

COMMUNIQUE

"Your Communicative Link with the Lindenwood College"

Vol. 2, No. #22; Jan. 23, 1984

PUBLIC AWARENESS CAMPAIGN LAUNCHED

Lindenwood is implementing a long-range awareness campaign that will coordinate all of the institution's public relations, marketing, recruiting, advertising and fund-raising endeavors. To begin this spring and continue through fiscal 1987, the program, called the Lindenwood Awareness Campaign (LAC), will coincide with the \$10 million major funds drive approved by the board last week.

With a theme, "Providing Renaissance Leadership for Today," the campaign is designed to strengthen Lindenwood's community profile as an educational leader, according to Randy L. Wallick, public information director and LAC coordinator. "With a theme that centers upon a period of vigorous intellectual activity, the LAC is designed also to accent the college's academic tradition and its innovative educational mission for today," he said.

Highlights of the multifaceted, three-year campaign include:

- The formation of a Public Affairs Advisory Committee composed of various segments of alumni, community, board and faculty and staff interests whose expertise can be relied upon for various public relations, marketing and fund-raising endeavors.
- The promotion and recognition of distinguished Lindenwood alumni who are leaders in their respective fields and/or careers.
- The publishing of "The Lindenwood Report," a two-page monthly newsletter by President James I. Spainhower that will focus on higher education concerns and be sent to more than 500 civic, educational and business leaders in the metro area.
- A coordinated advertising and marketing program that will accent the LAC's theme. It will include the increased utilization of print and broadcast media to acquaint the community with Lindenwood Renaissance Leadership programs and pursuits.
- The increased utilization of KCLC-FM for community and college-oriented services, programs and events.
- Increased cooperation with area high schools as a means of demonstrating Lindenwood's dependency upon quality students and its commitment to quality education.
- The formation of a Speakers Bureau, consisting of faculty and staff input, as a community service.

The LAC will involve all aspects of the college, particularly the Admissions, Development and Alumni Affairs offices as well as the Office of News & Public Information, Wallick said. Secondary goals of the LAC are to increase all segments of enrollment, to strengthen media and community relations, to increase fund raising, to foster academic development and campus expansion and to increase alumni relations and support for the 157-year-old institution.

KCLC-FM WINS TOP AWARD IN NATIONAL COMPETITION

Lindenwood's community radio station, KCLC-FM, has received a second-place award as "Bluegrass Music Station of the Year" by the Society for the Preservation of Bluegrass Music in America, a 12-state organization. The society polled its radio listeners in the annual competition. Although the society is comprised of members from 12 states, award categories are open to all radio stations in the United States, according to Jim Wilson, KCLC general manager and faculty member. In this year's competition, volunteer announcer Gene Roberts was awarded "Bluegrass Disc Jockey of the Year" by the society. The 1,500-watt station is a frequent top-place recipient in the society's annual competition.

LEWIEN NAMED CPI EXECUTIVE DIRECTOR

Janet Lewien of St. Charles has been named executive director of the Career Productivity Institute (CPI) at Lindenwood, a national center that promotes societal values, skill performances and work preparation for productivity growth. A staff member since September, 1982, she formerly served as director of Lindenwood's Work Service Program and as assistant to the Vice-President for Institutional Development, Edward D. Watkins.

Watkins also serves as president of the national CPI and, in the new appointment, Mrs. Lewien will serve as assistant to the CPI president. Formed last year, the CPI works with local and national corporations and businesses, secondary and post-secondary schools and social and religious agencies to promote and implement its themes.

Currently pursuing her bachelor's degree at Lindenwood, Mrs. Lewien holds an associate arts degree from San Bernardino College in California. Prior to joining Lindenwood, she served as assistant director of the National Institute for Career Development at Doane College in Crete, NB, and as a secretary in the Career Development Center at Doane.

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INTERNS APPOINTED IN PUBLIC INFORMATION

Laura A. Flagg, a junior, and Judy Peters, a senior, have been selected for new internship positions this semester in the Office of News & Public Information. Under the direction of Randy L. Wallick, the internships involve students in various aspects of communications, public relations, marketing, advertising and fund-raising endeavors with actual "hands-on" experiences. Expected to be offered each semester, the new program offers between 3-6 hours of academic credit to students majoring in communications or public relations.

Miss Flagg expects to graduate in May, 1985, with a bachelor's degree in communications. She has attended the University of Missouri-Columbia and holds an associate degree in communications from St. Louis Community College at Florissant Valley. Mrs. Peters, who will graduate in May with a degree in mass communications, has served as a reporter/writer and assistant director of news for KTVI-TV in St. Louis and as news director for Lindenwood's KCLC-FM Radio.

Both interns have an office at 113 Butler Hall and can be reached at extension #340.

BRITISH FILM TO BE AIRED WEDNESDAY AT YOUNG

A British television film by Sir Laurence Olivier on Shakespeare's "King Lear" will be presented Thursday at 6:45 p.m. in the Young Hall Lounge. The film will be introduced by James Feely, associate professor of English, who will lead a brief discussion following the presentation. Admission is free, and the event is open to the public as well as all faculty, staff and students. Refreshments will be served.

'THIS WEEK AT LINDENWOOD COLLEGE'

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| Today through Friday | - GM training sessions, 7:30 a.m. to 3:30 p.m. |
| Today | - CASA Music Recital, 7 p.m., Sibley Hall Chapel |
| Tuesday | - St. Charles Life Underwriters meeting, 9:30 a.m., 209 Roemer Hall |
| Wednesday | - Financial Aid Workshop, 7:30-9 p.m., Young Hall Lounge |
| Friday | - Joffrey II Dancers, lecture and performance, 7 p.m., Jelkyl Theatre |
| | - and Saturday, St. Charles Theatre Guild's production of "Cafe Rock on Dream Street," 8 p.m., Jelkyl Theatre |
| | - St. Charles Lindenwood Alumni Club's potluck dinner, 6:30 p.m., Young Hall Lounge |
| Saturday | - LCIE Study Skills Workshop, 9 a.m., Young Hall Lounge and Auditorium |

BUSINESS OFFICE APPOINTMENT

Jeanenne M. Harbison of St. Charles has been appointed to the Business Office, handling accounts payable and some personnel functions. She replaces Rachel Clingenpeel who is handling switchboard functions. Mrs. Harbison has attended Florissant Valley Community College and was associated with Stanley Produce, Inc., in St. Louis prior to joining Lindenwood. Her telephone extension is #344.

FINANCIAL AID WORKSHOP SET WEDNESDAY

David Van Mierlo, director of financial aid, and representatives of the Admissions Office staff will present a workshop on financial aid information, Wednesday from 7:30-9 p.m. in Young Hall. The session will provide details on the availability of financial aid and scholarships, application procedures and individual counseling sessions. The workshop is open to all high school students, potential transfer students and their parents. Reservations are required, and they can be made by calling extension #213.

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