



Communique

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COLLEGE ADOPTS NEW LOGO

Lindenwood College has adopted a new logo, an identifying symbol, that is being implemented in printed materials, such as shown on the nameplate of "Communique." The new logo gradually will replace all existing symbols, including the college crest which will be used on specific publications, such as graduation materials. The logo's design, as well as the research and evaluation that went into its creation, were provided by D'Arcy, Masius, Benton & Bowles (DMB&B) at no cost to Lindenwood.

Since the effectiveness and success of the new logo can be measured by how it is utilized, a policy manual has been established, showing ways in which the logo is to be used. The manual was produced by the Public Relations Dept. in cooperation with DMB&B, and it currently it is being reviewed by the PR Council and the President's Executive Committee. Specific guidelines soon will be available in the Printing Center for all publication materials, such as stationery, envelopes, mailing labels, business cards, etc. Use of the logo not in accordance with the policy manual is prohibited. Requests for alterations must be submitted and approved by the PR Council prior to printing.

"DMB&B has put much effort into this project, and Lindenwood is spending money to implement the logo according to standards, so it is essential it be used correctly," said Randy L. Wallick, director of public relations. "A strong institutional identity is essential to an effective communications program. We are counting on faculty and staff members to use the logo according to these professional guidelines so Lindenwood can present a strong, consistent and visible image to its various constituencies," Wallick added.

Faculty and staff offices and departments are requested to exhaust existing supplies of stationery and business cards before adopting the new logo. Specific and additional information on the new logo can be obtained from Kris Cordes, director of graphic arts, in the Printing Center, ext. #241.

LINDENWOOD TEAMS WITH CARDINAL BASEBALL

As part of its current radio promotion on KMOX-AM Radio, Lindenwood has purchased four 60-second spots that will appear on Cardinal Baseball coverage. Commercials will be aired during away games September 7 when the red-hot Redbirds play a 12:35 p.m. game against Montreal, September 9 for a 6:05 game with Montreal, September 12 for a 1:20 p.m. game with New York and on September 16 for a 6:35 p.m. game against Pittsburgh. All four games will not be televised on local or cable stations, meaning KMOX-AM has the exclusive broadcast.

FALL HOURS FOR BUTLER LIBRARY

Hours for Butler Memorial Library this semester are from 8:30 a.m. to 10 p.m. Monday through Thursday, 8:30 a.m. to 5 p.m. Friday, 8:30 a.m. to 4:30 p.m. Saturday and 2-10 p.m. Sunday, effective tomorrow through December 18. The library will be closed Labor Day and for Thanksgiving recess, November 26-28.

STAFF INFORMATION ON CONTINUING EDUCATION

Marsha Parker, director of Evening & Corporate Admissions, wants to address the recent staff confusion about continuing education and non-credit courses. "Though we do not, at present, have a formal non-credit program of offerings, we do offer non-credit or continuing education programs periodically both on and off campus," she said. "A person requesting information about continuing education may really want to know about a degree program."

Parker asks that staff members respond that Lindenwood does offer these courses, and then forward calls to her or, in her absence, to Arlene Taich or Peter Pitts for follow-up.

AUDITIONS WEDNESDAY FOR 'FOXFIRE'

Auditions for Lindenwood's first theatre production of the 1987-88 season, "Foxfire," are scheduled September 2 at 6:30 p.m. in Room 213 of the Fine Arts Bldg. The cast requires four men and two women. Knowledge of the guitar for one of the men's roles is helpful, but not required. For further information about auditions, contact the Performing Arts Dept. at Ext. #218.

Called "a play with songs," "Foxfire" was written by Susan Cooper and Hume Cronyn with music by Johnathan Holzman. The plot centers upon an Appalachian widow who lives on her mountain farm. The woman's tranquility is threatened when a real estate developer wants to turn her land into a vacation resort and by her concern over her son who has returned home with problems of his own. Her battle to decide her future takes her through a series of funny, touching and magical flashbacks. "Foxfire" will be performed at Jelkyl Theatre October 8-11 and 15-18.

ALCOHOL, DRUG PANEL DISCUSSION WEDNESDAY

As a wrapup for Fall Orientation and a beginning for the new semester, a panel discussion on alcohol and drugs will be held tomorrow from 7:45-9 p.m. in Jelkyl Theatre. Sponsored by the Athletic Dept., CAP and Health centers and Office of Programs & Residences, the event is open to all students, faculty and staff.

Panelists include Willard Harold, former member of the Football Cardinals and Green Bay Packers and current KMOX-AM broadcaster; Verge Gillam, a therapist at St. Anthony's Medical Center; Mike Krowl, a state probation and parole officer; and Holly Leaply, nurse manager of the Chemical Dependency Treatment Center at St. Joseph Health Center. The panel will be moderated by Tom Cella, athletic trainer for Lindenwood.

Entitled "Drinking and Drugging - the Great American Sport," the discussion will cover short and long-term physical, emotional and mental effects of use; use, misuse and dependency; peer pressure; ways of obtaining help; and personal experiences with chemical dependency.

Lindenwood College Events

DATE	EVENT	BEGINS	PLACE
SEPTEMBER:			
9/2	Fall Day Classes Begin		
	Auditions for "Foxfire"	6:30 p.m.	213 FAB
	'Drinking & Drugging' Discussion	7:45 p.m.	Jelkyl
9/4	Men's Soccer/Alumni	7:30 p.m.	Stadium
9/8	Men's Soccer/Harris-Stowe State	7:30 p.m.	Stadium
9/9	Yearbook Staff Meeting	4 p.m.	Irwin
9/13	Women's Soccer/SLCC-Meramec	1 p.m.	Stadium
9/13-30	Missouri Fiber Artists Exhibit		FAB
9/16	Women's Soccer/Univ. of Minnesota	7 p.m.	Stadium
9/20	Women's Soccer/Wisconsin Parkside	2 p.m.	Stadium
9/25-26	Coca-Cola Classic Soccer Tournament		Stadium
9/27	Patricia C. McKissack Reception	2 p.m.	Butler Library
9/29	Faculty-Staff BBQ and Hayride	4-7 p.m.	Campus
OCTOBER:			
10/1-3	Downstage Theatre		
10/1	Women's Soccer/Westminster	5 p.m.	Stadium
	Men's Soccer/Westminster	7 p.m.	Stadium
10/7	Men's Soccer/Fontbonne	7 p.m.	Stadium
10/8	Mainstage Theatre Preview	8 p.m.	Jelkyl
10/8-9	Homecoming		
10/9	Women's Soccer/UM-Rolla	7 p.m.	Stadium
10/9-11	Mainstage		
10/10	Men's Soccer/Sagamon State	1 p.m.	Stadium
10/13	Education Career Day	9 a.m.	Campus
	Mid-Rivers Mall Opening Celebration		St. Peters
10/15-18	Mainstage Theatre		
10/16	Men's Soccer/Rockhurst College	7 p.m.	Stadium
10/20	Meeting of Board of Directors	10:30 a.m.	MAB Bldg.
10/24	Women's Soccer/UMSL	11:30 a.m.	Stadium
	Men's Soccer/Columbia College	2 j.p.m.	Stadium
10/26-27	Communications Career Days	9 a.m.	Campus
10/26	Women's Soccer/Missouri Baptist	7 p.m.	Stadium
10/29	Women's Soccer/SLCC-Meramec	4:30 p.m.	Stadium
	Men's Soccer/UM-Rolla	7 p.m.	Stadium
10/30	Faculty-Staff Halloween Luncheon	Noon	Cafeteria