combination of the practical day-to-day experience of real world journalism with the teaching and research resources of the country's leading journalism school," says David

Lipman, former managing editor of the St. Louis Post-Dispatch and chairman of Pulitzer/2000, the company's online venture.

"This is an innovative private-public partnership," says Dean Mills, dean of journalism. "One in which a university and a media company join forces to invent the future of digital journalism and advertising."

The first research projects will focus on developing the kind of news and advertising content and formats that best lend themselves to the new media technologies. "The online newspaper

is a medium still trying to invent itself," Mills says. "We hope to be able to speed up the process."

"And, of course," Lipman says, "we also want to try to find out the answer to the question all publishers are asking: How will these new media make enough money to support themselves?" Other media companies with similar interests may later be asked to join in a consortium concentrating on development of online media products.

Brooks, an international expert on online media, isn't

homesick for the old days of hot type. They

only make him

appreciate "how

much better off

we are today

than we used

to be," he

says. "Early

on, I became

a big believer

in technology

as a way to

improve the

process of

making

newspapers."

Online

newspapers are one of

the hottest concepts in

electronic publishing. At

the end of 1996,

Brooks says, nearly

half of U.S. newspapers had

some sort of online presence, although hardly any made money with their online publications.

"I don't know where the newspaper business would be if technology hadn't come along to save it," Brooks says. "It was, and still is to some degree, a terribly labor-intensive industry. It's an old manufacturing style industry; it's an invention of the Industrial Revolution."

Online technology could help newspapers deliver information more efficiently and compete with radio and television news.

"If you think about it, radio and TV don't have nearly the distribution problems that newspapers and magazines have," Brooks says. "What they've been limited in is their ability to handle large volumes of information." Classified and grocery ads, for instance, and long, in-depth stories don't work well on radio and television.

"Now, with the new computer-based media we're getting into an era in which it's going to be possible to have in the home one device on which you get everything that you now know as newspapers, radio and television," Brooks says.

"You're going to get sound, moving pictures; you're going to get video on demand."

The new technology is attractive to advertisers because it allows them to target their ads more precisely to their markets. Electronic distribution of

See Cyberspace, Page 4



UNDER CONSTRUCTION

The campus has been bustling, even over semester break. As one major construction project starts up, another one is winding down. Construction of the Hitt Street parking garage got under way Jan. 6. The garage will have 5 1/2 levels with 1,820 parking spaces, including nearly 1,500 student parking spaces in the heart of campus. The parking structure will be located on the west side of Hitt Street between University Avenue and Elm Street. Parking along this section of Hitt Street will be removed. Traffic lanes will be narrowed due to the placement of

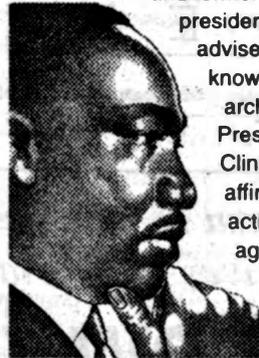
construction fencing along this section of Hitt Street and on Elm Street from Hitt to Watson Place. The garage is scheduled to be completed in the summer of 1998 and drivers are advised to be cautious while driving through this area.

On the other side of campus — and at the other end of Hitt Street — clinic staff at University Hospital and Clinics are gearing up for a big move. Staff in nearly all the hospital-based clinics are preparing to move into the new ambulatory care building under construction at the corner of Hitt and Hospital Drive. Named University Physicians Medical Building, the new 80,000

square foot facility also will house lab and X-ray services, a pharmacy and support services. All the clinics located in the hospital's "clinic row" will relocate between Jan. 31 and the end of February. Patients are being advised of the move through letters and University Physicians' appointment reminder system.

CAMPUS CELEBRATES KING'S BIRTHDAY

MU's Martin Luther King Jr. Celebration will feature keynote speaker Christopher Edley, a Harvard University law professor and former



presidential adviser who is known as the architect of President Bill Clinton's pro-affirmative action agenda. Edley will speak on

"Taking the Dream Into the 21st Century" at 1:40 p.m. Jan. 23 in Memorial Union Auditorium.

Following the speech, there will be a reception from 3-5 p.m. in the Reynolds Alumni and Visitors Center, where Edley will sign copies of his new book, *Not All Black and White: Affirmative Action and American Values*.

Good Chemistry

NSF grants will aid teaching and research

Recent grants from the National Science Foundation will help one chemistry professor build molecules that can promote tumor formation and will help another build state-of-the-art lab experiences for beginning chemistry students.

No longer will chemistry students find just a simple Bunsen burner and several test tubes waiting in the classrooms. Instead, with help from a \$99,761 NSF grant, John Adams, associate professor of chemistry, will be treating his students to state-of-the-art computers and interface equipment that will help them collect and analyze data. Adams hopes that the equipment will allow students to shift their focus away from collecting data and toward analyzing information.

"This grant gives us the opportunity to bring the general chemistry laboratory into the 21st century," Adams said. "The students are able to focus on the meaning of their results instead of on tedious data collection. We routinely do chemistry research using computers. Why not give our beginning students a chance to experience chemistry in the same way?"

The project will also introduce students to molecular visualization software, permitting them to construct and manipulate three-dimensional molecular models.

"So much of our current understanding of chemistry relies directly upon a knowledge of how the atoms in a molecule are arranged relative to one another in space," Adams said. "This software, which will replace our old plastic model sets, should help students

visualize the actual three-dimensional structure of molecules and relate that structure to the molecules' properties."

An important aspect of the project is its scale. One of the goals is to demonstrate to the chemistry education community that computer usage in "wet chemistry" teaching laboratories is both pedagogically desirable and cost-effective, even when more than a thousand students are enrolled in these courses each semester. The grant will be matched with campus funds. Sometimes it is necessary to take something apart in order to learn how something works. MU researchers are taking a

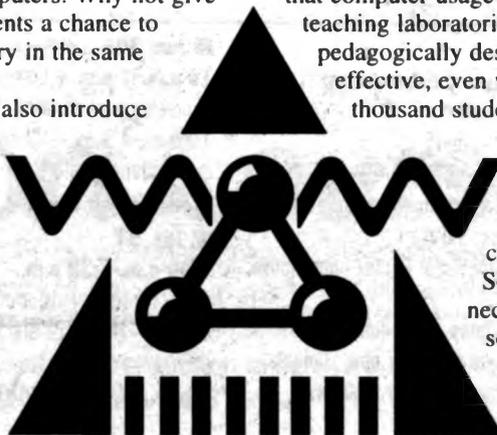
different approach as they try first to build molecules in order to study how they work.

As the recipient of a \$295,100, three-year NSF grant, Michael Harmata, an associate professor of chemistry, is

attempting to build a certain class of molecules which sometimes promote the formation of tumors. His goal is to determine how the molecule works in a living organism.

"What we hope to achieve is to find ways to build molecules and learn what features of them make them do what they do," Harmata said. "By studying the construction of certain classes of molecules, we will be able to gain knowledge on how they function and then use that information to build different, but related, molecules, which have more desirable properties."

Specifically, Harmata will be studying molecules containing a seven-membered ring, which is shaped like a heptagon. One such molecule is the natural product thapsigargin, which is a tumor promoting agent, causing cancer to form under certain conditions. Building thapsigargin and related molecules will allow Harmata to determine what pieces of the molecule contribute to its tumor-promoting capabilities. This could provide information on the chemistry of how cells become cancerous and how that process might be inhibited or stopped.



Traveling abroad? Make the International Health Clinic your first destination

University Physicians has opened the International Health Clinic at University Hospital and Clinics for all travelers, including retirees, business executives and University staff members and students. The clinic offers services needed before and after travel, including the following:

- immunizations
- advice on safe travel practices
- prescriptions
- information on travel resources

The International Health Clinic is staffed by Stephen Dolan, M.D., Division of Infectious Diseases at the M.U. Health Sciences Center. He offers expertise in tropical and travel medicines. Dr. Dolan is board certified in internal medicine and infectious diseases.

The clinic is open Thursday mornings in the Medicine Specialty Clinic at University Hospital and Clinics, but other times can be arranged. Call 882-3107 to receive more information.



Discover what sets us apart



University of Missouri Health Sciences Center
University Hospital and Clinics • Ellis Fischel Cancer Center • Rusk Rehabilitation Center
Children's Hospital • Missouri Rehabilitation Center • University Physicians
MU's Schools of Medicine, Nursing and Health Related Professions

MIZZOU WEEKLY

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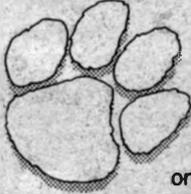
Printed with soy ink on recycled newsprint containing 90 percent to 100 percent post-consumer waste.

THE TRAVEL CHECK ISN'T IN THE MAIL

Beginning Jan. 13, MU employees who have their payroll direct deposited to their bank accounts also will have their travel reimbursements and other accounts payable payments direct deposited. This change is a recommendation from the UM System-wide continuous quality improvement team that looked at business travel issues. The travel CQI team found that employees were concerned about the infrequency of weekly check writing. Vouchers will be entered into accounts payable as they are

today, and direct deposits to employees' bank accounts will be made daily. Employees will be notified of the amount and date of the direct deposit via e-mail or by other means. Other accounts payable checks will continue to be written on a weekly basis.

If your payroll is direct deposited now, and you want to have your accounts payable payments deposited to the same bank account, you don't need to do anything. If your payroll is not direct deposited, or you want to use another bank account, the correct form is available from Accounting Services in 325 Jesse Hall.



TIGER UPDATE

MU basketball fans on campus have one more chance to get the latest update on their favorite team right from the top. Head Coach Norm Stewart — who is now in his 30th year as head coach — will host a luncheon for faculty, staff and retirees where he will discuss the team's season. The luncheon begins at noon Feb. 6 in the Tiger Lounge at Memorial Stadium. The cost is \$5 and reservations are required by Feb. 4. To reserve a space, call 882-2076.

FREEMAN HONORED FOR TEACHING

Tom Freeman, professor of geology, has been recognized for his teaching with a dozen awards that range from a UM System Now he's been honored for teaching by Gov. Mel Carnahan. Freeman is a recipient of the 1996 Governor's Award for Excellence in Teaching, which is presented each year to a faculty member from each higher education institution in Missouri. Freeman received the award Dec. 12 at the Governor's Conference on Higher Education in Kansas City. The recipients of the governor's awards were selected

by their institutions for their dedication to higher education, their achievements in teaching and their commitment to public service.

Kiesler named to professorship in health services management

Charles Kiesler, who holds a tenured appointment as professor of psychology, has been appointed to the Thomas P. Weil Distinguished Professorship in Health Services Management in the School of Medicine, Provost Ed Sheridan announced.

"The campus is fortunate to fill this professorship with one of the country's leading experts in mental health policy and mental hospitalization," Sheridan said. "Chuck Kiesler will work with other faculty researchers to increase the University's efforts in investigating health care policy and service, especially as they affect rural populations."

Kiesler, who is one of the nation's premier scholars in the management of mental health care, was selected for the Weil Professorship following a national search that started last winter.

Gordon Brown, director of the health services management program and co-chair of the Weil Professorship search committee, said, "The University is very fortunate to retain a person of Dr. Kiesler's stature and ability. He is one of the nation's pre-eminent scholars in the area of health policy, making him an ideal addition to our program's faculty. His reputation and contacts will be tremendous assets as the Health Sciences Center strives to integrate and build up its research efforts in health policy and health services delivery."

Kiesler will investigate the changing

nature of health services management and health care policy, and will help build research initiatives within the Health Sciences Center. He also will teach an advanced graduate seminar, "Contemporary Issues In Health Policy," that is required for health services management students and will be taken by many psychology students.

"I am eager to get back into research and teaching," Kiesler said. "Health policy research is a subject near and dear to my heart and the nation is facing a time when we must rethink what we do."

The Thomas P. Weil Professorship was established in 1993 to honor the founding director of the University's Health Services Management Program and to recruit a nationally recognized leader in health policy development.

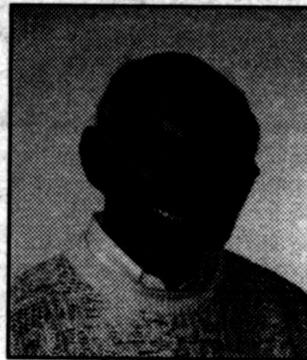
Kiesler is the recipient of numerous academic honors and is one of two active MU faculty who are members of the Institute of Medicine of the National Academy of Sciences, the highest career honor in health care.

He is the author or co-author of six books on attitude change, national health insurance and mental hospitalization. His most recent book, *The Unnoticed Majority in Psychiatric Inpatient Care*, was published in 1993. He also publishes frequently in scientific and public policy journals, most recently on mental health policy and psychiatric hospitalization.

Hearnes Center/Jesse Auditorium

December Employee of the Month

Don Waltman



Don has been an Usher at the Hearnes Center since 1993 and has been promoted as Usher Supervisor in September 1996. Don has proven to be a great role model as Supervisor of Ushers. He has always been a reliable source to get the job done, has great customer service skills and has shown the desire to be here when needed.



Thanks Don, for a job well done!

WINTER '97 CRAFT STUDIO WORKSHOPS



FOR THE MAD
MAKER IN
YOU

- POT THROWING -
- PHOTOGRAPHY -
- JEWELRY MAKING -
- SERIGRAPHY (SCREEN PRINTING) -
- MAGIC 101 -
- STAINED GLASS -

WORKSHOPS BEGIN THE WEEK OF:
FEBRUARY 2



203 BRADY COMMONS MU

2ND FLOOR - 882-2889

NEW PRODUCT! NEW PRODUCT! NEW PRODUCT! NEW PRODUCT! NEW PRODUCT!

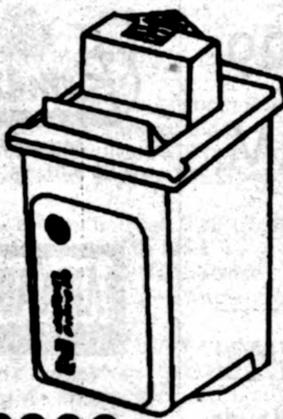
Hewlett Packard

HP51629A

STK #0579A

\$24.47

*Most Print Cartridges and Toner Cartridges can be Special Ordered if Not a General Stores Stock Item.



general

STORES: 882-6906

NEW PRODUCT! NEW PRODUCT! NEW PRODUCT! NEW PRODUCT! NEW PRODUCT!



Gretchen Orwig, right, a sophomore from St. Louis, reels off specialties at Applause Coffee House. Seth Willenberg, left, a lifeguard at the natatorium, was one of the 560 people served at Union Square on opening day. Willenberg, a repeat customer, has since recommended the restaurants and the coffee bar to friends and colleagues. "We like the food, the atmosphere, and the fact that it's not as noisy as Brady's food court," he says.

Memorial Union

From Page 1

Brady Commons, with a central area for cashiers, a full-line beverage bar and three food stations. Unlike at Brady, though, the new eatery's menus list vegetarian dishes instead of fast, fried or grilled foods.

Rip Horsey, a senior in forestry, fisheries and wildlife, and head lifeguard at the natatorium, applauds the latest options. "It's great to have a place on campus that serves real food," he says. "The union has a variety of healthy choices to pick from, and the prices are reasonable."

Deli sandwiches and fresh pastries, including sugar-free, low-fat pies, are Sara Lee's specialties. Rather have a home-cooked meal? Try Hawthorn

Homestyle Dining for hot entrees, carved meats, vegetables and a selection of soups. Craving Italian? Then stop by Romano's Italian Cafe for cooked-to-order pastas with an assortment of sauces.

Starbucks™ fans, take note. Union Square's Applause Coffee House is the only brewer of this West Coast brand within a hundred miles.

Menus for any of the restaurants are online at www.missouri.edu/~mufood.

Union Square is just one part of the renovation process; the entire wing sports a new look as well. Overall, the area is "very comfortable," says Seth Willenberg of Columbia, a '96 MU graduate. "They did a good job with remodeling."

The decor is designed to promote a strong sense of pride and tradition in MU, says Jeff Zeilenga, director of

Missouri Unions and of University Stores. Living-room type furniture, mahogany wood, and shades of black and gold accentuate the color scheme throughout the wing, which is accessible and smoke-free.

Mizzou memorabilia is needed for the lobby's display case shelves. Anyone having items to donate or loan should call Zeilenga at 882-7611. Be prepared to furnish a bit of history about the donor as well as the donation.

New to the first floor is the Mizzou Memories gift shop, a conference room and an open lounge area where former quick shop Union Express had its quarters. Refurbished Stotler Lounge opened in October.

The formal ribbon cutting ceremony is at 10 a.m. Jan. 29 in the lobby. See schedule on Page 1 for other grand opening events.

"The whole area was in need of a face lift and of new life," Mary Penrod, assistant director of Missouri Unions, says about the reason for renovation. "The union now has an opportunity to be a key player in the success of our undergraduates, and we now have a place where all students, faculty and staff can socialize in a casual, comfortable atmosphere."

On the lower level, the old Union Cafe's space was revamped to make way for the new International Center. International programs that were housed in Brady Commons and Lowry Hall combined to form the center.

The move, Zeilenga says, "enhances the university's ability to provide better service to international students and students interested in study abroad programs. I like that customer service aspect."

GRAND OPENING

GRAND OPENING

Celebration

UNION
SQUARE

MEMORIAL UNION NORTH

WEDNESDAY
JANUARY 29
10 A.M. - 2 P.M.



Mon. - Fri.
7 a.m. - 5:30 p.m.



Mon. - Fri.
7:30 a.m. - 5:30 p.m.



Mon. - Fri.
7:30 a.m. - 5:30 p.m.



Mon. - Thurs.
7 a.m. - Midnight
Fri. 7 a.m. - 8 p.m.
Sat. 10 a.m. - 8 p.m.
Sun. Noon - Midnight

TASTE Delicious free food samples!

ENJOY Live remote broadcast by 96.7 KCMQ!

WIN Prizes, including a portable disk player and Mizzou Sportswear.

Cyberspace

From Page 1

newspapers is more efficient and less costly, and the new technology also can help relieve economic pressures from the skyrocketing cost of newsprint.

Will online newspapers one day do away with newsprint? "Not in my lifetime," Brooks says. "But it's clear that every year of my lifetime from now on there will be fewer newspapers than the year before."

"The newspaper industry's not going to disappear overnight, because this new industry can't appear overnight. It's going to take time for it to evolve, but as it does, surely there are going to be fewer and fewer newspapers."

MU journalism students will be a key part of the research effort, working on projects for the Digital Missourian, the school's online newspaper, and in the new media classes.

"One of the great things about young people in this field — they get really excited, they have great ideas," Brooks says. "That's one of the things Pulitzer wanted to do, was to tap into the idea pool of our students."

CALENDAR

Send calendar items by 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 & Plays

Friday, January 24

FACULTY RECITAL: Leslie Perna will perform on the viola at 8 p.m. in the Whitmore Recital Hall in the Fine Arts Building.

Sunday, January 26

FACULTY RECITAL: Music faculty will perform "Schubertabend" at 6 p.m. at the University Club in Reynolds Alumni and Visitors Center. For ticket information, call 882-2604.

Exhibits

BRADY COMMONS GALLERY:

"Nature /Spirit" the fiber and mixed media works of Jenna Weston will be on display through Jan 30 in 203 Brady Commons. A

reception will be held from 4:30-6:30 p.m. Jan. 24.

MUSEUM OF ART AND ARCHAEOLOGY:

Ongoing exhibits in Pickard Hall:

- "The Mark Rothko Loan"
- "The Kress Study Collection"
- "Isms and Others in the Twentieth Century"
- "The Saul and Gladys Weinberg Gallery of Ancient Art"
- "Early Christian and American Gallery"
- "European and American Gallery"
- "Expressions of Africa"

STATE HISTORICAL SOCIETY:

"The Colored Engravings of Karl Bodmer" are on display in the gallery through April. The gallery is open 8:30 a.m.-4 p.m. weekdays. "The L. Mitchell White Collection Selected Editorial Cartoons" is on display through April in the north-south corridor. "Decades: 1886 to 1966 Editorial Cartoons" is on display in the east-west corridor.

WESTERN HISTORICAL

MANUSCRIPTS COLLECTION: An exhibit of items from the collection titled "Weaving Threads of the Black Experience: African-American Words and Images" will be on display from Jan. 27-Feb. 14 in the exhibit case on the lower level of Brady Commons; from Feb. 3-28 in the Jesse Auditorium exhibit case, and from Feb. 17-28 in 23 Ellis Library.

Lectures & Seminars

Thursday, January 23

NOEL GIST INTERNATIONAL AFFAIRS SEMINAR: Rocky Rachel, associate rector at Calvary Episcopal Church will present "Liberation Theology: Seeds of Hope" at the brown-bag lunch seminar at noon in S204 Memorial Union.

EYE CARE LECTURE: Jame Robinson, ophthalmologist, will present "What is Glaucoma and How is it Treated," from 7-8 p.m. at the Main Street Conference Room, University Hospital.

Monday, January 27

BIOCHEMISTRY SEMINAR: Robert Schreiber from Washington University will present "Specificity and Physiologic Relevance of Interferon Signaling *in vitro* and *in vivo*" at 3:40 p.m. in M437 Medical Science Building.

WOMEN'S CENTER PROGRAM: "Poets for Peace" will feature local poets, musicians, performance artists with an open

mike program following the planned performances from 6-9 p.m. in the Applause Coffee House in Memorial Union North. Call 882-6621 for more information.

WEIGHT MANAGEMENT: Jill Allen, registered dietitian, will present "ABCs of Weight Management," a three-part series, at 4:30 p.m. at the Health Information Center in Columbia Mall.

Tuesday, January 28

INTEGRATED TECHNOLOGY

SERVICES SEMINAR: James Marshall, medical informatics fellow, will present "Towards an Assessment of Clinical Outcomes" at noon in Room GL-11 University Hospital and Clinics.

Wednesday, January 29

MIDDAY GALLERY EVENT: Christine Neal, curator of European and American art at the Museum of Art and Archaeology will present "And the Winner Is..." at 12:15 p.m. in the Museum of Art and Archaeology in Pickard Hall.

Thursday, January 30

NOEL GIST INTERNATIONAL AFFAIRS SEMINAR: Loretta Hoover, professor of food science and human nutrition, will present "The Social, Economic and Political Situation in Colombia: A Perspective From Medellin" at the brown-bag seminar held at noon in S204 Memorial Union.

Meetings

Thursday, January 23

Faculty Council: Group meets at 3:40 p.m. in S110 Memorial Union.

PROFESSIONAL SECRETARIES

INTERNATIONAL: Group meets the last Tuesday of the month at 5:30 p.m. For times and locations, contact Shirley Calvin at 882-8237 or Vicky Brown at 882-8323.

TOASTMASTERS: Group meets from noon-1 p.m. the first Thursday of the month and 4-5 p.m. the third Thursday of the month. With questions, call Sue Austin Boren at 882-1492.

STAFF ADVISORY COUNCIL: Group meets the second and fourth Thursday of the month at 1:15 p.m. in S206 Memorial Union.

Special Events

Thursday, January 23

MARTIN LUTHER KING JR. CELEBRATION LECTURE: Christopher Edley, Jr. will speak at 1:40 p.m. in Jesse Wrench Auditorium, Memorial Union, A reception will follow at the Reynolds Alumni Center. For more information call 882-9144.

Wednesday, January 29

INTERNATIONAL CENTER GRAND OPENING: The event features remarks from Provost Edward Sheridan and special guests at 4 p.m., a ribbon cutting at 4:30 p.m. and tours of the new center beginning at 4:45 p.m. in N52 Memorial Union.

Thursday, January 30

INTERNATIONAL INFORMATION FAIR: Event includes information about study abroad programs, international student organizations, program displays, musical performances and refreshments from 10 a.m.-4 p.m. in Stotler Lounge at the Memorial Union

Thursday, January 30

MARTIN LUTHER KING JR. CELEBRATION EVENTS: MU Campus Diversity Panel will be held at Memorial Union at 7 p.m.

Discover What's New Under the Tower.

★ The Student Union Programming Board (SUPB) invites you to experience the new Memorial Union! Come and enjoy the free week-long festivities and join in the fun! For more information call 882-3418.

Monday, January 27, Applause! Coffee House, Music throughout the day 6:00 pm Poets for Peace - Sponsored by the Women's Center

Tuesday, January 28, Stotler Lounge, 2:00 pm - 6:00 pm FIGS Showcase - A display by the various FIGS groups on campus showcasing their accomplishments throughout Fall Semester
• 7:30 pm - 8:30 pm YMCA Juggling Show
• Coffee House, Music throughout the day - 7:00 pm - 8:00 pm Magician - Gary McCormick - Sponsored by The Student Union Programming Board (SUPB)

Grand Opening Wed. Jan. 29th:

10 am
Come to the grand opening ribbon cutting on the north side at 10 am, followed by free cake, Union Square food sampling, building tours and more!

10:30 am
Enjoy music by the University Singers in Stotler Lounge.

Sponsored by Student Union Programming Board



Noon - 3 pm
Student Organization Skits.

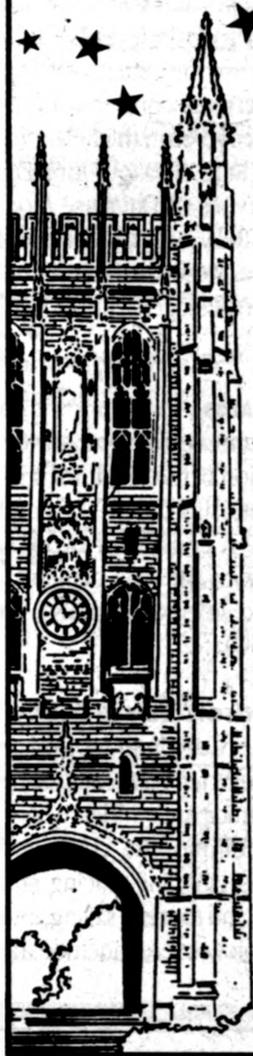
4 - 5:30 pm
International Center reception & tour in N - 52 Memorial Union.

7 pm
Comedian Vince Champ at the Coffee House.

Thursday, January 30, S203, S204, & S207, 7:00 pm Student Diversity Panels
• Stotler Lounge, 10:00 am - 4:00 pm International Center Displays, Music, and Entertainment
• Coffee House, 1 pm - 3 pm, Gay Lesbian Resource Center programming
• Coffee House, Music throughout the day - 6:30 pm - 8:00 pm, Musician
Sponsored by ADAPT (door prizes will be handed out)
• 9:30 - 11:30 pm Missouri Theatre Workshop Presentations

Friday, January 31, Stotler Lounge, 9:30 - 3:30 pm, Winter Activities Mart/Diversity Fair - sponsored by MSA
• 6:00 pm Legion of Black Collegians Dance
• Coffee House, 7:00 pm Live entertainment by campus musicians

Saturday, February 1, Martin Luther King, Jr. Celebration
Joplin/Boone Room, North Side, 10:00 am Community Diversity Panel
• Stotler Lounge, 11:00 am Speaker - Dr. Jamie Washington, University of Maryland-Baltimore
• 6:30 pm - 9:00 pm Lynne Jordan and the Shivers - blues band from Chicago
Sponsored by The Student Union Programming Board (SUPB)
• 9:00 pm - 11:00 pm Food, music, and dancing - Sponsored by MSA



CAMPUS COMPUTING COURSE CATALOG

The following non-credit courses are free of charge and open to MU faculty, staff and graduate students unless otherwise noted. More information about these classes is included in the Campus Computing Training Group Web pages (URL: <http://www.missouri.edu/~cctrain/>). Please call the Training Registrar at 882-6006 to register for classes.

SAVE THIS CATALOG! (IT MIGHT COME IN HANDY)

SHORT COURSES

* *These Short Courses are also offered as Focus on Faculty Courses*

FOUNDATIONS OF COMPUTERS (2 PARTS)

Prerequisites: Please bring a formatted 3.5" diskette to class. Through lecture and hands-on exercises, the student will learn the fundamentals in both IBM and Macintosh platforms. Areas which will be covered include: Basics of computer hardware, what they do and how they function; disk and disk drive preparation for file management; the different categories of software applications; plus terminology and mouse skills. Examples will include learning to interpret computer advertising and jargon, creating directories and folders, saving files to a disk and across a network, and copying and pasting between different document types.

INTRODUCTION TO WINDOWS

Prerequisites: None. This class will review the relationship between DOS and Windows 3.1 or 3.11 and give students an opportunity to navigate in this environment via the mouse and keyboard. Focus will be on introducing the File Manager which is used to organize files and programs; learning to create, edit and save files using some of Windows' accessories; and on how to use more than one program at a time in Windows.

* INTERNET FUNDAMENTALS INCLUDING NETSCAPE BASICS

Prerequisites: Foundations of Computers course or knowledge of file management with Macintosh or Windows, and mouse skills. Please bring a formatted 3.5" diskette to class. This basic Internet course covers the general concepts and tools for individuals who want to gain a better understanding of how things work behind the scenes. Participants will be introduced to the MU Internet Access Suite. They will gain experience with such components as telnet, ftp and Netscape. Participants will also learn the differences between modem and backbone connections, compare the differences between text-only and graphical user interfaces, and manipulate a web browser (Netscape). This course is the foundation for those who later want to take a more advanced Internet Short Course such as Introduction to Pine Mail, World Wide Web Workshop, or Accessing Research and Grants Information on the Internet.

* ACCESSING RESEARCH AND GRANTS INFORMATION ON THE INTERNET

Prerequisites: Internet Fundamentals including Netscape Basics course. A representative from the Office of Research will demonstrate means of accessing information about grants and research opportunities via the Internet.

SHOWME BASICS

Prerequisites: A SHOWME ID is required prior to registering for the class. This class is designed as a hands-

on introduction to the Showme system and is intended for new Showme users (especially persons switching from Mizzou1 to Showme). The class will acquaint you with essential file management tools. Topics include: working with files and directories, viewing and editing your files, printing files, sending and receiving files, and where to get help. Programs covered include file transfer between platforms and editors (focusing on Pico).

* INTRODUCTION TO PINEMAIL

Prerequisites: A SHOWME ID is required prior to registering for the class, plus Internet Fundamentals including Netscape Basics course. Please bring a formatted 3.5" diskette to class. This hands-on class will introduce you to composing, editing and sending email to an individual or group using the academic Unix computer system SHOWME. You'll also learn to sort your email into folders and create an address book.

INTRODUCTION TO SAS (5 PARTS)

Prerequisites: Showme Basics course or knowledge of the Unix system. This is a five-part series on SAS, an integrated system of programs for the analysis of data. DATA STEP and the PROC STEP will be introduced. Participants will also learn the basics of SAS such as creating and executing a simple program, and debugging the program, as well as some common data manipulation techniques.

* WWW WORKSHOP: INTRODUCTION TO WEB PAGE AUTHORING

Prerequisites: A SHOWME ID is required prior to registering for the class, plus Internet Fundamentals with Netscape Basics course. Please bring a text outline of what you'd like on your home page and a formatted 3.5" diskette to class. This hands-on workshop will give an overview of how to plan a World Wide Web page effectively. Participants will learn how to use basic Hypertext Markup Language codes, and how to take text and build it into a World Wide Web home page.

* WEB TOPICS: LISTS, TABLES, AND GRAPHICS

Prerequisites: WWW Workshop: Introduction to Web Page Authoring course. This course is designed to provide those possessing a basic knowledge of HTML with the ability to format documents using lists, tables, and graphics.

* WEB TOPICS: FRAMES, IMAGE MAPS, AND EMERGING HTML TOPICS

Prerequisites: WWW Workshop: Introduction to Web Page Authoring course. This course provides training with frames, image maps, embedding applets, and server side includes. Participants will also be provided with a view of what is on the horizon in HTML.

PRELUDE TO PROGRAMMING - PERL

Prerequisites: Computer applications experience such as word-processing. This introduction aims to develop minimal necessary programming skills required for the Introduction to Data Manipulation with Perl and the Creating Forms on the Web using Perl Short Courses including: fundamental jargon and concepts of procedural pro-

gramming, what happens when a program runs, angles in writing and modifying programs, the discipline of program testing, the art of reading vendor documentation, and how to make best use of professional programmer consultation. As befits the preparatory nature of this course, examples will be mostly in the Perl language with emphasis on Web applications. We intend for this session to be highly conversational.

INTRODUCTION TO DATA MANIPULATION WITH PERL

Prerequisites: Prelude to Programming - Perl course or experience with a programming language such as Pascal, Fortran, Basic or C; and access to SHOWME, SGI/NeXT computers or other Unix or DOS systems supporting Perl. This course introduces users to Perl, a Practical Extraction and Reporting Language, popular on Unix and DOS systems for data manipulation and system administration.

CREATING FORMS ON THE WEB USING PERL

Prerequisites: Introduction to Data Manipulation with Perl course and experience creating a basic web page. Electronic forms on the World Wide Web present and process data by means of programs that can be written in almost any computer language. Perl is the language of choice for this purpose. This course explains the concepts of WWW electronic forms and demonstrates some typical Perl techniques.

RELATIONAL DATABASE CONCEPTS

Prerequisites: Previous experience or association with any kind of database (i.e. D-Base or Foxpro). This lecture class in relational database theory lays the foundation in some key concepts and vocabulary for the SQL courses. The intent is to introduce the background concepts necessary to use the Oracle and Data Hub applications. It will also serve as a prerequisite for hands-on SQL training. Topics covered in the Relational Database Concepts course include: Reasons for a Database, Data Sub Language, Types of Database Models, The Relational Approach, Relations, Domains and Attributes, Keys, Base Tables vs. Views, Normalization, Data Manipulation, Transaction Management, and Distributed Databases

SQL (2 PARTS)

Prerequisites: Relational Database Concepts course. This course is an implementation of the relational concepts learned in the theory class using the data retrieval language of Oracle (i.e. SQL). It consists of two sessions, the first session deals with the data manipulation aspect of SQL and the second session deals with the data definition subset of SQL.

INTRODUCTION TO MICROSOFT WORD 6.0

Prerequisites: Foundations of Computers course or knowledge of file management with Macintosh or Windows, and mouse skills. Participants will learn basic functions such as creating, editing (cut, copy, and paste), formatting text (margins, tabs, line spacing, and page breaks), creating headers and footers, saving, and printing documents. Other topics covered include the

spell-check feature, file transfer and the auto correct utilities. This course is appropriate for users new to Microsoft Word or wordprocessing in general.

MICROSOFT WORD 6.0 TOPICS: COLUMNS, TABLES, AND MAIL-MERGE

Prerequisites: *Introduction to Microsoft Word 6.0 course or experience with the application.* Topics will include: creating and manipulating newspaper style columns, inserting, formatting and sorting tables, and creating a mail merge for form letters and labels.

INTRODUCTION TO MICROSOFT EXCEL 5.0

Prerequisites: *Foundations of Computers course or knowledge of file management with Macintosh or Windows, and mouse skills.* This is a hands-on class in which participants will open, save and retrieve a spreadsheet workbook, learn to identify cell addresses, learn how to navigate the cell grid, and learn to distinguish worksheets from workbooks. Participants will also enter data into a workbook, build basic formulas, manage data, create a chart and learn to customize the appearance of their workbook. Other topics covered include the print and help facilities, and options for file transfer. This course is appropriate for users new to Microsoft Excel or to spreadsheets in general.

MICROSOFT EXCEL 5.0 TOPICS: GRAPHING

Prerequisites: *Introduction to Excel course or experience with Excel spreadsheets.* This hands-on course will introduce graphing options in the Microsoft Excel 5.0 application. Topics covered include manipulating different graph types, formatting, modifying and editing graphs, and printing considerations.

*** INTRODUCTION TO ADOBE PHOTOSHOP 3.0 FOR THE MACINTOSH (2 PARTS)**

Prerequisites: *Foundations of Computers course or knowledge of file management with Macintosh, and mouse skills.* Participants should bring a floppy disk containing a pre-scanned image to class. Learn the basics of this sophisticated photo-editing tool, including how to prepare images for electronic presentations such as Persuasion or the Web. Participants will use several editing tools to modify a digital image and then save the modified image to a floppy disk in two or three different file formats.

*** INTRODUCTION TO ALDUS PERSUASION 3.0 FOR THE MACINTOSH (2 PARTS)**

Prerequisites: *Foundations of Computers course or knowledge of file management with Macintosh, and*

mouse skills. Please bring an outline of a class or a document you would like to transform into a presentation. This introductory hands-on workshop will cover how to create a multimedia classroom presentation. Using Aldus Persuasion for the Macintosh, you will create an automated slideshow with Persuasion's outline feature; enhance your presentation by importing and editing graphics from Persuasion's clip art library; and have your presentation jump and link to other applications and documents.

FOCUS ON FACULTY COURSES

LISTSERV FOR CLASS USE

Prerequisites: *A SHOWME or MIZZOU1 ID is required prior to registering for class.* The focus of this course is the use of electronic discussion lists as a means of increasing the level of communication among members of a class. Bob Bender of the English department will present his experiences using LISERSV to facilitate class discussions.

*** Items marked with an asterisk are both Focus on Faculty and Short Courses.**

January

Monday	Tuesday	Wednesday	Thursday	Friday
27	28	29 Internet Fundamentals	30 Showme Basics	31 Internet Fundamentals Internet Fundamentals (FOF) Foundations (Part 1)

February

Monday	Tuesday	Wednesday	Thursday	Friday
3 Internet Fundamentals WWW Workshop: Intro to Web Authoring Intro to Pinemail Foundations (Part 1)	4 Mizzou1 to Showme Conversion Showme Basics	5 Internet Fundamentals Intro to Pinemail Foundations (Part 1)	6 WWW Workshop: Intro to Web Authoring Internet Fundamentals Showme Basics Relational Database Concepts	7 Foundations (Part 2) Internet Fundamentals Showme Basics (FOF)
10 Foundations (Part 2) Foundations (Part 1)	11 Prelude to Programming - Perl Foundations (Part 1)	12 Foundations (Part 2) Showme Basics Mizzou1 to Showme Conversion	13 WWW Workshop: Intro to Web Authoring	14 Intro to Pinemail Intro to Pinemail (FOF)
17 Foundations (Part 2) Intro to Microsoft Word 6.0	18 Foundations (Part 2) Internet Fundamentals Intro to Data Manipulation with Perl	19 WWW Workshop: Intro to Web Authoring Microsoft Word 6.0: Columns, Tables and Mail Merge	20 Intro to Microsoft Word 6.0 Foundations (Part 1)	21 Intro to Pinemail Intro to Microsoft Excel 5.0 Internet Fundamentals (FOF)
24 Intro to Microsoft Word 6.0	25 Showme Basics	26	27 Foundations (Part 2) Creating Forms on the Web Using Perl	28 Intro to Microsoft Excel 5.0 WWW Workshop: Intro to Web Authoring (FOF)

Parking & Transportation Services

Turner Avenue Garage
Level 2
882-4568

Any questions regarding campus parking lot changes because of the various construction projects may be directed to the Parking and Transportation office at 882-4568.

Call Tanya Stitt
or Amy Elsner
at 882-7358
to advertise in
Mizzou Weekly.

FOR THE RECORD

There's still time to propose a workshop or presentation for this year's Teaching Renewal Conference. The deadline for proposals is Friday Jan. 24. The conference, sponsored by the Program for Excellence in Teaching, will be held March 5-7 and the theme is "Understanding and Enhancing Student Learning."

Options for presentations on teaching research, curriculum innovation or classroom techniques include: 50-minute individual or team presentations, a 90-minute workshop, a 10-minute overview of work in progress, or a poster session. Proposals should be submitted by 5 p.m. Jan. 24 to the Program for Excellence in Teaching, Conley House. Proposals may be submitted online at:

<<http://www.missouri.edu/~petwww/>>

With the start of the semester, your office may be thinking about hiring part-time student employees. MU's Career Center can help in several ways.

Students will be looking for jobs through the Career Center's part-time job program, so you can make sure your job description is seen by more of the best students when you list your jobs through the Career Center. And because MU is an equal

opportunity/affirmative action employer, all part-time student jobs must meet specific legal requirements. You can ensure legal and fair hiring practices when you post your part-time student jobs at the Career Center.

The service is free. Call the center at 882-JOBS to post your part-time student job. Or submit your job electronically via the center's home page at :
<www.missouri.edu/~cppcwww>

RETIREES ASSOCIATION

The personal finance group of the MU Retirees Association will sponsor these upcoming meetings:

- Wendy Dampier, coordinator of retired and separated employee programs with Faculty and Staff Benefits, will answer questions from the retiree community at 10 a.m. Monday, Jan. 27, in S207 Memorial Union.
- Robert Kissel, head of the Chicago office of TIAA/CREF, will discuss his company's retirement annuity plans as they operate at other U.S. universities. Active faculty and staff are invited to attend the meeting at 10 a.m. Feb. 10 in the Memorial Union auditorium.

Health Sciences Center to manage state-operated mental health agency

The Missouri Department of Mental Health has selected MU's Health Sciences Center to manage Heart of Missouri Mental Health Services, a state-operated outpatient treatment center in Columbia.

Established in 1993, Heart of Missouri Mental Health Services provides comprehensive community-based services and supports for residents in a 10-county area in central Missouri, including the cities of Columbia, Sedalia, Marshall and Moberly. Services include screening, assessment, crisis intervention, case management and counseling.

The agency serves 2,400 clients and has an operating budget of nearly \$2.7 million. It shares office space with Mid-Missouri Mental Health Center in Columbia and has satellite offices in its service area. In conjunction with the University, the agency currently serves as a training site for mental health professionals.

The move will ensure services and help meet future needs, mental health officials say.

"The agreement will help solidify services and ensure the viability of the

center," says Don Schuffman, director of the state's Division of Comprehensive Psychiatric Services. The new status, Schuffman says, gives the center more flexibility of operation and allows for participation in a competitive managed care environment.

"Our commitment to care for patients in all economic groups remains the major element of our mission," says Bernard Beitman, professor and chair of psychiatry and neurology. "In order to offer patients comprehensive care, we hope to build on this base and better link mental health services with primary care provided in these communities and in Columbia as well."

The contract agreement becomes effective this spring, following a transition period that will involve financial preparations, employee transitions and preparing clients for the changes to occur.

Schuffman says the transition will not disrupt any services. The terms of the contract include many provisions to protect the seniority and benefits of the staff.

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MIZZOU PEOPLE

Have you been promoted, won an award or presented a paper recently? The 'People' column wants to know about it. Send your news to John Beahler, 407 Reynolds Center. But please be patient; we receive many entries, and publish them in the order in which they are received.

Appointments & Promotions

Martin Childers, assistant professor of physical medicine and rehabilitation, was elected chair of the special interest group in prosthetics, orthotic, wheelchairs and biomechanics in November at the annual meeting of the American Academy of Physical Medicine and Rehabilitation at the Orlando World Center, Orlando, Fla.

Marty Townsend, director of the Campus Writing Program and assistant professor of English, has been elected to a three-year term on the National Council of Writing Program Administrators Executive Board.

Awards & Honors

William Berry, curators' professor and chair of art, received a first prize for his still life drawing at the Cheyenne Artists Guild competition in Cheyenne, Wyo.; received second prize for a colored pencil drawing, Breckenridge Fine Arts Center National Juried Art Competition, Breckenridge, Texas; his drawings were accepted in the Fine Arts Institute of the San Bernardino County Museum's "31st International Juried

Open Exhibition," and the "Florida Art Center National 100," Havana, Fla.

Jean Brueggjenjohann, assistant professor of art, had art quilt works accepted in "Symboles, Emblemes, Figures ..." Chateau Chinon, France; "National Quilting Association - The Grand Parade of Quilts," Grand Rapids, Mich.; and "Prairie Queen Quilt Show," in Centralia, Mo.

Brooke Cameron, professor of art, had viscosity printed intaglios, *Moroccan Market*, and *High Tea at the Pullman Cataract - Aswan*, accepted in the "For the Visual Arts: 4th Anniversary," Springfield (Mo.) Visual Arts Alliance.

R. Bede Clarke, assistant professor of art, had a ceramic piece, *Tabet: Singing Every Prayer*, accepted in "Platters: Functional and Decorative," Firehouse Arts Center in Norman, Okla.

William Hawk, assistant professor of art, had work exhibited in "Figurative Paintings in St. Louis Today," Fontbonne College Gallery in St. Louis, Mo. Hawk's painting, *Embrace*, was accepted in "1996 Seventh Annual Missouri 50 Competition" at the Missouri State Fair. Hawk also served as the juror for the "Open Professional Exhibit" at the Missouri State Fair.

KBIA has been awarded the 1996 Local Radio Development Award for Excellence in Local Corporate Support.

Larry Kantner, professor of art and art education, had a photo-intaglio *Faded Memory*, accepted in "Printmakers '96," University Art Gallery, University of Pittsburgh; prints, *Self #1, Ft. of Mt. Fuji* and *Whale's Song*, accepted in the "For the Visual Arts: 4th Anniversary," Springfield (Mo.) Visual Arts Alliance.

Elaine Lawless, professor of English, was selected as the first recipient of the Teaching in Technology Award from the MU Institute for Instructional Technology for her efforts toward computer-assisted teaching. Lawless also was selected for the 1996 South African Faculty Exchange Program and is traveling to the University of Western Cape and Johannesburg. She is author of a book, *Women Preaching Revolution*, published by University of Pennsylvania Press, and will

serve as chair of the University of Missouri Press Board for 1996-97.

Gene Munson, entomologist at Wurdack Farm, was honored by the Dent County Soil and Water District; Crawford, Dent and Phelps county cattlemen; and the Dent County University Extension Council in September for his work at the Wurdack Farm. He is retiring after 41 years.

Jennifer Wiggs, visiting assistant professor of art, had an exhibition of her works: "Mapping Color" at the Fourth Street Gallery in Kansas City, Mo.

Edward Wright, assistant professor of physical medicine and rehabilitation, was selected by his peers to be included in the first edition of *The Best Doctors in America: Central Region 1996-97*.

National & International Presentations

Weixing Chen, doctoral candidate in fisheries and wildlife, presented the results of his doctoral dissertation, "Systems Modeling of Larval Fish Trophic Interactions in a Large Missouri Reservoir," which he co-wrote with **Rob Hayward**, associate professor of fisheries and wildlife, in August at the annual meeting of the American Fisheries Society in Detroit, Mich.

Michelle Gibler, coordinator of the Missouri HEADS UP Program presented "Think First, Brain Spinal Cord Injury Prevention Program Workshop" in April at the annual American Association of Neurological Surgeons meeting in Minneapolis, Minn.

Don Guckert, director of campus facilities planning, design and construction; **Jude Wawryzniak**, project manager in project management; and **Frankie Minor**, director of residential life, presented "New Wine in Old Bottles" a look at adapting residential facilities to attract today's students, in July at the Physical Plant Association conference in Salt Lake City, Utah.

Adrienne Hoard, associate professor of art and curriculum and instruction, presented a paper on her South African research, "Soul Aesthetic: A Cross-Cultural Event" in August at the annual international conference of Afro-Latin American Research Association in Salvador, Bahia, Brazil.

Geta LeSeur, associate professor of English, presented "Resistance and the Colonial Subject in Michelle Cliff's *No Telephone in Heaven*" at the College Language Association Conference in Winston Salem, N.C.; "Abene: History Corrected" at the British Commonwealth and Post Colonial Studies conference at Georgia State University; "Comparative Studies of Caribbean Literature" and "The Works of Guyanese British Writer Beryl Gilroy" at the Caribbean Women Writers conference, at Florida International University. LeSeur served as chair and respondent at the Caribbean Women Writers conference.

Marty Townsend, director of the Campus Writing Program and assistant professor of English, presented "Writing Across the Curriculum at the American University" in July at the MU/Korean Studies Seminar at Kwangju's Chonnam National University. Townsend also conducted a writing seminar for Texas A & M honors college faculty.

Publications

Susan Buckelew, associate professor of physical medicine and rehabilitation, is co-author of "Self-Efficacy Predicting Outcome Among Fibromyalgia Subjects" published in *Arthritis Care and Research*.

Kristofer Hagglund, assistant professor of physical medicine and rehabilitation, co-wrote "A Family Retreat as a Comprehensive Intervention for Children with Arthritis and Their Families" published in *Arthritis Care and Research*.

Haskell Hinnant, is author of "The Late Unfortunate Regicide in France": Burke and the Political Sublime" published in *1650-1850: Ideas, Aesthetics, and Inquiries in the Early Modern Era*. His book, *The Poetry of Anne Finch: An Essay in Interpretation*, has been selected by the United States Naval Academy for its "New Book List."

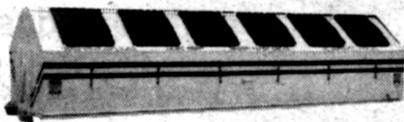
Brick Johnstone, assistant professor of physical medicine and rehabilitation, co-wrote "Extent of Cognitive Decline in Traumatic Brain Injury Based on Estimates of Premorbid Intelligence" published in *Brain Injury*; "Neurobehavioral Deficits, Adolescent Traumatic Brain Injury, and Return to College" published in *Journal of Clinical Psychology in Medical Settings*; "Some Objective Measurements of Frontal Lobe Deficits Following Traumatic Brain Injury" published in *Applied Neuropsychology*; "Neuropsychology in Rehabilitation; Current Applications and Limitations" published in *NeuroRehabilitation: Function Outcomes in Rehabilitation*; and "Psychology in Health Care: Future Directions" published in *Professional Psychology*.

Donald M. Lance, professor emeritus of English, is author of an article, "The New Century Dictionary: Pronunciation," published in the 1996 issue of *Dictionaries: Journal of Dictionary Society of North America*.

Geta LeSeur, associate professor of English, is author of "Fabrics of My Life: Myrtle Jordan's Story" published in the fall 1996 *Casa Grande Valley Histories*. Her article, "African American Women in the American West" will be published in *Feminisms of Color* by the University of Georgia Press.

A short story by **Trudy Lewis**, assistant professor of English, titled "A Diller, A Daughter" was accepted for publication in *Atlantic Monthly*. The paperback edition of her novel *Private Correspondences* will be published in November by TriQuarterly Books/Northwestern University Press.

Recycle Reduce Reuse



The MU Recycling Committee urges you to use the two roll-offs located in the parking lot at the CG10 parking lot at Virginia and Lake Streets.

- ✓ Mixed Glass
- ✓ Milk Jugs
- ✓ Food Cans
- ✓ Aluminum Cans
- ✓ Phone Books
- ✓ Corrugated Cardboard
- ✓ Magazines
- ✓ Paper Bags
- ✓ Newsprint

You may also recycle on campus using the green roller barrels for office paper waste and the blue roller barrels for newsprint and magazines.

To learn more about the recycling efforts on campus, visit our web site at

<http://riker.ps.missouri.edu/recycle/recycle3.html>



The Financial Aid Staff is hosting a farewell reception for

KATHY BASS,
Assistant Director of Financial Aid

Tuesday, January 28 2-4 p.m. in Room 220 Jesse.

Please join us in wishing Kathy good luck!

Harvesting minds

Research details how in-school ads create 'echo chamber' of sales messages for children

School is a place for learning, but has it also become a place for advertisers, whose slick commercials tempt, entice and tantalize students?

The impact of these commercial messages goes well beyond the initial desire for a new pair of flashy running shoes, according to Roy Fox, associate professor of education.

In his new book, *Harvesting Minds: How TV Commercials Control Kids*, Fox shares the results of a two-year study that examined the effects of commercials on 200 high school students. His research focused on the high-powered ads that more than 8 million public school students watch as part of their school's "Channel One" program.

Fox's findings led him to recommend that electronic and print advertising in schools be banned. He suggests that to "recover the harvested minds" his book describes in detail, advertising should be taxed and students subsidized, and media issues should be treated as public health

issues.

On the bright side, Fox found that commercials help shape this captive audience into more active consumers. They talk about commercials, act them out, laugh about them and use them to bond with their peers. Kids also enjoy the ads as entertainment and use them to relieve stress.

"With a few sets of best friends, interactions about commercials seemed to be a basic part of their relationship, almost a means of bonding," Fox said. "Using commercials to bond with others was the most positive effect of commercials observed in this study."

However, there's a down side. Fox points out that such interaction usually involves many "replays" of ads, in which kids repeat or reconstruct an ad in some way - by singing songs, jingles and catch-phrases; by cheering at sports events, such as when one crowd at a school football game erupted into a Domino's Pizza cheer; by creating art projects that

mirrored specific commercials; and even by dreaming about commercials, although the product, not the dreamer, is the star.

These replays, in effect, "rerun" many of the commercials broadcast - repeating them over and over - inadvertently providing huge doses of free advertising that go well beyond the 700 commercials that air during the year.

This creates, according to Fox, "an echo chamber of sales messages," resulting in increased sales. He further notes that most schools do not actively refute or debate what ads communicate to kids.

"Students are a captive audience in a closed environment, with no competing sources of information - it's a very pure environment for propaganda to flourish." Also, when students spend their time mirroring sales messages, other topics are displaced, such as their school work, the outside world and each other.

Among his other findings, Fox notes that kids remained amazingly accepting of commercials and rarely questioned their heavy presence in their lives, no matter how often and how long some ads aired. In fact, kids didn't just tolerate, but embraced commercials and identified heavily with the characters on screen. In addition, kids tend to lump commercials in with other types of programs, blurring the distinction between a video image that

is selling them something and one that's not.

For example, Pepsi's "It's Like This" series of commercials were deliberately crafted to look like public service announcements. Even some teachers could not tell the difference between the two.

The result is that kids ended up thinking about Pepsi as a benevolent "sponsor" who was concerned only about "doing good" and not selling soft drinks. Fox found that kids not only had a warm, high regard for Pepsi, but also remembered the product and bought it, often right there at school.

"We also asked, 'What about the bottom line?' Do kids buy things because of the influence of in-school ads? Absolutely," said Fox. Generally, the time lapse between seeing a commercial and buying the item advertised ranged from just an hour to several days.

Approximately 40 to 50 percent of the kids in each group interviewed for the study reported that they bought a specific product because of a specific commercial.

"I began this project assuming that kids spend money for as many reasons as adults do - the cumulative effects of advertising, needs, timing, personal taste. However, I soon found so many kids who could trace single purchases to individual ads, that I focused on this behavior only," Fox said.

Chicken without the cluck

An MU food scientist has made chicken breast meat out of soybeans. Sure it tastes like chicken. But the breakthrough is that the fabricated product also looks exactly like breast meat and has the same texture and mouth-feel.

Made out of a soybean protein and flour and a bit of wheat starch, the fabricated chicken meat could be a godsend for dieters, help prevent cancers,

and give a big boost to soybean growers' profits.

The "meat analog" came out of the lab of Fu-hung Hsieh, professor of biological and agricultural engineering. To make the product, Hsieh and his research team used extrusion. This process, commonly used in the cereal and pet food industry, combines heat and pressure to reshape and reconstruct food components.

To convert powdery soybean protein flour into fibrous chicken breast meat structure, the scientists first must melt the soy protein. Then they realign the soy protein molecules in a cooling die at the exit of the extruder to form a continuous piece or chunk of meat-like structure.

The researchers were able to make the imitation meat with the same fibrous texture as real chicken. Once they did

that, it was a fairly simple matter to add chicken taste and color by taking the flavor from chicken broth, for example, and using a browning agent.

'We have produced a healthy, nutritious, high-protein soy food. Also, the market for the food product should have good economic impact on the soybean industry.'

Fu-hung Hsieh, food scientist

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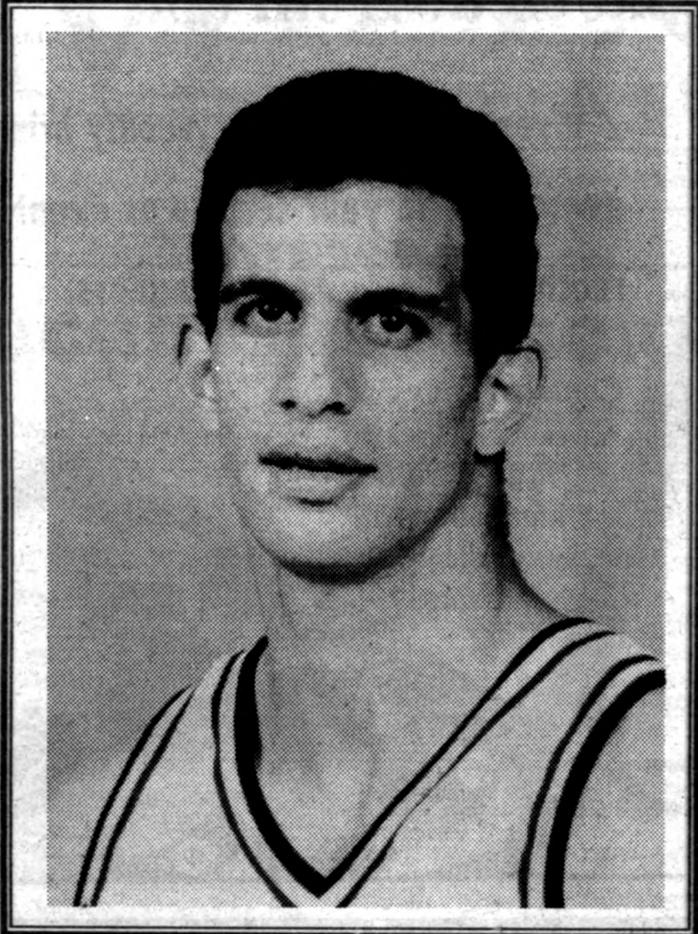


Hsieh said the ready availability of soybeans and their health properties further boost the market prospects for the meat analog, which could easily be on supermarket shelves in a couple of years.

The chicken breast analog could be sold as a dehydrated product and require no refrigeration. Or it could be sold with water added. The hydrated product would require no cooking; just warming in an oven or microwave. And the product would be much cheaper than chicken, Hsieh said.

There would be a number of health advantages of this soybean-based product. The meat analog has no or very little fat. Soy protein has been shown to reduce the low density lipids (LDL) or "bad cholesterol" associated with heart disease. Soy foods have been shown to lower the risk of stomach, lung and prostate cancer.

"We have produced a healthy, nutritious, high-protein soy food," Hsieh said. "Also, the market for the food product should have good economic impact on the soybean industry."



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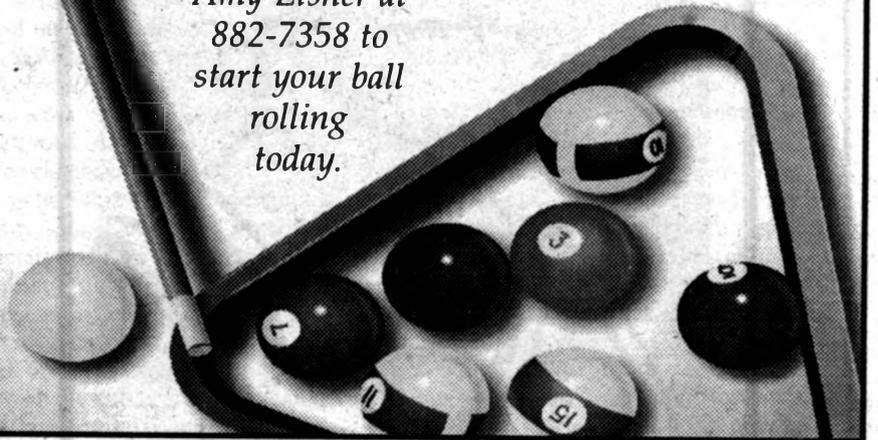
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