

Comm Studies to offer PR in fall

Michelle Wood
Pilot staff

Take a walk through Communication Studies Hall and it won't be long before you see and hear the signs of a massive construction project.

But the building is not the only thing that is changing. The program has also undergone changes, with the addition of some long-awaited academic tracks.

This fall the department will offer a Public Relations concentration within the Communication Studies major. This is a step that the depart-

ment has been pursuing for several years.

Department chair Ted Vaughn said, "We're excited. It will be a real growth for the department and the university. Public Relations represents one of the fastest growing fields today. It will round out our program and make for a strong academic curriculum."

Vaughn said there will initially be no new personnel in the department, but he expects the number of students in the major to triple over the next five years. This would require the addition of three new faculty members.

New courses to be offered this fall include PR Copywriting, Principles of PR, and PR Techniques.

Vaughan said that the opportunities in Public Relations are endless. "PR is active in almost every government, institution, corporation and organization."

The other major change in the department is the addition of two new majors, Journalism and Theater. Until now, both have only been offered as concentrations within the Communications Studies major. Starting in the fall, they will be separate degree pro-

grams.

"The Journalism major will allow students to leave Gardner-Webb with a more impressive and solid background that will help them get jobs at newspapers, magazines and in new media," said professor Bob Carey.

The new Theater degree will also add some clout to those students interested in theater. "The addition of a theater major will give legitimacy to our students. In the past, a degree in Communication Studies wouldn't help a student who wanted to continue their work in theater. The Theater

major will do that," said professor Keith Cassidy, who oversees the major.

Television is not new to the department, but professor Vic Costello is excited about improvements being made in the facilities.

There is a new state-of-the-art digital television studio, which will be located in Communication Studies Hall. The TV studio is currently located on the backside of Best Gym. Costello said that the new 30 x 40-foot studio will make Gardner-Webb's program more competitive with other schools in the southeast.

100 Books holds discussions for students

Mary Jones
Pilot copy editor

The YOTS 100 Books Committee has invited all Gardner-Webb family to three upcoming book discussions.

The committee works to promote books from their list of "100 Book Worth Reading."

The first discussion, led by Dr. Barbara Burkett, Professor of Natural Science, will be of Darwin's *The Origin of Species*

on Tuesday, March 16 at 5:30 p.m. On Tuesday, March 23 at 5:30, Dr. Charles Moore, Professor of Spanish, will lead a discussion of Cervantes' *Don Quixote*. And, on Thursday, April 8 at 5:30, Professor of

English, Dr. David Parker, will lead the discussion of T.S. Eliot's *The Waste Land*.

Copies of the works to be discussed are being ordered by the bookstore for purchase. They're also available in the library and online.

Groups will meet at 5:30 in the Bailey Dining Room to eat supper and then the discussion will begin at 6:00.

Dr. Hobbs, chair of the YOTS 100 Books Committee explained, "If you don't have

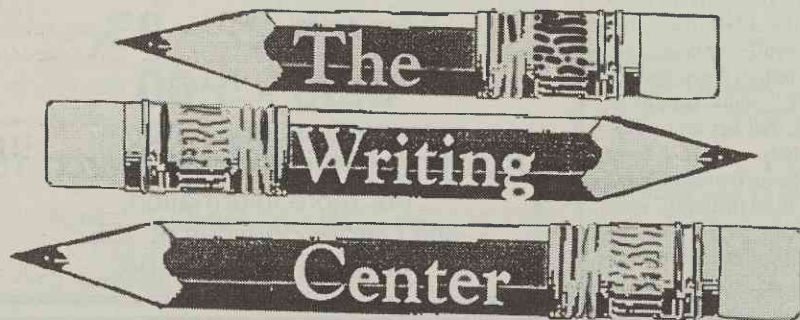
time to read a book that interests you, you might skim it, reading some bits and pieces that look interesting in more detail and then come and talk over some provocative ideas."

The YOTS 100 Books Committee website at <http://www.gardner-webb.edu/GWU/NaturalSci/physics/phy104/100books.htm> contains the complete list of books and links to their online texts and their record at GWU Library's online catalog.

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WGWG uses Web survey for listener preferences

Suzanna Saadi
Pilot staff

A listenership survey by WGWG radio was recently posted on the Internet to better determine the listener's preferences.

Assistant Director of Public Relations, Noel Manning, hopes this new survey will allow the public a better look at WGWG. "I wanted to go to the public and say, 'Hey, what do you want in a radio station,'" said Manning.

The survey asked 15 questions and took less than five minutes to answer. Additional opinions on the components and times of radio programs in the comment section of the survey were encouraged.

"Simple answers can help solve complex questions," said Manning.

Anticipating the taking of a

survey since early last fall, WGWG is looking for new options to improve the station.

Manning compared the survey to "looking at a road map and trying to decide which direction to go in."

The studio is currently being redesigned and reconfigured. The changes should begin to be recognized by the public in the next several months, said Manning.

"The station is in the process of refitting itself with new technology," said Manning. Planned improvements for the station include semi-automated programming.

Located on the GWU Communication Studies web page, the survey ran until the end of February. The surveys are being examined and the results will impact plans for the station.