

# BULLETIN

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## **FROG HORN TO SOUND NEW ERA FOR TCU DURING DOWNTOWN PEP RALLY ON FRIDAY**

The unveiling of the one-of-a-kind "Frog Horn" will trumpet a new era for Horned Frog tradition during the "TCU Purple-Powered Pep Rally" Friday in downtown Fort Worth.

Designed, created and donated by Burlington Northern Railroad, the 3,000-pound Frog Horn featuring a genuine locomotive horn will be unveiled during the 5:30 p.m. pep rally on Main Street between Third and Fourth streets.

TCU football players, coaches, cheerleaders and Super Frog will greet the community as TCU officially kicks off its home schedule. The TCU Horned Frog Marching Band will play as everyone gathers for the rally at 5 p.m. Also set to appear are Fort Worth council member Kenneth Barr, Chancellor Bill Tucker and John Roach, president and chief executive officer of Tandy Corp. and head of TCU's board of trustees.

The rally is just one example of the work of Roach's "Committee of 100," a four-month effort that has helped usher in a new era for TCU Athletics and the University.

"The Committee of 100 — hatched, matched and dispatched by John Roach — has become the vanguard of a new wave of interest in TCU Athletics," said Dr. Tucker. "Support for the Horned Frogs in Fort Worth and throughout Texas is stronger by far than at any time in at least a quarter-century. As summer gives way to fall, the word is out. Come to Amon G. Carter Stadium and root for the home team, *your* home team."

In addition to Division I-A football, TCU fans will be entertained with fun-filled pre-game and halftime activities such as live music by area artists, contests, giveaways, fireworks, clowns, balloons and face-painting at each home game this fall. Several of the artists scheduled to perform at Billy Bob's Texas will sing the national anthem at each home game. Asleep at the Wheel will appear before Saturday's game against the Kansas Jayhawks.

## **CONVOCATION BEGINS TCU'S 122ND YEAR**

Fall convocation will usher in the University's 122nd year today at 11 a.m. in Ed Landreth Auditorium. Fort Worth Star-Telegram president and publisher Richard L. Connor will speak and the seventh recipient of the Chancellor's Award for Distinguished Teaching will be announced.

"As long as offices are covered, I hope all staff who want to attend will be encouraged to do so," said Chancellor Bill Tucker. "The convocation, now a TCU tradition, reflects and reinforces the fundamental purpose of our work together on campus."

## CAMPUS SUPPORTS TCU'S "NEXT FRONTIER"

Faculty and staff members from across the campus are playing a crucial role in determining TCU's future by supporting the largest fund-raising campaign ever undertaken by the University.

Co-chairs Spencer Tucker, history department chair, and Sandy Ware, associate dean of admissions, are leading a campus committee that is spurring internal enthusiasm for The Next Frontier Campaign, which aims to raise \$100 to \$120 million over the next few years.

"The Next Frontier Campaign is vital," Spencer said. "Faculty and staff members believe in the University, and we want to play a significant role in this campaign. We are fully committed to TCU's growth."

Funds from the five-year campaign, which has already brought in \$50 million during its "quiet phase," are earmarked for campus improvements, scholarships and fellowships, and general campus funds.

"This campaign is important because it will help us raise money to do the things we want to do," said Larry Lauer, associate vice chancellor for communications and public affairs. "But just as important is the opportunity it gives us to become future-oriented and get excited about what TCU can become."

A dramatic and entertaining campus kickoff event — which will include the first public showing of the University's new promotional video — is set for Oct. 20 in the Student Center ballroom. The public campaign, which will be launched in mid-November, will target large clusters of alumni and friends in seven Texas cities and around the nation.

Campus campaign committee members include: Toni Craven, Brite; Nowell Donovan, geology; Bob Frye, English; Alice Gaul, nursing; Jack Hesselbrock and Lois Kolkhorst, athletics; Bill Moncrief, marketing; Linda Smith, business; Jennifer Watson, communication sciences and disorders; and retired faculty member George Tade. Also participating are Sally Armstrong and Ma'lisa Laidlaw, communications and public affairs; Bob Bolen, administration; Richard Hoban, controller's office; Joan Rogers, admissions; Mary Ruth Jones, housing; and Mary Lane, William L. Adams Writing Center.

Ex officio members are Larry Adams, academic affairs, H. Kirk Downey, Neeley School; Dave Edmondson, information services; Bob Garwell, fine arts and communication; Joe Helmick, graduate studies and research; Michael McCracken, arts and sciences; Leo Munson, academic affairs, Patricia Searse, nursing; and Douglas Simpson, education.

Student members are B.A. Bollinger, Phoebe Fleming and Scott McLinden. Also participating from University advancement are Bronson Davis, Larry Lauer and Roby Key.

## PHOTO SESSION CORRECTION

Incorrect information about faculty/staff photo sessions appeared in the Sept. 6 *Bulletin*. Photo sessions are set for 3-4:45 p.m. on Tuesday, Sept. 20, and 1-3 p.m. on Wednesday, Sept. 21. Both photo sessions will be in Student Center 205. The photos will be used for University-related purposes.

## UNITED WAY CAMPAIGN TO BEGIN SEPT. 19

674,000. That's how many times United Way and its 40 partner agencies helped people last year, according to United Way President Viney Chandler.

Chandler threw out that impressive figure at round-up luncheon of more than 1,400 Tarrant County United Way campaign volunteers Sept. 1 at Cowtown Coliseum. That event signaled the start of the countywide campaign effort, which has set its goal at \$21.62 million.

TCU's goal of \$80,000 supports countywide campaign efforts, said Larry Lauer, associate vice chancellor for communications and public affairs and campus campaign chair. This year's campus campaign goal is a 4 percent increase over last year's contributions of \$76,915, he noted.

"The United Way campaign is an extremely important activity in our community," Larry added. "The agencies that serve our families in a crisis and in many other life-enriching ways depend on the United Way for their support. TCU people have always responded generously, and everyone associated with the campaign very much appreciates their support."

Larry said 52 agencies and services at 284 local sites benefit from United Way support. He also pointed out that many members of the TCU "family" receive assistance from or serve on the boards of these United Way-supported organizations.

Pledge cards and information about United Way services will be distributed to employees Sept. 19-23. The cards and contributions must be returned to the appropriate vice chancellor's office by Sept. 29.

Gifts can be made through payroll deduction, cash or check returned with a pledge card, or a pledge with a request that the donor be billed by United Way. Instructions for payroll deductions, which can be extended over a 10-month period, must be noted on the pledge cards. These should clearly indicate whether the total amount is to be divided by 10 or whether a specified amount is intended per month for the 10-month period.

Questions about the campaign should be directed to Larry Lauer or Linda Gilley, campus campaign coordinator, at Ext. 7808.

## PREACHING FESTIVAL SET FOR SEPT. 18-19

Dr. Eugene L. Lowry, an educator, minister, author and professional jazz pianist, will serve as preacher/lecturer for the second Granville T. Walker Preaching Festival and continuing education event Sept. 18 and 19 at TCU.

Dr. Lowry will preach at an opening service at 7:30 p.m. on Sunday, Sept. 18, in Robert Carr Chapel. On Monday, Sept. 19, he will deliver the Walker lecture on preaching at 10:30 a.m. in the chapel, and will preach during closing worship that afternoon at University Christian Church.

Dr. Lowry is William K. McElvaney Professor of Preaching at Saint Paul School of Theology in Kansas City, Mo., where he has been a faculty member since 1968. An ordained minister of the United Methodist Church, he served as senior or associate pastor of four congregations between 1955 and 1968.

Dr. Lowry's publications include *Living with the Lectionary: Preaching with the New Revised Common Lectionary* (1992). He will return to TCU in February to serve as the Wells Professor for Ministers Week.

The festival honors the memory and ministry of Granville T. Walker, who was a TCU and Brite alumnus, former TCU religion department chair and longtime pastor of University Christian Church. The event is made possible by the Granville and Erlene Walker Ministerial Scholarship Foundation, in cooperation with Brite and University Christian Church. The deadline for registration for the festival's Sept. 19 luncheon is tomorrow (Wednesday) at noon. Call Ext. 7587 or 7589 to register or obtain additional information on the festival.

## NEELEY SCHOOL #1 IN COMMUNICATION AGAIN

For the second consecutive year, the Princeton Review has rated the Neeley School as one of the top 70 business schools in the nation.

The 1995 edition of the Princeton Review's *Student Access Guide to the Best Business Schools* once again identifies the Neeley School as best in the United States under the guide's category, "Students develop strong communication skills."

Also, the Neeley School once again rated among the top 10 U.S. business schools in the category, "Students develop strong interpersonal skills." The school maintained its national lead in the section, "Computer Geniuses: Students comfortable with computers and managing data." The Princeton Review also added TCU to its "competitive students" list.

"More than ever, business school graduates need to be effective communicators," said Neeley School Dean H. Kirk Downey. "The Neeley School, through its curriculum, the dedication of its faculty and the Center for Communication, produces graduates who are clearly ahead of the pack in this regard. It shows in their success in industry."

Student opinion was a major consideration in identifying the leading business schools. More than 12,500 students were surveyed to determine the top schools. The Princeton Review also canvassed admissions officers, alumni and recruiters to make its selections.

Of the nearly 900 graduate business programs in the United States, about 250, including the Neeley School, are accredited by the American Assembly of Collegiate Business Schools, a consideration for being included in the guide.

## NEW SIGN CONSTRUCTED ON CAMPUS

Construction of a new sign identifying the southwest boundary of the campus is underway and should be completed in time for TCU's first home game on Saturday, according to Physical Plant director Will Stallworth.

Similar to the entrance signs on University Drive in front of Sadler Hall and midway on Stadium Drive, the sign will be located next to the soccer fields at the corner of West Berry and Bellaire Drive West. The inscription on the stone reads "Texas Christian University, Founded in 1873." The area will eventually be planted with flowers, and lights will illuminate the sign, Will said.

## CAPPUCCINO, NEW AGE FOOD OFFERED

The Marriott Food Service is offering two new food and drink choices for students, faculty and staff this fall. The first is Espresso Roma, located in the Student Center lobby, which offers a selection of coffee drinks and cold Italian drinks as well as a variety of pastries. Hours of operation are 9 a.m. to 4 p.m. Monday thru Friday. Prices for pastries vary from 45 cents to \$1.49 and coffee drinks from \$1.49 to \$2.49. Meal cards will be accepted.

"Espresso Roma is a test market through Oct. 15," according to Jim Fjlestul of Marriott. "It's a tough time right now. Cooler weather would have been helpful, but a decision will be made on Oct. 15 to keep the coffee bar or choose an alternative."

Eden's Greens, located in Reed Hall, has chosen a "New Age" concept. Non-traditional salads, soups, entrees, desserts and beverages will be unique to Eden's. The menu will run weekly with four options and then rotate to a new selection. New Age music and incense will add to the atmosphere. Hours are 11 a.m. to 2 p.m. Monday thru Friday.

## SERVICES HELD FOR JOE STEELE

Funeral services for management professor and former Neeley School Dean Joe Steele were held Friday at Robert Carr Chapel. He died Sept. 6 following a heart attack at his residence. He was 60.

Recently named by management alumni as one of their most memorable professors, Dr. Steele joined TCU as adjunct assistant professor in 1963. He served as dean of the Neeley School from 1971 to 1975. He held the David L. Tandy Chair of American Enterprise Management from 1976 to 1982. In 1983, he served as acting chairman of the management department.

"For close to 30 years Joe Steele played a key role in the growth of the M.J. Neeley School of Business," said Chancellor Bill Tucker. "Quick of mind and generous of spirit, he was an outstanding professor, a respected colleague and a good friend. We shall miss him."

A 1956 graduate of Rice University, Dr. Steele performed graduate work at Massachusetts Institute of Technology and completed his Ph.D. at The University of Texas at Austin in 1969.

Dr. Steele's professional experience included positions with the CIA, NASA and General Dynamics. He also served as an advisor to the Joint Chiefs of Staff at the Pentagon, and the Dallas-Fort Worth International Airport.

"He'd kind of done it all here," said Neeley School Dean H. Kirk Downey. "Not only did he serve TCU for a long time but he also served in a multiplicity of roles. Joe was genuinely a very nice fellow."

Memorials may be made to the Joe Lee Steele Scholarship Fund, c/o Dr. Allen Self, 1701 River Run #602, Fort Worth, 76107.

He is survived by his mother, Doris Binford Steele; a brother, Henry Binford Steele; a sister, Mary Steele Gerkey, all of Houston; and Lori Ward of Fort Worth.

## KICK-OFF PARTY RESERVATIONS DUE

Reservations for the Sept. 15 Pat Sullivan Kick-Off Party at the Stockyards' Rodeo Plaza are due in the alumni office today.

Alums will help kick off a great season of Horned Frog football while enjoying live country music, the coach's comments and hors d'oeuvres from the Olive Garden. The cost is \$5 per person. VIP cardholders are admitted free of charge. Call Ext. 7803 for more information.

## CONFERENCE TO EXAMINE EDUCATIONAL CHANGES

Instructional Services will host a videoconference, "Learning Shock 2000: The Changing Frontier in Education," Thursday from 12:30 to 3 p.m. in the TAGER TV building.

The videoconference will include a live debate and discussion by leading educational thinkers and innovators. Educators at downlink sites throughout the country will participate in the debate by phoning in their questions and insights. For more information on the videoconference, call Ext. 7632.

## **FACULTY TO DISCUSS HISPANIC CULTURE**

Two TCU faculty members will participate in an educational program highlighting Spanish-language film and Mexican cuisine and music that will be sponsored by the Fort Worth Public Library. The program, called *Adelante* (forward), coincides with National Hispanic Heritage Month, Sept. 15 to Oct. 15.

David Whillock (radio-TV-film) will try to define the term, "Hispanic film" as part of a Sept. 24 presentation. Along with fellow panelist Dr. Maria dos Santos, David will trace the evolution of the Spanish language film industry through clips with commentary a la Siskel and Ebert. Popcorn will be served.

On Oct. 8, Mercedes Olivera (journalism) will lead a discussion on the popular devotion to and "street" expressions of Our Lady of Guadalupe. (Mercedes takes a more detailed look at the Virgin and her impact on the present-day development of the Hispanic woman in a new TCU continuing education course that begins Sept. 27. Call Ext. 7132 for more information)

Both events will be held at the Southwest Regional Library Meeting Room from 2 to 4 p.m. They are free and open to the public. Call 871-7797 for more information.

## **CCTV EQUIPMENT AVAILABLE**

Faculty, staff and students can try out a closed circuit TV unit in the Mary Coats Burnett Library through the end of September. The loaned unit magnifies print or visual material for those with visual impairments. It also can be used to magnify unusually small print fonts. Call June Koelker at Ext. 7696 to schedule a 5-minute demonstration.

## **'RED HOT LOVERS' TO BE PRESENTED**

A national touring production of Neil Simon's "Last of the Red Hot Lovers" will be presented on Tuesday, (this evening) at 7:30 p.m. in the Student Center ballroom.

The Repertory Theater of America, a company comprised of young theatre artists from across the country, will present the production, which is sponsored by TCU's Programming Council.

Tickets are available at the door or at the Student Center Information Desk for \$2 with TCU ID and \$5 without a TCU ID.

For more information, contact the Programming Council at Ext. 7926 or Ext. 7928.

## **CPR CLASSES OFFERED**

Alpha Phi Omega and the Programming Council are sponsoring three CPR mass training sessions Sept. 24 in the Student Center. The three-hour classes begin at 9 and 11:30 a.m. and 2 p.m.

The cost is \$4 for senior citizens, \$5 for others. Books are supplied. Limited spaces are available, so preregistration is recommended. For more information, call Drew at 924-9513.

## TCU IN THE NEWS

Head football coach **Pat Sullivan**, TCU linebacker **Lenoy Jones** and TCU defensive end **Chris Piland** were featured in a Sept. 2 *Star-Telegram* photo taken on Southwest Conference Media Day.

The Neeley School's Charles Tandy American Enterprise Center was in the spotlight in an article that appeared in the *Star-Telegram's* Aug. 29-Sept. 4 Tarrant Business section. A color photo of center director **Jack Barrett** and assistant director **Sheryl Doll** accompanied the article, which was laden with quotes from Jack.

In his Sept. 4 column, *Star-Telegram* entertainment writer Perry Stewart notes the interesting casting concept that Stage West seized upon for its Sept. 28-Oct. 1 production of David Mamet's *Oleanna*, which revolves around the intrigues of a college professor counseling a female student. The professor will be played by **Steven Breese**, and the student will be played by his former student **Jennifer Bradshaw** (Class of '94). Steven will co-direct the production with spouse Linda Leonard, who choreographed the TCU production of *Company* earlier this year. Reservations can be made at 784-9378.

## NOTES ON FOLKS

**Spencer Wertz** (philosophy) wrote two reviews of *The Cambridge Companion to Hume*. The long version appeared in the summer issue of *Southwest Philosophy Review* and the short version will appear in the November issue of *Hume Studies*.

**Lee Daniel** (modern languages) recently received copies of his book, *The Loa of Sor Juana Inés de la Cruz*, published by York Press of Canada. The book studies Sor Juana's miniature plays, known as "loas," which comprise two-thirds of her dramatic output.

**Joe Britton** (biology) was organizer of a symposium on Gulf of Mexico mollusks presented at the American Malacological Union meeting in Houston in early July. Joe also received funding from the University of the Azores (Portugal) to conduct an extensive study of the shores and intertidal biota of the Azores. This summer he visited eight of the remote, mid-Atlantic islands, collecting material for a book on shore ecology.

**Michael Brooks** (formerly of academic services) was recently awarded the Hans Mauksch Award for Distinguished Contributions to Undergraduate Education by the American Sociological Association. He now works for the registrar's office at Washington State University in Pullman.

An exhibition of new sculpture by **Thad Duhigg** (art and art history) will be displayed at the Conduit Gallery in Dallas through Oct. 15. The gallery is located at 3200 Main St., Suite 25.

**David Jenkins** (social work) and **Tracy Dietz** (social work) recently attended a four-day training session on the Myers-Briggs Personality Type Indicator (MBTI) sponsored by the Association for Psychological Type. Both faculty members received Instructional Development grants for the training and are now qualified to administer the MBTI, which is used with social work students as a self-awareness tool. Social work faculty members also are conducting research on the use of the MBTI in social work education.

"The Navy Discovers Shore Bombardment," an article by **Spencer Tucker** (history chair) that discusses the first shore bombardment vessels in the U.S. Navy, appears in the latest issue of *Naval History*.

**Jan Titsworth** (Neeley School) and her husband, Jim, are the proud parents of Mitchell Robert Titsworth, born Sept. 7 at 4:59 p.m. Mitchell weighed in at 7 pounds, 5 ounces.

## Calendar of Events

- Sept. 13 --Convocation 11 a.m., Ed Landreth Auditorium. Speaker will be Richard Connor, *Fort Worth Star-Telegram* publisher.  
--Women's soccer: TCU vs. St. Edward's, 5:30 p.m., TCU soccer fields.  
--"Last of the Red Hot Lovers," 7:30 p.m., Student Center Ballroom, \$2 with TCU ID, \$5 without ID.  
--Fort Worth Chamber Orchestra Virtuoso Series with pianist Fabio Bidini and conductor John Giordano, 8 p.m., Ed Landreth Auditorium (Pre-concert lecture begins at 7 p.m.). Tickets are \$15 and \$25. Call (817) 926-8831 for tickets.
- Sept. 14 --Recital and lecture by clarinetist/composer Eric Mandet and Latvian pianist/composer Peteris Plakidis, 7:30 p.m., Moudy 141N. Free. Call Ext. 7602 for more information.  
--Piano recital by artist diploma student Kriszta Kovács, 7:30 p.m., Ed Landreth Auditorium. Free. Call Ext. 7602 for more information.
- Sept. 15 --Hispanic Heritage Month: "Taste of Mexico," 11:30 a.m.-1 p.m., Student Center Lounge. For more information call Ext. 7855.  
--Videoconference "Learning Shock 2000: The Changing Frontier in Education" 12:30-3 p.m., TAGER TV building.  
--Pat Sullivan's Kick-Off Party, 7-9 p.m., Rodeo Plaza, Fort Worth Stockyards, \$5 per person.
- Sept. 16 --Men's soccer: TCU vs Creighton, 1 p.m., TCU soccer fields.  
--"Purple-Powered" Pep Rally, 5-6 p.m., downtown Fort Worth at Main and Fourth streets.  
--Movie, "Stand and Deliver," 9 p.m., Student Center Ballroom.
- Sept. 17 --Football, TCU vs. Kansas, 7:05 p.m., Amon Carter Stadium. Call Ext. 7967 for tickets to see YOUR HOME TEAM. Walk of Frogs, 5 p.m., followed by live music, food, clowns and vendor village.  
--p.p.k football skills competition, noon, sponsored by alumni office, Amon Carter Stadium practice field. Call Ext. 7803 for more information.
- Sept. 19 --TCU Music Series trumpet recital with Steve Weger, 7:30 p.m., Ed Landreth Auditorium. Free. Call Ext. 7602 for information.



**JOB OPPORTUNITIES:**

The Human Resources office lists the following vacancies as of Sept. 6. For more information on any of these positions, call Ext. 7095.

Development Communications Assoc.  
Dir./Intensive English Program  
Monographic Cataloguer  
Communication Consultant (oral)  
Communication Consultant (written)  
(both are on an as-needed basis only)

University Advancement  
Intensive English Program  
MCB Library  
CPC  
CPC

Administrative Assistant II  
Administrative Assistant I  
Office Assistant  
Accompanist/Technique Classes  
Tennis Center Reservationist  
Library Stacks Assistant  
Service Assistant Supervisor  
Service Assistant II  
Service Assistant I (1/2 time)  
Service Assistant I  
Equipment Operator  
Scenic Studio Supervisor  
(temporary staff)

University Advancement  
Political Science  
Financial Aid  
Ballet/Modern Dance  
MPL Tennis Center  
Library  
Student Center  
Facility Services  
Facility Services  
Facility Services  
Grounds  
Theatre

TCU has employment opportunities for people interested in working athletic events. Work is on an as-needed basis only; salary begins at \$4.86 per hour. No experience necessary. Please complete an application to be considered for a position.

**CLASSIFIED:**

Information Redacted