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## Caleidoscope 4/21/1989

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# CCCC's *Caleidoscope*

April 21, 1989  
Published by the Office of Institutional Advancement

No. 119

## FROM THE PRESIDENT'S DESK:

ADMINISTRATIVE STAFF meeting on Tuesday, April 25, at SCC, Room J133, at 2pm.

\*\*\*\*

"I believe a good educational program is conducive to human welfare. It provides for the personal growth of faculty and staff as well as students."

Dr. John Anthony

## THIS WEEK ON CAMPUS:

April 26	Lunch served by The British Baker - CC
April 29	Last day to withdraw with a "W" for second 8 week mini session

## ANNOUNCEMENTS:

This week on CCCC's "Caleidoscope": *"Dramatic Arts at CCCC"*

Guests: Kathy Lingo, Professor of Theatre, CCCC  
Keli Gerondale, Student  
James Hoover, Student  
Todd Davis, Student

Moderator: Dr. Shelley Lane

Air Time: Channel 35, Plano Telecable  
Monday, April 24, 5pm  
Friday, April 28, 7:30pm

\*\*\*\*

Congratulations to Jean LaFollett! She has a new baby granddaughter.

\*\*\*\*

A copy of the SACS Final Report is available in each of the Vice Presidents' Offices. Also, if you wish to review the report, a copy is on file in the Staff Development Resource Center at the CC LRC.

\*\*\*\*

PLEASE NOTE THE VERY IMPORTANT ANNOUNCEMENT REGARDING RESPONDING TO MEDIA QUERIES ON PAGES 5 and 6.

\*\*\*\*

Congressman Steve Bartlett will hold a Town Hall meeting for southeast Collin County on Saturday, April 22, at 9am at the Parker Community Building, 101 East Parker Road. Issues to be discussed include deficit reduction, the savings and loan crisis, the Clean Air Act and acid rain, housing, education, defense, health care, and disability legislation. The format will be an open forum.

\*\*\*\*

American Wholesale Club is offering an exclusive special opportunity to SAVE on quality products for members and non members. For a limited time, you can upgrade your new Group Card to a Star Card, free of charge. Group members pay 5% above the posted wholesale prices; Star members pay the posted wholesale prices. The Star membership normally cost \$25 per year (plus \$10 for spouse). This limited time offer will give you 5 months FREE use as a Star member. As the end of 5 months, you may purchase the Star membership or convert back to your Lifetime Group membership.

For more information, contact the Personnel Office, ext. 6660.

\*\*\*\*

OPEN SESSIONS for Vice President of Institutional Advancement will be held at 11am at CC in the Board Room AND at 1:30pm at SCC, Room B213 for the following:

Jack Gray	April 25
Curt Paddock	April 26
William Baker	May 1
Toni Allen	May 2
Steve Riddell	May 3

#### STAFF NEWS:

TONI ALLEN and BILLIE COLLINS presented a session at the Texas Association of College Admissions Counselors (TACAC) entitled, "Challenges and Rewards: Partnerships Among Different Types of Institutions", focusing on a customized approach to high school and college articulation.

TONI was joined by Iris Templeman, McKinney High School Counselor, and Chuck Wharton, Director of Admissions at Austin College, to present a session at TACAC on concurrent enrollment entitled, "Risk, Rigor, and Reward."

\*\*\*\*

BRIAN ALLISON was an adjudicator for approximately 250 young musicians who participated in the Denison Performing Arts competition on April 15.

\*\*\*\*

As President of the Collin County Adult Literacy Council, JUANITA AUSTIN was Mistress of Ceremonies at the Fourth Annual Tutor Appreciation Banquet on April 17 in Allen. The CCALC honored 78 tutors for their work on behalf of the Right To Read Programs in Collin County.

\*\*\*\*

DR. GERRY PERKUS has been invited to conduct a workshop on, "How to Make an Effective Presentation", at the Fall conference of the Southern Association of Institutional Research (SAIR), in Durham, North Carolina.

#### NOTES FROM PERSONNEL:

##### HAPPY BIRTHDAY TO:

Steven Afendis	4/25
Karen Rose	4/26
Stephanie Meinhardt	4/27

#### LATEST FROM THE LRC:

##### New Books in the SCC LRC include:

John Allen Paulos

Innumeracy: Mathematical Illiteracy and Its Consequences

An intelligent and good-natured analysis of the follies that arise from a lack of understanding of mathematics.

Melvyn Bragg

Richard Burton: A Life

Here is the fascinating and compelling portrait of a man whose inner life was astonishingly different from his public image.

Henri Coulanges

Farewell, Dresden

This epic story of an indomitable young girl caught in the nightmare of war, Farewell, Dresden was a best-seller in Europe. Le Figaro called it, "The best novel of the year."

Jean Raspail

Who Will Remember the People

An extraordinary excursion into the imaginary life of humans from the paleolithic era.

McGeorge Bundy

Danger and Survival: Choices About the Bomb in the First Fifty Years

Danger and Survival may be the most comprehensive political history of the nuclear bomb ever written.

(more)

1989

# MAYFAIR

MAY 5 - 6 - 7

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## RESPONDING TO MEDIA QUERIES

I. Get the reporter's name and organization he/she represents. Then, if you feel the request is reasonable and feel comfortable, give the representative your cooperation. Contact the Public Information Office after the interview to clarify information given to the reporter.

II. In answering questions, be fair, friendly and factual.

III. Normally, you are expected to comment only on matters within your area of expertise. Sometimes, however, a reporter may ask you to comment on a subject outside your area of expertise. If you do not wish to comment, do not hesitate to tell the reporter so. Refer the reporter to the Public Information Office if the reporter's questions can best be answered by other persons within the College District.

IV. Some reporters may ask you to comment on a controversial issue with the promise that, if you wish, your name will not be used. Unless you know the reporter, it is not usually wise to do so. When in doubt, you may want to call the Public Information Office for advice.

V. When you give a personal opinion on any subject, make sure the reporter knows and understands that you are speaking for yourself, not for your colleagues in the administration or faculty.

VI. You should not assume that you will see the reporter's story before it is published or broadcast. The newsperson is under no obligation to show copy. If scientific or technical data are involved, you might suggest that the reporter check his/her story with you for accuracy, particularly if the reporter is not a writer specializing in the field. Some reporters are willing to do this.

VII. When an interview is for broadcast, remember that people in radio and television news usually can report only the barest essentials of a story. They are looking for succinct answers to one or two questions. It is best to avoid time-consuming details, rambling explanations and complicated answers.

VIII. Most reporters dislike material which is "off-the-record." The reason is this: They may later receive the "off-the-record" information from another source. If for some reason, however, you feel that you must make remarks "off-the-record," do so according to the following standards of journalistic ethics:

1. Preface the "off-the-record" statement by saying, "The following material is off-the-record;"
2. Indicate clearly when the conversation is "on-the-record" again; and



3. Don't say belatedly, "The material I have just given you is 'off-the-record.'"

IX. After answering a press query, please inform the Public Information Office of the conversation. Anyone who receives queries on policy matters should refer them either to their superior, the Office of the President or the Director of Public Information.

X. Members of the staff should refer queries to the Director of Public Information when:

1. the Public Information Office has already been provided information concerning the subject for which the information is being sought;

2. the query deals with an area where responsibility lies with or is shared with another administrative or academic department; and

3. the query deals with a matter of district-wide concern or policy.

**NOTE: The Public Information Office will contact all media concerning news releases, special events or feature stories. Please provide the information to the PIO for writing, editing and distribution to all media.**