

**State of the Media**

Report tracks emerging trends in the business of news.

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**Pudgy Pups**

Pet obesity can be as common as the human variety.

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April 1, 2004

University of Missouri-Columbia

Crop  
cops**QUALITY CONTROL**

Runoff from fertilizer is a national environmental issue

**M**U agronomists have received a \$1 million federal grant to refine the application of essential crop nutrients. The goal of the four-part project, says Peter Scharf, associate professor of agronomy and principal investigator, is to identify economically viable technologies that maintain crop productivity while reducing environmental risks associated with nutrients such as nitrogen, phosphorus and potassium.

"Nutrient management isn't just an issue for the Midwest," he says. "It's a national environmental issue affecting water quality in lakes, rivers, oceans and drinking water supplies. While we've made major strides in nutrient management during the past 60 years, there's still room to be more efficient, to supply crop



Greg Horstmeier photo

**ENVIRONMENTAL RISK** Peter Scharf, associate professor of agronomy, and other MU scientists will use a \$1 million federal grant to help reduce environmental risks by supplying only as much nutrition to crops as necessary.

nutrients only where and when they're needed."

The first two parts of the project involve developing systems to manage nitrogen application to corn based on the crop's color. Previous MU studies have shown that color is a reliable indicator of the amount of nitrogen needed.

"There's a lot of variability in the amount of nitrogen that's required for a crop across a field," Scharf says. "Some areas require no additional nitrogen, while others may require 200 pounds or more per acre. Current practices that apply a uniform rate often leave unused nitrogen in the field, which is

then subject to leaching into the water table."

By varying the nitrogen application rate based on the corn's color, Scharf says the amount of unused nitrogen can be reduced. "This is both good for the environment and more economical for the producer."

SEE Crops on Page 6

Mapping  
Mizzou's  
future

**M**embers of the University community are encouraged to provide their input to the master plan at a public hearing that will be held from noon to 1 p.m. Wednesday, April 7, in Columns D and E Rooms of the Reynolds Alumni Center.

Mizzou's master planner Perry Chapman, a principal with the Boston-based firm of Sasaki & Associates, will give a presentation on the master plan and discuss the developing southeast quadrant of campus, including planning for the Performing Arts Center and Arts Village and the Health Sciences Research Center.

This issue of *Mizzou Weekly* includes a special insert that highlights the master planning process and includes a campus map that outlines current thinking about future growth.

## MU employees applaud education plan for dependents

**TUITION BREAK**

Assistance program makes a difference for many faculty and staff

**T**his past fall, 242 spouses and dependents of MU employees got a break on educational fees, thanks to a new program approved in May by the Board of Curators.

The Educational Fee Reduction for Spouses and Dependents of University of Missouri Employees provides a 50 percent reduction in education fees at any of the four UM campuses. A full description of the policy's provisions and eligibility requirements may be found at [www.umsystem.edu/fhrs/manual/309.htm](http://www.umsystem.edu/fhrs/manual/309.htm).

Mizzou's Staff Advisory Council, with support from the Faculty Council, had fought

unrelentingly for decades for such a program that expanded educational assistance to family members. Seeing their dreams come to fruition is a "great morale booster," says Gail Lawrence, Staff Council chair and an administrative assistant in anthropology.

"We had this benefit change as one of our goals for more than 20 years," she says. "What was approved by the Board of Curators was more than we'd asked for, and staff and faculty have gladly taken advantage of it."

Lawrence says the Faculty Council's support "gave this request even more credibility." When UM System President Elson Floyd arrived on campus last January, she says his support played a "significant role in getting this benefit enhancement

before the curators for serious consideration. We are very grateful to him and the board."

Linsey Williams can vouch for that. He, too, is indebted to the administration's action as it has helped keep him out of debt. He says that with two daughters attending MU this year, the program saved him more than \$5,600. "Without this benefit, I would have had to borrow to make it through the year and would have a loan to repay," says Williams, director of UM Information Technology Services. "Because of the reduction in fees this was not necessary."

Williams serves on a University search committee charged with recruiting and hiring a key executive. "Many of the candidates have asked me specifically about the educational

benefits for dependents," he says. "It has been great to be able to tell them about the University plans."

Recruitment is a byproduct of the program, says Blake Danuser, associate vice president for employee relations. The real reason behind it is "to recognize the contribution of our current faculty and staff throughout the System," he says.

Vladislav Glinskii, a research assistant professor in biochemistry, believes the program sets the University of Missouri apart from other institutions. "Until this benefit was enforced, basically University employees were on the same level as any other in-state people," says Glinskii, who has two children enrolled at MU. His daughter is a sophomore, and his son, a high school junior,

takes advanced classes at Mizzou. Both were able to get their tuitions subsidized through the program.

"The benefit helps our family and we appreciate it," Glinskii says, explaining that nearly 10 years ago he, with family in tow, left the Ukraine and set up residence in Columbia. "We started from ground zero, building up our welfare here," he says. "We didn't have much time to accumulate money for our children's college education. This benefit helps us manage the situation."

"This was a great decision made by the president and curators to help the employees," Glinskii says. "It may not have been easy to do in times of budgetary crises, but it is an important factor for families considering where to send their children to school. It is truly a great benefit for people dedicated to serving this University."

**Magrath will discuss "the road ahead"**

Peter Magrath, president of the National Association of State Universities and Land-Grant Colleges and a former UM System president, will return to campus next week to present the Margaret Mangel Lecture. The free public lecture is titled "How Rocky is the Road Ahead for America's Universities?" and will be presented at 4 p.m. Wednesday, April 7, at Cornell Hall Auditorium. Magrath served as president of the UM System from January 1985 to October 1991. During his time at the University of

Missouri, Magrath initiated a Systemwide long-range planning process, raised admission standards, improved the University's computer and telecommunications resources, and established a University holiday honoring Martin Luther King Jr.

**Mediating the media**

Journalists are called on to interpret science for the public. Newspapers, magazines and trade journals are filled with reporting on scientific breakthroughs, discoveries and projects. But scientists sometimes cringe at the thought of translating their work through journalism. How can they trust a reporter to get things right? Two experts in the field will address that issue in a special talk in conjunction with Missouri Life Sciences Week at MU. Sharon Dunwoody, professor of journalism and mass communications at the

University of Wisconsin, and Julie Ann Miller, editor of Science News in Washington D.C., will present "Scientists and Journalists: When Scientists Meet the Media" at noon Monday, April 5, in 85 Gannett Hall. These professionals will dissect the relationships between scientists and journalists and discuss what enhances those relationships and what damages them.

**Herbie Hancock jams Jesse**

Jazz piano legend Herbie Hancock will bring his acoustic quartet to Mizzou. The April 8 concert, the group's only Missouri performance, will inaugurate the first President's Concert. In what will become an annual event, the President's Concert will feature a well-known jazz artist each year. Hancock will perform acoustically with saxophonist Gary Thomas, bassist Scott Colley and drummer Terri Lyne Carrington at 8 p.m. Thursday, April 8, in Jesse Auditorium.

**Lifestyle fuels plague of plump pooches**

**FAT CHANCE**

Human couch potatoes should look for similar traits in canine companions

Americans aren't the only ones who are eating themselves to death. The same goes for many of their pets, says David LeDoux, professor of animal science.

Poor diet and lack of physical activity accounted for a record

400,000 human deaths in 2000, according to recently released research data in the Journal of the American Medical Association. Similar data released from the National Academy of Sciences show one in four pets is overweight.

All too often it's "like owner, like pet," LeDoux says. Obesity in pets can cause the same health problems it creates in humans. These problems include heart

and lung disease and can take years off a pet's life.

Pets are overweight for the same reason as people: too many calories and not enough exercise. Be aware of how much you are feeding your pets, LeDoux says, and urges pet owners to talk to their veterinarian to figure the ideal weight for their pet.

"Look for good science-based diets on the market designed especially for pets," LeDoux says. Super sizing and eating junk food is as bad for pets as for humans, he says. Don't give pets table

scraps or try to come up with your own diet.

Checking for signs of pet obesity is similar to the "pinch an inch" test that humans use. Feel around your pet's middle for excess fat, LeDoux says. You should be able to feel your pet's ribs easily without pressing. "If you can't find the ribs for the fat, you have a pet with a weight problem."

Pet owners also can avoid weight problems by choosing breeds that match their lifestyle, he says. Don't get a Dalmatian,

for example if you are the sedentary type. "Human couch potatoes should get a breed that requires less exercise," he says.

Labradors, dachshunds, beagles, shelties and basset hounds are other breeds prone to take on extra pounds unless given a lot of exercise and a proper diet. There are breeds less likely to put on extra pounds, but LeDoux warns no single breed is exempt from becoming overweight.

LeDoux's course on companion pets is popular with MU students. The class teaches students — many who are studying to become veterinarians — the history of breeds and the care and feeding of dogs, cats and horses.

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**Campus Master Plan Public Hearings for Facilities and Grounds will be held on Wednesday, April 7, 2004 at noon in Reynold's Alumni Center Columns D&E.**

<http://mubsweb.missouri.edu/parking>

**MizzouWeekly**

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For ticket information, call any Ticketmaster location or call the "We Always Swing" Jazz Series box office at 449-3001.

**Lean, mean lawn machines**

Our recent heavy rains will soon conspire with the coming warm weather to put our lawns into overdrive. Nothing helps more with yard chores than having a lawn mower that purrs like a kitten while it tackles the invading greenery. Now you have a second opportunity to get your mower or tiller ready to do battle this

season. Students in MU's Agricultural Systems Management Club will clean and tune your lawn machines at a clinic this weekend. For \$30, students steam-clean each mower, clean the air filter, replace the spark plug, change the oil and sharpen the blade. All machines must be in working order, and no riding mowers will be accepted. Customers may drop off push-type mowers and tillers at the east end of the Agricultural Engineering Building from 4 to 6 p.m. April 1, or from 7 to 9 a.m. and 4 to 6 p.m. April 2. Pick-up times are 7 to 9 a.m. and 4 to 6 p.m. on April 5, and

4 to 6 p.m. on April 6. With questions, call 882-2731.

**Gardens for every body**

With spring approaching, gardeners are making preparations to grow their favorite herbs, fruits and vegetables. For disabled gardeners, simple gardening chores can be difficult. A Web site developed and maintained by MU disability specialists offers tips and hints to help make gardening more accessible and enjoyable for disabled gardeners.

"Gardening is one of the most popular pastimes in the

United States, but this hobby can become a chore when someone is faced with physical limitations," says Karen Funkenbusch, MU extension specialist. "We show that with a little creativity, disabled people can continue to get the benefits from their gardening."

The site, called "Gardens for Every Body," is at <http://www.muhealth.org/~arthritis/gardens>. It includes a virtual toolshed that highlights ergonomic and enabling garden tools designed for disabled gardeners that require less energy to use and help keep proper body alignment.

"A lot of the elderly, or

persons with disabilities, think they have to give up something that they love," Funkenbusch says. "The site's message is 'don't give up.' There are different levels and ways of gardening."

**Rags to riches**

More than four million tons of post-consumer textiles enter the waste stream each year. This month, the Association of Textile and Apparel Management, an MU student organization, in cooperation with Remains Inc., a textile recycling company from St. Louis, will help solve this problem by holding its first clothing drive.

Environmentally conscious citizens are encouraged to donate new or used clothing, shoes, handbags, soft toys, domestic linens, bedding and fabric scraps, which will be given to a charity or shredded to make new products.

Donations may be dropped off at a truck parked at the south end of Reactor Field, located off Providence Road, between Stadium Boulevard and Green Meadows Road. 2 to 6 p.m., Thursday, April 1; 10 a.m. to 6 p.m., Friday, April 2; 9 a.m. to 6 p.m., Saturday, April 3; and noon to 4 p.m., Sunday, April 4.

"This clothing drive educates consumers on the importance of recycling used textiles," says Jana Hawley, assistant professor of textile and apparel management. "What the charities cannot use are sold to textile recycling companies to be sorted for the various markets."

Used fibers are now reprocessed and used in high-tech applications for automobiles, aerospace applications, construction and fuel products. Some of the clothes are sorted and sent to less-developed countries as secondhand clothing.

**Asian cultures offer clues for coping**

**STRESS TEST**

In today's American society, people are consumed by tremendous amounts of stress, both in the workplace and at home. The difficulty in coping with stress is one of the main reasons millions of Americans suffer from anxiety or depression, why half of the marriages in the United States end in divorce and why Americans are so susceptible to diseases. A new study by MU researchers found that Asian attitudes toward coping with stress may hold a key to helping Americans deal with their problems.

"In the United States, we tend to be very individualistic in coping with stress, feeling that we can handle it alone," says Puncy Heppner, professor and chair of educational, school and counseling psychology, who conducted the study along with

his wife, Mary Heppner, associate professor of educational and counseling psychology. "Taiwanese and Korean cultures teach individuals to focus on searching for the positive when problems occur, avoiding rash decisions, and seeking help in solving their problems," says Puncy Heppner.

The Heppners spent the first half of 2002 as Fulbright scholars in Taiwan. While they were there, the Heppners traveled around the island of Formosa and gave presentations in Hong Kong, Korea and Japan. Their study examined 3,000 Taiwanese and 1,000 Korean college students, both men and women, from more than 10 universities. The participants completed a number of surveys on how they cope with stress in school, at work or at home.

The study found that

participants coped with stress in similar ways. According to the Heppners, the majority accepted a problem for what it was, endured any suffering that might happen, and felt a sense of responsibility to their family and friends, who helped solve the problem.

Even though the participants would seek help from others in their group, they still wished to maintain harmony with the others and not burden them with the problem. Religion also was an important part of the coping process, as some would offer gifts to their ancestors in hopes of receiving help from them, Puncy Heppner says.

"In their culture, coping involves such things as belief in the importance of understanding that stress is part of one's life, something that one can learn and grow from, and in gaining

strength to deal with the stress through consulting one's elders and ancestors," he says. "Perhaps in our culture we might incorporate some of these coping methods instead of hoping our problems go away by drowning them at the local bar or by popping a pill."

We can learn a lot from our Asian colleagues about coping with stress, he says. "We might think more about accepting our difficult life situations as a normal part of life. We tend to think we are unlucky or that no one else has a certain problem, but the Taiwanese tend to quickly acknowledge the normalcy of such events. That was one factor in helping them to cope with the stress effectively."

The Heppners recently presented their findings at the national American Psychological Association conference and are in the process of submitting them for publication.

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# calendar



## Concerts & Plays

### Friday, April 2

**THEATER SERIES:** *The Jewish Dating Cycle* will be performed at 8 p.m. today, April 3 and April 7-10 and at 2 p.m. April 11 in the Corner Playhouse. For ticket information, call 882-PLAY.

### Saturday, April 3

**STUDENT ENSEMBLE SERIES:** The University Philharmonic Orchestra will perform at 8 p.m. in Jesse Auditorium. Suggested donation: \$5; MU students with IDs are free. A dress rehearsal will be held at 7 p.m. April 2 in Jesse Auditorium.

### Sunday, April 4

**FACULTY RECITAL:** Violist Peter Neubert will perform at 8 p.m. in Whitmore Recital Hall. Suggested donation: \$5; MU students with IDs are free.  
**STUDENT RECITAL:** The Viola Studio will perform a recital at 2 p.m. in Whitmore Recital Hall. Suggested donation: \$5; MU students with IDs are free.

### Monday, April 5

**FACULTY RECITAL:** Trombonist Troy Marsh will perform at 8 p.m. in Whitmore Recital Hall. Suggested donation: \$5; MU students with IDs are free.

### Wednesday, April 7

**UNIVERSITY CONCERT SERIES:** The New York Gilbert and Sullivan Players will present *Pirates of Penzance* at 8 p.m. in Jesse Auditorium. For

ticket information, call 882-3781.

### Thursday, April 8

**BLACK CULTURE CENTER PLAY:** *How Blak Kin Eye Bee?* a one-man show written and performed by Jeff Obafemi Carr, will use acting, interactive music, multi-media imagery and audience participation to explore what it means to be black in a changing world from 7:30-10:30 p.m. at the Gaines/Oldham Black Culture Center.

**JAZZ SERIES:** Jazz piano legend Herbie Hancock will perform with his quartet at 8 p.m. in Jesse Auditorium. Ticket information is available at all Ticketmaster locations or call 449-3001.

## Courses & Workshops

### Tuesday, April 6

**COMPUTING WORKSHOP:** "Excel XP Worksheets & 3-D Formulas" will be offered at 8:30 a.m. in 215 Telecom Building. Registration is required; call 882-2000 or visit [iatservices.missouri.edu/training](http://iatservices.missouri.edu/training)

### Wednesday, April 7

**COMPUTING WORKSHOP:** "PowerPoint XP Basics" will be offered at 8:30 a.m. in N15 Memorial Union. Registration is required; call 882-2000 or visit [iatservices.missouri.edu/training](http://iatservices.missouri.edu/training).

### Thursday, April 8

**COMPUTING WORKSHOP:** "Dreamweaver2: Graphics & Links" will be offered at 8:30 a.m. in N15 Memorial Union. Registration is required; call 882-2000 or visit [iatservices.missouri.edu/training](http://iatservices.missouri.edu/training)

### Friday, April 9

**COMPUTING WORKSHOP:** "Minitab: Intermediate" will be offered at 8:30 a.m. in 003 Cornell Hall. Registration is required; call 882-2000 or visit [iatservices.missouri.edu/training](http://iatservices.missouri.edu/training)

## Exhibits

**BRADY GALLERY:** Recent photography by Chris Flinchbaugh and mixed media works by Sheila Flinchbaugh will be on display through April 16. Brady Gallery is located in 203 Brady Commons and hours are Mon-Thurs 10 a.m.-9 p.m., Fri. 10 a.m.-5 p.m., Saturday 10 a.m.-4 p.m. and Sunday 4:30-6:30 p.m.

**BINGHAM GALLERY:** "Busting Out...Your Art is Showing" an exhibit of works by graduating art majors will be on display through April 15. An opening reception will take place from 4-6 p.m. April 1. The gallery is open 8 a.m.-5 p.m. Monday-Friday.

## Lectures & Seminars

### Thursday, April 1

**CHEMICAL ENGINEERING LECTURE:** Joel Fried from the University of Cincinnati will present "Molecular Simulations of Ion and Gas Transport in Macromolecular Systems" at 3:30 p.m. in Ketcham Auditorium in the Engineering Building East.

**JOURNALISM SEMINAR:** Fritz Cropp, assistant professor of advertising and director of international journalism programs, will highlight new

international study opportunities for journalism students in a brown-bag presentation titled "Meet Me in Moldova. Or was that Moscow?" at noon in 85 Gannett Hall.

## MECHANICAL & AEROSPACE ENGINEERING SEMINAR:

Xiaoping Du from UM-Rolla will present "Engineering Design Optimization Under Uncertainty" at 3:30 p.m. in E1419 Engineering Building East.

### Monday, April 5

**ATMOSPHERIC SCIENCE SEMINAR:** Graduate student Brian Pettegrew will present "On Methods of Precipitation Efficiency Estimation" at 5 p.m. in 123 Natural Resources Building.

**JOURNALISM SEMINAR:** Sharon Dunwoody, professor of journalism and mass communication from the University of Wisconsin, and Julie Ann Miller, editor of *Science News* in Washington, D.C., will present "Scientists and Journalists: When Scientists Meet the Media" in a brown-bag seminar at noon in 85 Gannett Hall.

**LITERARY ARTS READING:** Pulitzer Prize-winning novelist Michael Cunningham will give a reading and conduct a question-and-answer period at 7:30 p.m. in Jesse Auditorium. The event will be followed by a book sale and signing.

### Tuesday, April 6

**NUCLEAR ENGINEERING SEMINARS:** Alan Waltar, director of nuclear energy at the Pacific Northwest National Laboratory and a former faculty member at Texas A&M, will present "Next Generation Fast

Reactor Design and Status of U.S. Research and Development" from 1:30-3:30 p.m. in N208 Memorial Union. Waltar also will present "The Legacy of Madame Curie: 100 Years of Science Innovation" from 4-5 p.m. in E1419 Engineering Building East.  
**WELLNESS SEMINAR:** In this first of four brown-bag seminars to celebrate Wellness Month 2004, "Makeover What You've Got" will present tips on makeup, skin care and self-esteem from 12:30-1:30 p.m. in 234 Brady Commons.

### Wednesday, April 7

**COMMUNICATION SCIENCE LECTURE:** Akira Miyake from the University of Colorado will present "Individual Differences and Experimental Analyses of Executive Functions: Theoretical and Clinical Implications" at 3:30 p.m. in Ellis Auditorium.

**HUMAN ENVIRONMENTAL SCIENCES LECTURE:** Peter Magrath, president of the National Association of State Universities and Land-Grant Colleges and former UM System president, will present the 2004 Margaret Mangel Lecture titled "How Rocky is the Road Ahead for America's Universities?" at 4 p.m. in Cornell Hall Auditorium.

### Thursday, April 8

**CHEMICAL ENGINEERING LECTURE:** Thomas Wheelock from Iowa State University will present "The Development of an Advanced Calcium-Based, Core-In-Shell Sorbent" at 3:30 p.m. in Ketcham Auditorium in the Engineering Building East.  
**NUTRITIONAL SCIENCE SEMINAR:** Doctoral candidate Robert Irons and Kevin

## A PUBLIC HEARING

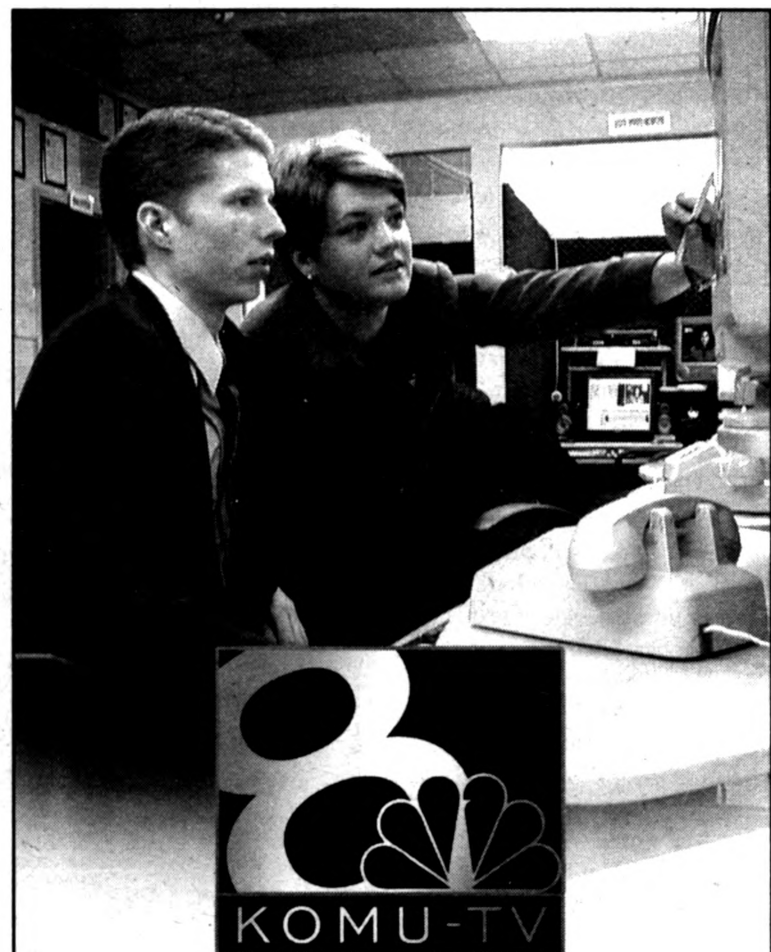
# The Master Plan

Wednesday, April 7  
 Noon to 1 p.m.

Columns D & E, Reynolds Alumni Center

You're invited to a presentation on the Campus Master Plan. MU's Master Planner Perry Chapman, a principal with Sasaki & Associates, Boston, will discuss the developing Southeast Quadrant of campus, including planning for the Performing Arts Center and Arts Village and the Health Sciences Research Center.

You're encouraged to offer comments and suggestions during the question-and-answer period. Don't miss this opportunity to help map out Mizzou's future.



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# MASTER PLAN



The University of Missouri – Columbia's Campus Master Plan is an ongoing, interactive planning process begun in 1980 to ensure an open, dynamic process for guiding campus development. The goal of the Master Plan is the creation of a unified, efficient environment that is both inviting to students and enhances MU's mission of teaching, research and public service.

The process continues to build upon planning concepts for the integration of architecture and landscape that were developed in the 1800s to accommodate the academic development of Missouri's new public institution and, later, following the destruction of Academic Hall by fire in 1892, creation of new academic facilities forming the "Red Campus" centered on the Francis Quadrangle. In the early 1900s, the philosophy of improving and beautifying university grounds was extended with the development of the "White Campus." The 1950s and 1970s were a time of great geographic expansion to serve explosive enrollment growth. After securing in 1981 the expert services of a nationally recognized master campus planning consultant, today's planning concept — to which campus designers adhere scrupulously — remains that of a unified "open space system" that provides a strong framework for the placement of campus buildings. Formal and smaller quads, linear, open corridors, interior-campus intimate space and campus-edge open space,

both link and unify the campus.

MU's master planner is Perry Chapman, a principal of Sasaki Associates, Boston, who with Campus Facilities administration, project planners and designers, and through input from the Campus Planning Committee, chaired by Ruth Tofle, professor and department chair of Environmental Design, oversees campus planning and development.

MU today is at a point where, due to the decreasing availability of campus building sites, the priority is for long-range planning to preserve the historic buildings and landscape while allowing for present growth. Planners are analyzing campus capacities, land-use patterns, open space, pedestrian and vehicular circulation and the infrastructure necessary for accommodating and facilitating future development. Key areas, such as Central and East Campus, and land southeast of Hospital Drive, are undergoing comprehensive study that will set detailed guidelines for the location of future facilities.

The diminishing number of building sites notwithstanding, careful planning and placement of facilities can result in one-third more campus space — if planning and design guidelines are followed. Chapman and planning and design associates continue carefully to sustain the integrity of order and scale developed thus far in a tradition of 'continuity and change'.

Planning principles (see box below), and design principles formulated by Campus Facilities that reflect MU's architecture and 'sense of place' (see [http://www.cf.missouri.edu/pdc/design\\_principles.htm](http://www.cf.missouri.edu/pdc/design_principles.htm)), help guide developing campus concepts and project proposals. Projects continue to be evaluated for the manner in which they complement and reinforce existing buildings and MU's 'sense of place'. Improvements made over time contribute to the timeless character of the campus. Projects accomplished to date, projects being designed or under construction, and those in the planning stage are shown on the inside map.

Campus community and public input into the Master Plan process is essential. Since its inception, public hearings on the Master Plan have been held annually to update the campus community and public on past, present and future projects and to seek input to help shape the plan.

This year's public forum will be held at noon, Wednesday, April 7, in Columns D & E, Reynolds Alumni Center.

Your input is critical. Please attend the forum and voice your thoughts and ideas. If you cannot attend, please forward comments on any aspect of campus planning to Ruth Tofle, chair, Campus Planning Committee, 142C, Stanley Hall, telephone 882-6035, e-mail: [TofleR@missouri.edu](mailto:TofleR@missouri.edu).



## PLANNING PRINCIPLES

**PRIDE OF THE STATE:** Express visually the functional importance of the campus to the state, nation and world.

**UNIFIED TOTAL CAMPUS:** Unify the campus while clarifying and revealing its dominant components.

**DIVERSITY WITHIN THE UNITY:** Create and maintain campus settings that bring together the diversity of people, heritages and culture.

**STRONG 'SENSE OF PLACE':** Make the campus a distinctive and memorable place for all members of the University community and for the citizens of Missouri.

**RESPECT ARCHITECTURAL INHERITANCE:** Design buildings to respect the scale, materials and textures embodied in the historic architecture of the campus.

**RESPOND TO CLIMATE AND ENVIRONMENT:** Design buildings and landscapes to be compatible with the regional environment and to conserve natural resources.

**RECRUITMENT-RETENTION AID:** Stress the environmental qualities of the campus that help attract and hold students, faculty and staff.

**FUNCTIONAL ADEQUACY:** Provide appropriate and adequate facilities — neither constrained nor lavish — for campus activities.

**ENHANCE QUALITIES OF CLOSENESS:** Locate campus functions in close proximity to enhance learning, research and social interaction.

**ALLOW FOR PRUDENT EXPANSION OF CAMPUS FUNCTIONS:** Provide for facilities expansion in ways that effectively utilize limited land resources.

**PEDESTRIAN DOMINANCE:** Maintain a pedestrian-dominant campus.

**RECOGNIZE VEHICLES:** Recognize and gracefully accommodate the need for vehicles on campus without interfering with the pedestrian nature of the campus.

**RESPOND TO ACCESSIBILITY NEEDS:** Continue the tradition of providing persons with disabilities an optimal access to the campus.

**RESPECT NEIGHBORS:** Cooperate in achieving mutually beneficial campus and civic objectives.

**REINFORCE THE UNIVERSITY MISSION:** Organize facilities and places so as to reinforce the University's educational mission.



**Projects Recently Completed**

- 1 Outdoor Tennis Courts

**Botanic Garden Projects**

- 2 Perennial Phlox Garden
- 3 Peony Garden
- 4 Asiatic & Oriental Lily Garden

**Projects in Design or Construction**

- 5 Paige Sports Arena
- 6 Life Sciences Center
- 7 Student Recreation Center Expansion
- 8 Virginia Avenue Housing & Dining Facility
- 9 College Avenue Bridge
- 10 College Avenue Housing
- 11 East/West Pedestrian Mall
- 12 Dalton Research Center Expansion/Renovation
- 13 McKee Addition/Renovation
- 14 Southwest Campus Housing
- 15 National Swine Research & Resource Center
- 16 Regional Biocontainment Laboratory
- 17 Technology Incubator Center
- 18 Donald W. Reynolds Journalism Institute
- 19 Tom Taylor Addition
- 20 Mick Deaver Drive realignment

**Botanic Garden Projects**

- 21 Hosta Collection
- 22 Container Garden at South Jesse Plaza
- 23 Life Sciences Discovery Garden
- 24 Native Missouri Tree Collection

**Projects in the Planning Stage**

- 25 Engineering Building East Addition/Renovation
- 26 Ellis Library Addition/Renovation
- 27 Veterinary Medicine Guest House
- 28 Health Sciences Research Center
- 29 Visitors Center
- 30 Performing Arts Center
- 31 Center for Comparative Medicine
- 32 Spay/Neuter Clinic
- 33 Animal Resource Center
- 34 Brady Commons Addition
- 35 Agriculture Research Service/USDA
- 36 East Campus Parking Structure
- 37 Mid-Campus Housing
- 38 Ambulatory Care Addition
- 39 7th Street Pedestrian Plaza/Mall
- 40 Hospital Drive reconstruction
- 41 Drive extension
- Health Related Professions (to be sited)
- Child & Family Sciences (to be sited)

**Botanic Garden Projects**

- 42 McAlester Arboretum
- 43 Specialty Gardens on Carnahan Quadrangle

University land, largely pedestrian but including service drives and small parking areas

Existing MU buildings

Possible future structures

P Parking

P Parking garages

Major walks\*

Major bikeways\*

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

**Ellis Fischel Campus**

Ellis Fischel campus is located about two miles northwest of the main campus on Business Loop 70 at Garth Avenue.

- 1 Ellis Fischel Cancer Center
- 2 Green Building
- 3 Allton Building
- 4 Health South—Rusk Rehabilitation Center
- 5 Wyatt Guest House
- 6 Possible future building site
- 7 Possible future building site
- 8 Possible future building site

**Existing Buildings**

- A Jesse Hall
- B Hearnes Center
- C Ellis Library
- D Memorial Union
- E Brady Commons
- F Research Reactor
- G Heinkel Building
- H Agriculture Building
- J Clydesdale Hall
- K Student Recreation Center
- L Reynolds Alumni Center

**Columbia Regional Hospital**

Columbia Regional Hospital is located about four miles northeast of the main campus on Keene Street, just off Hwy. 63

- 1—Columbia Regional Hospital
- 2—Keene Medical Building
- 3—Health Pavilion
- 4—Columbia Regional Engineering Building

**Lemone Industrial Park**

- 1 Printing & Publication Facility
- 2 University Press & Records Management
- 3 UM Libraries Depository
- 4 Quarterdeck Building
- 5 Assessment Resource Center addition

**DRAFT 4-1-04**

Comments and questions should be directed to the chair of the Campus Planning Committee, 142C Stanley Hall; e-mail address: [campusplanning@missouri.edu](mailto:campusplanning@missouri.edu). Revised edition scheduled for April 2005. For more information, see the MU's Master Plan web site at <http://www.cf.missouri.edu/masterplan/index.html>.



# Performing Arts Center to anchor proposed fine-arts complex

Campus planners are proposing a performing arts center as the lead project for what will eventually be an arts village on a 28-acre parcel of land south of Hospital Drive.

Anchored by the center, the complex will include facilities for the university's school of music and fine arts departments, an art museum, hotel-and-conference center and a 2,000-space parking garage.

The performing arts center will convey a striking gateway image to the campus at the intersection of Stadium Boulevard and College Avenue. With the plaza's main entrance on the campus side, vehicular and pedestrian circulation axes will radiate north to the central campus area along an extended Virginia Avenue and a diagonal walk connecting with the southern terminus of the Arts and Science Mall. A third axis, a new public boulevard west to Monk Drive, connects with the Health Sciences complex.

The project was originally conceived by a College of Arts and Science Fine Arts committee in 1985 in a report that set new academic, organizational and performance goals and objectives and proposed a regional "research, learning and resource facility" — a campus "center for the arts." In the interim, suitable central campus locations for such a center were absorbed by other projects.

In 1999, fine arts leaders updated their earlier mission statement and conducted a space-needs analysis for all of MU's arts-related units — music, theater, art, the Museum of Art History and Archaeology, and the University Concert Series.

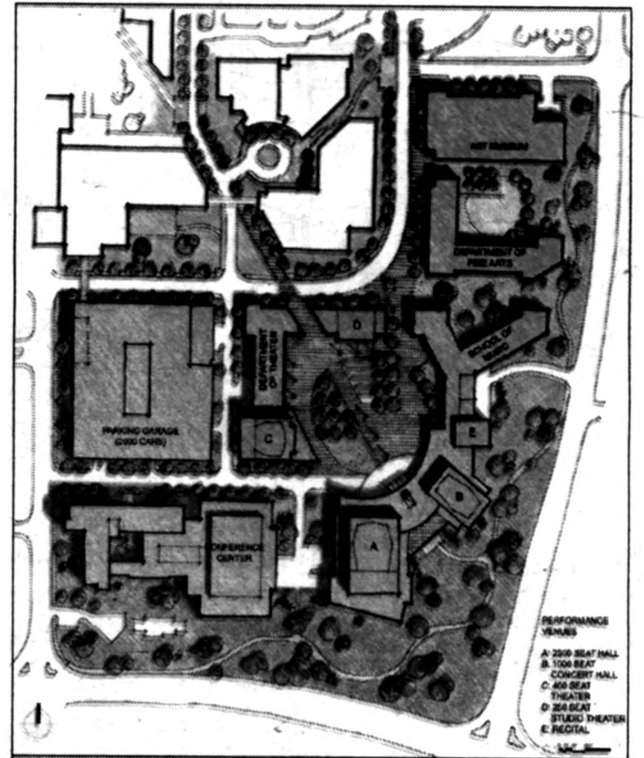
The southeast gateway area since 1999 has been the subject of intensive study because it is the only remaining major development site contiguous to and unified with the central campus. MU's Campus

Master Plan has also indicated a potential site for a performing arts center in this location due to the area's high visibility and ease of access. Substantial new development initiated north of Hospital Drive — the Virginia Avenue Parking Structure, Virginia Avenue Housing and Dining Facility, the Student Recreation Center Expansion and the pedestrian bridge over College Avenue to student housing on the East Campus — activated connections with the area envisioned for a performing arts center and arts village.

A needs analysis revealed that a regional performance venue would have to be larger than Jesse Auditorium, with state-of-the-art capability to attract a wider array of cultural events. A land area required for such a complex and in proximity to the central campus core is available only in this southeast section of campus.

In 2003, the unified plan concept was initiated for an arts village, wherein the appropriate site for a 2,200-seat performing arts center was established and a civic vision defined that would bring fine arts academic and performance functions together to serve the campus and community. This design concept further established an urban framework for a full range of medical, academic, conference and parking functions that will bring new vitality to this part of campus.

The proposed reconfiguration of Hospital Drive will form new development sites for clinical and research facilities north of the drive adjacent to the hospital and medical school complex. The proposal for a health science research and teaching center will augment the need for additional structure-parking to serve potential growth in the southeast gateway area. A hotel and conference center both complementing



*A proposed 2,200-seat performing arts center will create a striking "gateway" to the campus on the northwest corner of Stadium Boulevard and College Avenue. Future plans for the area include the development of smaller concert halls, fine arts classroom space, space for the Museum of Art History and Archaeology, a 2,000-space parking structure and a privately run hotel-and-conference center. The realignment of Hospital Drive will also open new development sites for clinical and research facilities adjacent to the University Hospital and School of Medicine facilities to the north.*

and serving the arts complex, medical and clinical facilities, and other campus functions, is illustrated on the map of the Campus Master Plan.

## CAMPUS PLANNING COMMITTEE

The Campus Planning Committee advises the vice chancellor for Administrative Services on the facility needs of the campus. Members for 2003-2004 are:

### CHAIR

**Ruth Tofle**, professor and chair of environmental design

### FACULTY

- William Bondeson**, professor of philosophy
- Rebecca Graves**, educational services librarian
- Eric Landes**, assistant professor of art
- Randy Miles**, associate professor of soil and atmospheric sciences

### STAFF

- Ken Brooks**, assistant director of MU Research Reactor
- Victor Price**, assistant registrar — Records
- Marty Walker**, director of administrative services — Engineering

### EX-OFFICIO

- Larry Edwards**, interim assistant vice chancellor — Facilities
- Larry Hubbard**, interim director of Planning, Design & Construction
- Jim Joy**, director of Parking and Transportation
- Chris Koukola**, assistant to the chancellor for University Affairs
- Arthur Merrick**, MU Retirees Association representative
- Frankie Minor**, director of Residential Life
- Pat Morton**, planning assistant for Provost
- Osmund Overby**, professor emeritus
- Robert A. Simmons**, architect, University System
- Sarah Colby Weaver**, director of Disability Services

## CAPITAL REVIEW COMMITTEE

The Capital Review Committee is charged with providing advice to the provost and vice chancellor for Administrative Services, as appropriate, on campus-level issues regarding the use of existing space, maintenance and repair of existing space, priorities for renovation of existing space, and priorities for adding new space. Members are:

### CHAIR

**Brady Deaton**, provost

### MEMBERS

- James Coleman**, vice provost for research
- Larry Edwards**, interim assistant vice chancellor — Facilities
- David Housh**, vice chancellor for Development and Alumni Relations
- Jackie Jones**, vice chancellor for Administrative Services
- Chris Koukola**, assistant to the chancellor for University Affairs
- Alan Marshall**, Staff Advisory Council representative
- Michael Middleton**, deputy chancellor
- Michael Nolan**, professor of rural sociology
- Joey Riley**, assistant director of Space Planning & Management
- Benjamin Schwartz**, associate professor of environmental design
- Cathy Scroggs**, vice chancellor for Student Affairs
- Scott Shader**, director of Space Planning & Management
- Gary Smith**, director emeritus
- Ruth Tofle**, professor and chair of environmental design
- Bruce Walker**, dean of the College of Business

*Historical drawing, page one, reprinted with permission of University of Missouri Archives. C:0/51/1  
Aerial view of campus, page one, reprinted with permission of Publications & Alumni Communications  
Publication created and designed by Campus Facilities Communications*



Fritsche, associate professor of animal sciences, will present "Fish Oils: Omega-3 Fatty Acids and Acquired Immunity to Infectious Diseases" at 4 p.m. in 209 Gwynn Hall.

**Meetings**

**Thursday, April 9**

**STAFF COUNCIL:** The Staff Advisory Council meets at 1:15 p.m. today and April 22, and May 13 and 27 in S204 Memorial Union.

**Special Events**

**Tuesday, April 6**

**SCIENTIFIC PARTNERSHIP**

**EVENT:** MU's Scientific Partnership and Resource Connection in conjunction with Missouri Life Sciences Week will hold a reception from 5-6:30 p.m. in Reynolds Alumni Center Great Room. The reception is intended for faculty, industry scientists, elected officials and other state and local leaders, and students planning to pursue graduate studies and careers in science. For more information, contact Jane Phillips by phone at 884-9114 or by e-mail at phillipsjane@missouri.edu.

# Talking like a robot

**BLAZING TRAILS**

Computer engineer develops language to guide robots

American astronauts heading to Mars in the future may be accompanied by "Robonaut," NASA's special human-like "right-hand robot," which would help collect samples or make repairs.

A fundamental difficulty with Robonaut and other robots like it is establishing a natural communication mechanism between robots and humans. MU researchers have developed a special language that will allow for easy communication with these robots.

"In conversation, people often use spatial relationships to describe their environment, saying things like 'there is a desk in front of me and a doorway behind it,' as well as issuing directives like 'go around the desk and through the doorway,'"

says Marjorie Skubic, associate professor of computer engineering. "Cognitive models suggest that people use these types of relative spatial concepts to perform day-to-day navigation tasks, which explains the importance of spatial language."

Skubic, along with fellow computer engineering professor James Keller and former MU professor Pascal Matsakis, incorporated spatial relationships that humans use in an interface for a robot. A mobile robot uses range sensors to build an environmental map. It then filters, processes and segments

the map into specific landmarks in the environment. The robot then uses its sensors to navigate the environment based on the spatial references.

Skubic's research is currently funded by the Naval Research Lab and the National Science Foundation. She is awaiting word from NASA regarding Robonaut.

Skubic also is working on a project that uses spatial relations to extract a sequence of landmarks from a sketched map, rather than using exact coordinates of various obstacles. Skubic and graduate student George Chronis are investigating

how to make a robot follow a qualitative map — meaning a map not drawn to scale — and still reach its desired destination. A computer program extracts the qualitative landmarks from the sketch and uses them to inform the robot of desired obstacles along the route.

Skubic's team collected 26 different sketched route maps as part of a study and then ran their robot through the simulated environment with the actual landmark configuration. With all but six of the sketches, the robot successfully reached its destination. Skubic also notes that this navigation method includes avoidance of any obstacle encountered whether it appeared on the sketched map or not.

*classifieds*

**FOR RENT**

Ashley Ridge Condos at MU campus. Luxury 1 & 2 bedroom apartments for faculty, staff, graduate, professional students. Quiet, spacious, energy efficient, cable TV, w/d hookups, carports. \$485 & \$555. 445-1892. www.denice.com.

**CAMPUS RENTAL PROPERTIES WANTED**

Private investor to purchase rental houses, apartments, etc. within walking distance of MU. Any condition, any price. Must cash flow. Immediate closing possible if desired. Call 443-4162.

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Retired CPA with large University of Missouri Clientele will assist you with your income taxes. Evening appointments available. Call 573-442-7856

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**RESEARCH PARTICIPANTS**

Seeking adult women exposed to domestic violence as children to participate in a research project that addresses how they survived and persevered. Please call Dr. Kim Anderson at 573-884-8077 or andersonki@missouri.edu, from the School of Social Work at the University of Missouri, for information.

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**THEATER**

Columbia Entertainment Company presents Lillian Hellman's The Little Foxes at 7:30pm on Wednesday through Saturday, April 7-10, at the CEC Theatre, 1800 Nelwood Drive. 474-3699 for reservations.

The classified advertising section is open to faculty and staff members and retirees.

Home phone number required. No campus numbers will be printed.

Rates: 30-word maximum \$8

Deadline: Noon Thursday of week before publication.

No refunds for cancelled ads.

Mizzou Weekly Classifieds. Make check payable to University of Missouri and send to Scott Reeter, Mizzou Weekly, 407 Reynolds Alumni Center, Columbia, Mo. 65211

**COLUMBIA MULTISPORT CLUB**

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Race coordinated by Columbia Multisport Club

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*You are cordially invited to the*  
**Campus Authors Celebration**  
*at University Bookstore*

*Thursday, April 8, 4 p.m. - 6 p.m.*

Join us at a reception to honor faculty and staff with publications in domestic trade or university press in 2003, including:

Guy Adams (Harry S. Truman School of Public Affairs)  
 Walter Bergen (College of Education)  
 Wayne Brekhaus (Department of Sociology)  
 M. Heather Carver (Department of Theatre)  
 Billie Cunningham and Loren Nikolai (School of Accounting)  
 Patricia Okker (Department of English)  
 Ian Worthington (Department of History)

These and other campus authors will be featured • Refreshments provided



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 882-7611 • [nubookstore.com](http://nubookstore.com)  
 Where all profits go toward MU student services

#### CROPS from Page 1

The MU agronomists will evaluate two systems for predicting corn nitrogen requirement by color. One uses a radiometer, a device that when mounted on a fertilizer applicator, measures the amount of light reflected by the corn. Another system uses aerial photos.

"We'll have field demonstrations of the radiometer system this summer where we'll show side-by-side how it compares to the uniform nitrogen application," Scharf says. "Our objective is to show that the new system can be both environmentally and economically superior."

The project's third part will evaluate the effectiveness of Agrotain, a product designed to reduce losses of surface-applied urea. "Urea use is increasing in Missouri as no-till production increases," Scharf says.

"However, when urea is surface-applied, up to 50 percent can be

lost to the air through volatilization, depending on environmental conditions."

To protect against this potential loss, producers may apply more urea than a crop requires or till it into the soil, he says. "Both have negative environmental consequences."

The final part of the project will focus on creating software for comprehensive manure management. John Lory, environmental nutrient management specialist with the MU Commercial Agriculture Program, will lead this effort.

"When manure is surface-applied to crop fields, there is a risk of nutrient runoff into water bodies such as lakes and streams," Scharf says. "The software will allow producers to develop spatial management plans for their fields. In addition to providing data on where manure is and isn't needed, it'll also help prepare environmental reports that federal and state agencies require."

## Undergraduate Research Conference

Tuesday, April 27, 2004

All MU undergraduates are invited to present their research projects at the Undergraduate Research Conference. Students may present their original work in several formats: a poster, oral presentation, art display, live performance or media display. Work may have been completed for academic credit, as a senior capstone experience, as part of a research internship program or as a volunteer. All projects need a MU faculty sponsor. **The Undergraduate Research Conference will be held in Memorial Union on the afternoon of April 27. The event will provide an opportunity for students to share their work with the entire campus community.**

Applications and Abstracts are due on April 1.

For more information and application forms visit the website at ...  
[undergradresearch.missouri.edu](http://undergradresearch.missouri.edu)  
 or contact the Office of Undergraduate Research  
 422 Tucker Hall ❖ 882-5979

## Estate and Charitable Planning Seminar

sponsored by  
 MU's Office of Gift Planning and Endowments

**Friday, April 9**  
**9:30 a.m. - Noon**

**Adams Conference Center**  
 (located in the College of Veterinary Medicine Building.)  
 A continental breakfast will be provided.

The cost of the seminar is \$10 per person, and seating is limited. Please reserve your place by Friday, April 2, 2004 by contacting the Office of Gift Planning and Endowments at 573/882-0272 or via email at [giftplanning@missouri.edu](mailto:giftplanning@missouri.edu)

Featured Speaker

**Scott E. Blakesley**

Mr. Blakesley is a partner in the Kansas City, Missouri law firm of Blackwell, Sanders, Peper, Martin, LLP. Mr. Blakesley, a renowned expert in the field of tax, estate planning, and charitable giving, is a frequent speaker on both the local and national levels.

Mr. Blakesley's presentation will focus on the latest tax law changes; effective retirement and estate planning options; as well as the opportunities and benefits of charitable giving.



## Many workers satisfied with temporary jobs

### JOB PROSPECTS

New research challenges traditional view of temporary job market

**D**uring today's tough economic times, the temporary services industry has become an important source of low-skilled work, growing five times faster than overall employment between 1972 and 2000. Some argue that these workers, particularly women, are more likely to be paid less than permanent employees, work fewer hours and are unsatisfied with their jobs. New research by MU economists is challenging this argument.

"In general, women who take such jobs are not being pushed into them and are not unhappy with their experiences on the job," says Kenneth Troske, associate professor of economics. Troske conducted the research along with fellow associate economics professor Peter Mueser and Carolyn Heinrich, associate professor of public affairs at the University of Wisconsin.

"Nor does the evidence suggest that those who take temporary jobs are stuck at the bottom of the wage ladder," Troske says. "In fact, earning increases over two years are greater than in other job sectors where welfare workers are employed, and job mobility is

high and frequently positive in these temporary work situations."

The researchers examined the employment dynamics of welfare mothers who took temporary service jobs in two states, North Carolina and Missouri. Through interviews and surveys, they found that the women, whose wage expectations were just under \$8 an hour, were receiving just 37 cents less than their desired wage, and for almost half of the respondents, it was equal to or more than the desired wage.

Two-thirds of the women thought that their current temporary positions would lead to permanent ones. Also, the majority of the women expressed high levels of satisfaction with the kind of work they were doing, with their relationships with supervisors and coworkers, and, to a lesser degree, with their hours and work locations.

One important separate finding, Troske says, was that the most powerful predictor of temporary sector employment was race. In all groups, non-whites were more likely to be in temporary jobs. Another important predictor was the region in the state; those in metropolitan counties, which offer a larger marketplace for temporary service firms, were more likely to be in temporary jobs than those in non-metropolitan counties.

## A Performance to Remember



Join Tony Award Winner Ben Vereen for a very personal evening of entertainment and awareness as the School of Health Professions at the University of Missouri celebrates its 25th Anniversary.

Listen as Mr. Vereen describes his return to the stage after suffering a life threatening stroke and car accident and marvel at the versatility and energy of his one-man stage show.

It's a salute to excellence — Ben Vereen and the 25th Anniversary Celebration of the School of Health Professions. Join us as we mark this historic milestone in teaching, service and discovery.

# 25<sup>th</sup>

ANNIVERSARY

*School of Health Professions*

**Friday, May 7th, 2004, 7:30 P.M. at Jesse Auditorium on the MU Campus.**

**This event is open to the public. For tickets:**

Ticket orders call 573-882-0266

Tickets also available at the following locations

School of Health Professions Lewis Hall

The Health Connection - Parkade Plaza, Suite 219, 601 Business Loop 70 West

**Special sponsorship opportunities are available by calling (573) 884-6705.**

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# National report probes 'state of the media'

## A PUBLIC TRUST

Report tracks emerging trends in the business of news

In an effort to generate a true sense of how American journalism is practiced and consumed, some of the most noted experts in different media sectors across the country pooled their talents and produced an unprecedented, comprehensive study titled The State of the News Media 2004. Among the authors was Mizzou's Esther Thorson, associate dean for graduate studies and research in the School of Journalism.

The report is the work of the Project in Excellence in Journalism, an institute affiliated with Columbia University Graduate School of Journalism, and was funded by the Pew Charitable Trusts. For a complete description of the study and its findings, go to [www.stateofthemedi.org](http://www.stateofthemedi.org).

The project, released in March, is the first of what will be

an annual report on the condition of journalism in America designed with various audiences in mind: journalists, media executives, financial analysts, scholars, students and, most importantly, citizens.

For the study, American journalism was broken into eight segments: newspapers, magazines, network television, cable television, local television, the Internet, radio, and ethnic and alternative media. For each of these sectors, the authors pored over mounds of publicly available data to determine present-day trends in content, audience, economics, ownership, newsroom investment and public attitudes.

Thorson, the research consultant for the project, was involved in content analysis of the different media. The analyses point to some distinct trends emerging in today's media. For example, many news outlets are cutting newsroom costs to maintain profits during the current economic downturn. "Many are cutting back their

newsrooms which leads to fewer reporters and editors who must fill more news time and space," she says. "The integrity of the field is threatened as more and more news bureaus are closed, especially international ones, and when newscasts shrink in order to make more room for ads and promotions, and other venues that thin the product."

The authors note that cable news channels have largely abandoned the traditional storytelling of written and edited packages in favor of live interviews and reporter stand-ups. "The main cable news channels follow a few stories each day on a narrow range of topics," Thorson says. "They are recycling unedited news all day long and it is not packaged with scripts, scenes and sources." Much of the news is left to anchor reads and screen crawl. "In terms of traditional norms of news quality," she says, "24/7 cable does not compare to the evening network news."

According to the study, most sectors of the news media are

losing audience which, in turn, puts pressure on income and expenditures. The only sectors seeing general audience growth are online, ethnic and alternative media.

To examine the Internet, the report looked at a range of Web sites - two from cable television (CNN and Fox), two associated with broadcast television networks (CBS News and MSNBC.com, which is affiliated with both MSNBC cable news and NBC), two Internet-only sites (Yahoo and AOL) and two newspaper sites (NYTimes.com for a large-circulation market and [reviewjournal.com](http://reviewjournal.com) of The Las Vegas Review Journal for a smaller-market newspaper).

The content study suggests that the Internet has made marked progress in the past few years, but the degree to which it is fulfilling its potential varies widely.

Among the findings:

- ◆ Internet journalism is still largely material from old media rather than something original.

- ◆ There is a mixed message when it comes to immediacy. While a good many of the lead stories are new through the course of the day (roughly half), the amount of updating of running stories with substantive new information is more limited

(a little more than one in 10 stories).

- ◆ For now, perhaps the strongest trait the Internet is taking advantage of is providing background information to its stories, such as links to archival material or other sources.

- ◆ Content on the Web is still driven by text narratives. Most sites make only limited use of the multi-media potential of embedding such things as videos, audio, still photos and user feedback into news stories.

Overall, the mass of data available to the authors points to an important negative feature: public distrust of the media. The authors conclude that it will take a major change in press behavior to reverse the slide in trust and audience — one that will make the news more relevant and customizable and at the same time suggest to the public, as it did briefly after September 11, that the news industry is more concerned with the public good than Americans suspect.

The 500-page report has been in circulation less than a month and Thorson says it is too soon to gauge its effect. "We've had a great deal of news coverage from LA to New York, but we don't know yet what the long-term impact will be. Suggestions from citizens and researchers looking at the research will be looked at closely as we start developing next year's study."



## Remembers

A time to remember the lives and dreams of students who have departed us.

### Students

Charles Blondis, Arts and Science, Flossmoor, IL  
 John Paul Bruner, Business Administration, Osage Beach, MO  
 Lindsay Dodd, Natural Resources, Ballwin, MO  
 Bryan Forbis, Political Science/Public Administration, Jefferson City, MO  
 Justin McBee, Agriculture Management, AF & NR, Clark, MO  
 Megan Moran, Environmental Design, St. Louis, MO  
 Jenan Nichols, Environmental Sciences, Hallsville, MO  
 Katherine Odle, Journalism, Birmingham, AL  
 Sarah Peck, Arts and Science, Columbia, MO  
 Jason Schaal, Curriculum and Instruction, Circleville, OH  
 Brett Stoddard, Nursing, West Plains, MO  
 George Dale Wolchko, Social Work, Columbia, MO

Stotler Lounge, Memorial Union  
 Friday, April 9, 2004  
 2:00 p.m.

## Attention: MU Entrepreneurs

Date: Tuesday, April 13

Time: 4 p.m. - 6 p.m.

Location: Reynolds Alumni Center

The MU Entrepreneurs' Group (E-Group) would like to invite everyone to join us for an exceptional opportunity to learn from a proven, successful, serial entrepreneur from Silicon Valley.

Dave Holt, president & CEO of Lightspeed Semiconductor (Sunnyvale, CA), will share his adventures as an entrepreneur and the lessons learned during his 16-plus years of start-up experience. Mr. Holt is a Columbia native and MU graduate.

The event is free to attend and no registration is required.

For more information, visit: <http://venturing.missouri.edu>

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Format                                      Newspaper  
Content type                                Text with images  
Source ID                                   Duplicate copies University Archives weeded out  
Notes

### Capture information

Date captured                              July-December, 2022  
Scanner manufacturer                      Plustek OpticBook  
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  
File types                                      tiff  
Notes

### Derivatives - Access copy

Compression                                Tiff: LZW compression  
Editing software                              Adobe Photoshop 2022  
Resolution                                    600 dpi  
Color    same as captured  
File types                                      pdf created from tiffs  
Notes    Images cropped, straightened, and brightened.