

Linden Weekly COMMUNIQUE

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COLLEGE, ASA JOIN FORCES - Lindenwood and the American Society of Appraisers (ASA) of Washington, DC, have joined forces to offer an appraisal degree program designed to upgrade the education, training and professionalism for the nearly 300,000 people throughout the country who do appraisals. The only one like it in the country, the program will be held next May on campus. It is designed to provide the principles, methods and degrees to meet increasing federal, state and public demands for reliable appraisals, said Richard Rickert, director of the Lindenwood Valuation Sciences Program.

The joint program will enable most appraisers from anywhere in the country to earn degrees in their respective fields. To do so previously would require appraisers to be within commuting distance of Lindenwood or a few other institutions that offer degrees in the field, Rickert said. Scholarship funds for the May 4-16, 1987, program will be available through the ASA's Education Foundation. Undergraduate credit can be earned for prior appraisal study and certification. Further information on the new program can be obtained from Rickert or the Admissions Office.

LOCAL BOOSTER CAMPAIGN BEGINS - Under the direction of Lynne Landholt of the Development Office, the college has launched its St. Charles Booster Campaign - an effort to enlist all individuals in the St. Charles area as boosters of the college. For a minimum donation of \$25, one can receive a "Gold C Coupon Book" with hundreds of discounts on goods and services in the area, and two complimentary tickets to a Lindenwood theatre production.

"We are trying to contact every individual listed in the county telephone directory to sell this package and to educate the community about Lindenwood," Landholt said. "This is the first time we've attempted to solicit the local community in a 'rank-and-file' manner. In other words, we are running a St. Charles Phone-a-Thon, using our 'star volunteers' from the recent Alumni Phone-a-Thon," she said.

KCLC BROADCASTS FROM MCGILLICUDDY'S - Lindenwood's community radio station, KCLC-FM, and the McGillicuddy Juke Box Diner in St. Charles have teamed together to broadcast live jazz records each Monday from 8-11 p.m. at 89.1 on the FM dial. Disc jockey Lisa Olliges will play traditional jazz, rhythm and blues and progressive jazz tunes at the eating and drinking establishment, located at 2556 Raymond off Droste Rd. For more information on the live broadcasts, contact KCLC-FM Radio at 946-2762.

MEMO FROM COMPUTER CENTER - As the Fall Semester approaches, departments should avoid scheduling computer work on August 26-27, days when registration will be going on and when the computer system is reserved for registration only. The selected hours needed for on-line registration are August 26 from noon to 4 p.m. and August 27 from 9 a.m. to 4 p.m.

"Feel free to contact my office if you have any further questions or if the Computer Center can be of assistance in processing your work on these two days," said Joe Ackerman, director of the Computer Center.

MOTLEY AD GOES TO 100,000 HOMES - In a joint venture with Y98-FM Radio and KMOV-TV, Lindenwood is participating in a program to acquaint parents with the dangers of drug and alcohol abuse among children. The college has made a small contribution to the Parents Against Drug Abuse, a national organization prompted by the White House which is fighting drug abuse among children. For its contribution, Lindenwood has received a 1/4-page ad in a tabloid that will be distributed to 100,000 homes in the metro area, nearly all of which have children in high school. Coupled with the distribution of the newspaper, which provides information about abuse and prevention of drugs and alcohol, the radio and television stations are donating air time to provide information about one of the country's most serious problems.

Lindenwood's ad provides information about the Motley Residential Scholarship, a four-year award covering full tuition and room and board that is worth more than \$32,000 during the next four years. The ad explains the scholarship, and requests the names of qualified students who can compete for the award, which will be presented next spring for the fall, 1987, semester.

Coupled with the joint venture, the college has purchased a front cover ad on folders that will be distributed free to 20,000 high school students in St. Charles County this September. The ad is the same one appearing in the tabloid, providing saturation to more than 360,000 persons in the metro area.

DISCOUNT CIRCUS TICKETS AVAILABLE - Discount coupons for the Ringling Bros. and Barnum & Bailey Circus are available to faculty, staff and students in the Public Relations Office, #6 Roemer Hall. Coupons are for a \$2 savings off the \$9, \$7.50 and \$6.50 regular price of tickets. "The Greatest Show on Earth" appears September 16-21 for 11 performances at the Arena in St. Louis. Plan on attending this family event next month, and save a few dollars too!

BOARD MEMBER ELECTED TO A&E COUNCIL - Clayton E. Whilhite, chief executive of D'Arcy Masius Benton & Bowles in St. Louis and a member of the college's board of directors, has been elected to a three-year term as director of the Arts & Education Council of St. Louis.

POSITION AVAILABLE IN DEVELOPMENT - A position exists in the Development Office for a telemarketing secretary who has good supervisory skills. Candidates also should possess excellent telephone and interpersonal skills. Good organizational skills and attention to detail are a plus. Flexible hours, good benefits and a possible bonus for the right individual. For details, contact Phyllis Morris at extension #338.

NEW PROGRAM FOR FOUR-YEAR OLDS - Due to popular demand, the college's Campus School is adding a half-day session for four-year-old children beginning this fall. The program, which starts September 2 from 11:45 a.m. to 2:45 p.m., will utilize campus facilities in fostering academic readiness and in providing a wide range of experiences for young learners. The Campus School is staffed by certified teachers with special training in early childhood education. For details on the new program for four-year olds, contact the Education Dept. at extension #356.

COLLEGE'S JOKE HITS THE AIRWAYS - The sense of humor of KMOX-AM Radio personality Bruce Bradley is widely known, causing him to be labeled as the "resident wit" of the CBS station.

Bradley visited Lindenwood recently to meet with President Spainhower and other college officials concerning background information on the new Saturday Campus which begins this fall. KMOX is airing several 60-second spots on the Saturday Campus which feature live announcements by Bradley during his popular morning show.

The day before the meeting, Anne Pals, an alumna and friend of Bradley, called the president. She joked that Bradley had received a \$3 parking ticket during his first visit to Lindenwood in June. Since Bradley hadn't paid the ticket, Pals suggested the college might want to play a joke on Bradley, and Spainhower, trusting that Bradley had a sense of humor, arranged the following.

In the midst of the meeting, Judy Shanahan interrupted the session to report the Chief of Security was present with an immediate need to see Bradley. The radio star was taken by surprise as Duane France walked into the meeting, holding what is referred to as "Jaws," the front-wheel metal clamp that is attached to a vehicle to make it immovable for those with outstanding tickets. Although the device is used seldomly except for repeat offenders with numerous violations, France told Bradley that he must accompany him at once to the Business Office to pay the fine or face a \$25 removal fee for "Jaws" which France said he planned to attach to Bradley's car immediately.

With France deserving an Academy Award for his performance, Bradley sat for a moment completely aghast in his belief the interruption was completely serious and that he was in jeopardy for the neglect of the parking ticket. His facial astonishment was broken when laughter arose from Spainhower and others who knew about the prearranged joke.

"I like to be taken in and, obviously, I just was," Bradley said afterwards. "I think I aged 30 years at seeing that thing ("Jaws") and believing it was for real. I must find a way to get even with Anne," he added.

Bradley parked in the "Visitor" parking space during his recent campus visit, perhaps realizing afterwards that parking and violations are taken seriously at Lindenwood. His ticket? It's still outstanding, but college officials agree the lack of payment and the joke were worth it, especially considering the fact the Bradley reported the incident to thousands of KMOX-AM listeners the following morning.

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The "Linden Weekly Communique" is published each Tuesday during the fall, winter and spring semesters and biweekly during the summer. Produced as a joint effort of the college's Public Relations Office and Printing Center, it is disseminated to all faculty, staff and students. The deadline for submission of editorial copy is 9:00 a.m. Monday prior to Tuesday's publication; copy should be sent to the Public Relations Office, #6 Roemer Hall.
