

# COMMUNIQUE

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## PURDUE PROFESSOR NAMED COMMUNICATIONS CHAIRMAN

William K. Schwienher, Ph.D., of West Lafayette, IN, a former professor at Purdue University, has been appointed a professor and chairman of Lindenwood's Mass Communications Department.

A 1950 graduate of St. Louis University, he has an M.A. degree from St. Louis University and a Ph.D. degree from Northwestern University. A native of St. Louis, Dr. Schwienher has a lengthy list of credentials, including 13 years at Purdue University; serving as a judge for the Ohio State University Educational Television Awards; as an educational television producer for Purdue's Telecommunication Center; as a production director for educational television programs; a seminar director and speaker for St. Louis University; as a narrator and announcer for Worldwide Sacred Heart Hour in St. Louis; as a radio announcer for WEW in St. Louis; and as a speech and science teacher at Campion High School in Prairie du Chien, WI.

Two years ago, he appeared on prime time news broadcasts on Indiana television stations WRTV, WSJV, WANE and WLFI to promote his book, Lawrence Welk, an American Institution, published in 1980 by Nelson-Hall of Chicago. The biography is an in-depth study of one of television's most successful and long-lasting shows.

A former member of Purdue University's Lecture Bureau from 1970-82, he is a regular speaker on mass communications topics and on career opportunities for students in media studies. Frequently, he has been a featured speaker at service clubs, organizational dinners, sororities, fraternities and student activities. Dr. Schwienher has been involved in the narration of such special events broadcasts as the "First Anniversary of John F. Kennedy's Death" on KSDK-TV in St. Louis; the "Coronation of a Pope" on KMOX-TV, St. Louis; "Highlights in the Musical Career of Fred Waring" on KMOX Radio, St. Louis; "The Sacred Heart Hour" on WCFL Radio in Chicago; "The Elevation of a Cardinal" on KTVI-TV in St. Louis; and on "Treasure Island" on KDTH Radio in Dubuque, IA.

Dr. Schwienher is a member of the National Association of Educational Broadcasters and the International Radio & Television Society. He is the recipient of the Golden Bell Award in 1964 for outstanding television production of syndicated religious programs; the Gabriel Award, presented in 1967 by the Catholic Broadcasters; and the Outstanding Teacher Award, presented in 1974 and 1975 by Purdue's Communication Department.

In addition to considerable teaching experience in broadcast management and mass media law, he has had many personal dealings with managers of radio and television stations throughout the country as well as business relationships with the Federal Communications Commission.

Dr. Schwienher assumes the vacant position in the Communications Department today.

## NURSING COURSES OFFERED AT AREA HOSPITALS

Lindenwood's Bachelor of Science in Nursing (BSN) Program will offer several courses this month at Deaconess, St. Luke's West, Christian Northeast and St. Peters hospitals as well as Lutheran Medical Center as part of its spring off-site nursing curriculum.

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Courses scheduled at St. Luke's Hospital West in St. Louis are Nursing 400, "Nursing Research," which will be offered from 4:30-7 p.m. on January 10, and History 100, "Human Community," which will be presented from 4:30-7 p.m. on January 13. Registration for either course will take place tomorrow from 3:30-4:30 p.m. at the hospital, 232 S. Woods Mill Rd.

Courses scheduled at Christian Hospital Northeast in St. Louis include Biology 329, "Advanced Physiology," which will be offered from 4:30-7:30 p.m. on January 11, and Mathematics 106, "Basic Statistics," which will be presented from 4:30-7 p.m. on January 12. Registration for either course will take place January 5 from 3:30-4:30 p.m. at the hospital, 11133 Dunn Rd.

Scheduled at St. Peters Hospital in St. Charles County is Nursing 340, "Teaching-Learning Methodology," which will be presented from 4:30-8:30 p.m. on January 13. Course registration takes place today from 11 a.m. until noon at the hospital, 10 Hospital Dr. in St. Peters.

Scheduled at Lutheran Medical Center in St. Louis is Math 106, which will be offered from 4:30-7 p.m. on January 11. Registration will take place Wednesday from 11 a.m. until noon at the hospital, 2639 Miami St.

Scheduled at Deaconess Hospital in St. Louis is Nursing 300, "Concepts in Holistic Nursing," which will be offered from 4:30-6:30 p.m. on January 13. Registration is from 3:30-4:30 p.m. today at the hospital, 6150 Oakland Ave.

All courses are designed to accommodate both new and continuing students. New students may enter Lindenwood's BSN Program at any time. For further information and the place of the courses, contact Jane Moerschel at the Lindenwood Nursing Office, extension #264 or #330.

#### 'COMMUNIQUE' TO BE BROADCAST ON KCLC-FM

Excerpts from "Communique," Lindenwood's weekly newsletter, will be broadcast each week on KCLC-FM Radio, beginning today, to add a new dimension to campus communications. News items can be heard each Monday in the "Lindenwood Colleges Communique," a special segment broadcast during the 5:30-6 p.m. news program on KCLC.

Launched earlier this year as a means of strengthening communications, "Communique" is published each Monday by Lindenwood's Office of News & Public Information. The four-page newsletter is circulated to the campus community as well as externally to the Lindenwood Colleges Board of Directors, the Society of Fellows in the St. Charles area and to emeriti and alumni groups throughout the country.

News and information contained in the newsletter will be rewritten each week and broadcast by Lindenwood students to nearly 50,000 listeners in KCLC's two-state service area. The addition of the "Lindenwood Colleges Communique" to KCLC programming is part of several expanded events planned by the campus radio station, which last month switched to stereo broadcasting. KCLC, 89.1 khz on the FM dial, is a 1,500-watt station that airs educational, cultural and community service programs as well as jazz and rock music.

#### LINDENWOOD PRESIDENT TO ADDRESS ALUMNI

James I. Spainhower, Ph.D., president of Lindenwood, will discuss future development plans for the institution when he addresses members of the St. Charles and St. Louis

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Lindenwood Alumni clubs, January 17 at 7:30 p.m. in the Memorial Arts Building Parlor. Dr. Spainhower's presentation is open to all area alumni as well as faculty and staff members and Lindenwood students.

#### PHOTO EXHIBIT IN YOUNG SHOWCASE GALLERY

The creative exhibition of 24 black-and-white photographs by Lindenwood students currently is on display now through January 21 in the Young Showcase Gallery in the Young Hall of Science. Open to faculty, staff, students and the general public free-of-charge, the exhibit can be viewed from 9 a.m. to 9 p.m. Monday through Thursday and from 9 a.m. to 5 p.m. on Friday.

#### BABCOCK CENTER TO BE DEDICATED JANUARY 21

Construction and renovation have been completed at Cobbs Hall for the January 21st dedication of the David E. Babcock Center for the Study of Modern Business.

Designed to meet the growing needs of both undergraduate and graduate business administration students, the center is named in honor of the former board chairman and chief executive officer of the May Department Stores Co. A St. Louis resident, Babcock currently is a member of the Lindenwood Colleges Board of Directors.

The newly-opened Babcock Center provides much-needed facilities and instructional space, including faculty offices for business administration, data processing and fashion marketing; specialized libraries; seminar and case study rooms; projection facilities and audiovisual studios; classrooms; and an outdoor recreational area with a swimming pool. The top two floors of the four-story structure contain residence dormitories for those participating in regular programs at the center and for visiting guest lecturers. Centrally located, the air-conditioned structure will enable both faculty members and students to work together to perpetuate Babcock's commitment to higher education and to the continuing study of modern business.

Widely known for his work in personnel and management development in retail industry, Babcock joined the Dayton Hudson Corp. in Minneapolis in 1951 following his attendance at Wichita State University and military service in World War II. Subsequently, he was elected vice-president of the firm and a member of the company's board of directors.

His association with the May Department Stores Co. began in 1967 when he joined the firm as vice-president of organization planning and development. He was elected executive vice-president in 1968, senior executive vice-president and chief administration officer the following year and president in 1972. He served as chairman of the board and chief executive officer of the firm from 1976 until his retirement in 1979. Active within the profession and community, Babcock served as a member of the American Retail Federation, the National Merchants Association and the American Management Association. He also served on the boards of the First Union Bancorporation and the First National Bank in St. Louis, the United Way of Greater St. Louis, St. Luke's Hospital in St. Louis, the St. Louis Metropolitan YMCA and, since 1977, on the Lindenwood Colleges Board of Directors.

Babcock's long concern for the betterment of society and his willingness to take on leadership roles enabled him to receive the Flame of Truth Award, presented in 1978 by the Fund for Higher Education of New York City. In conjunction with the Flame of Truth Award, the Fund for Higher Education arranged and financed the establishment of the Babcock Center on the Lindenwood campus.

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According to the Fund for Higher Education, "One of Lindenwood's finest offerings is its business administration program. In addition to B.S. and B.A. degrees in Business Administration, an Associates in Science degree in Business Administration and a Master's in Business Administration degree are offered" at the 156-year-old institution.

"A distinguished faculty in residence for the day courses is supplemented by adjunct instructors from St. Louis area business and industry for the evening schedule. This combination provides an unusually strong and innovative academic program for students seeking the advantages of a liberal arts college where relatively small classes and individual attention to career objectives may be anticipated," it said.

According to Robert W. King, associate professor of business administration and acting chairman of the department, the January 21st dedication will feature a brief presentation by Babcock, entitled "Trends in Modern Management," beginning at 4 p.m. It will be followed by a reception and tours of the Babcock Center. The dedication is the first of Lindenwood's "MBA Executive Fridays," weekly presentations oriented to MBA students and alumni as well as the St. Charles business community, King said.

Dedicated in 1949, Cobbs Hall was constructed at a cost of \$350,000 and was called "one of the finest residence halls on any college campus in America" at the time of its completion. It is named for Thomas H. Cobbs, a prominent St. Louis attorney and a member of the Lindenwood Board of Directors from 1917 until his death in 1959.

#### NEW EVENING COLLEGE COURSE OFFERINGS

New courses offered this semester by the Lindenwood Evening College are English 240, "The Art of the Storyteller from Ancient Times to the Present," and sessions in German and Argentinian cultures. All three are designed for those students not pursuing a degree as well as those students working for a degree.

English 240 will be taught by Ann Canale, Ph.D., assistant professor of English. It is a cross-cultural course dealing with the art of story-telling and with the role of the storyteller in society. Readings will include parables and fairy tales from various selections from epics and tales such as The Arabian Nights and Camp's Gavagan's Bar. It will be offered on Tuesdays from 7-10 p.m.

Dr. Canale's husband, Knut Tarnowski, Ph.D., will be the instructor for the German culture course. It will trace Germany's culture from the Holy Roman Empire to the Bundesrepublik. The three-credit hour course will be offered on Mondays from 7-10 p.m.

Anthony Perrone, chairman of modern languages, will be the instructor for the Argentinian culture course, which will be offered on Thursdays from 7-10 p.m. It will explore the country's culture in its history, political and economic life, in its art, philosophy and religion.

For further information and registration procedures, contact the Evening College office.

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"COMMUNIQUE" is published each Monday by The Lindenwood Colleges. Comments concerning the publication, as well as the submission of information, should be sent to Randy L. Wallick, Editor, Office of News & Public Information, The Lindenwood Colleges, St. Charles, Missouri 63301.