

■ Audio/Video

From Page 1

However, Swanson said, he watched his students become frustrated and, in turn, he became frustrated.

Swanson agrees with those who say Elon has one of the best, if not the best, broadcast communications departments in North Carolina.

But, he said, "If somebody says Elon has a terrific communications program, I would like it to be because we have a terrific communications department - not because when you get here and find out its face value, (like) when you open the curtains in the Wizard of Oz, you don't have the wizard, it's the man behind the curtain."

The college sends a brochure on the communications department to prospective students. A photo in the brochure shows Christopher Waters, student coordinator of campus cable, using a camera owned by the football team.

Waters said he chose the camera knowing it did not belong to the communications department, but he thought it looked good.

After getting several comments about the photograph from other students, Waters said he regretted using the camera.

Clair Myers, dean of arts and humanities, said using the photo

in the brochure is "not a downright lie, maybe misleading, but not a lie."

Pat Kinney, director of public information and publications, who oversees the brochure, said, "I didn't realize that there was a distinction between the cameras."

But she said the brochure is not misleading because students in the communications department can use the camera.

However, Swanson said the only time the communications department used the camera was once when it was working on a documentary and because it did not conflict with the football season.

"You as a student, as far as I know, do not have access to the camera," Swanson said.

Ray Johnson, assistant professor in journalism and communication and director of Television Services, said, "It bothers me that the best camera on this campus belongs to the football team."

Swanson said the football team's camera has white balance, which helps the camera to see colors correctly. It has two channels of audio, which allows the student to talk into a microphone and also pick up other sounds.

It also has filters, which a student can use to adjust color temperature for different lighting conditions.

Swanson said all of these features are necessary to teach

communications students.

In a letter to Communications Chairman George Padgett last fall Swanson said, "Unless our students have the proper equipment to learn on, their chances of becoming successful in the real world are limited."

In a recent interview, Padgett said, "We are at a good teaching level. We want to move to the next level: the professional level."

Gerald Gibson, assistant professor in journalism and communications, said he came to Elon because it has more than most colleges. "It does work and it does work well for people who get in and do it."

He said getting the most out of the department requires more work than doing just assignments.

However, students may find it difficult to put in more time at the video editing rooms. Each student is allotted two hours each week.

But Johnson, who is in charge of the student workers for the editing rooms, said the school doesn't have enough money to keep the rooms open longer.

"We may run out of money before the end of the year to even keep it open the hours we do now," Johnson said.

Myers said he realizes that the communications department needs its own building if it is to teach at communications industry levels. The communications department now shares space with other departments in the fine arts building.

Myers said a new building for the communications department is included in the Vision 2000 Program.

■ Trustees

From Page 1

College officials declined to say how much the trip cost the school.

Board said, "The meeting was held off campus because many board members live in Virginia and it gave local members the chance to get away. It was an opportunity to focus on big issues."

Attention was centered on completion of the Plan For The 1990s and presentation of the Elon Vision 2000 program.

School officials are planning to hold the June board meeting at a ranch in Cody, Wyo. The Mooncrest Ranch is owned by trustee and alumnus Robert Model.

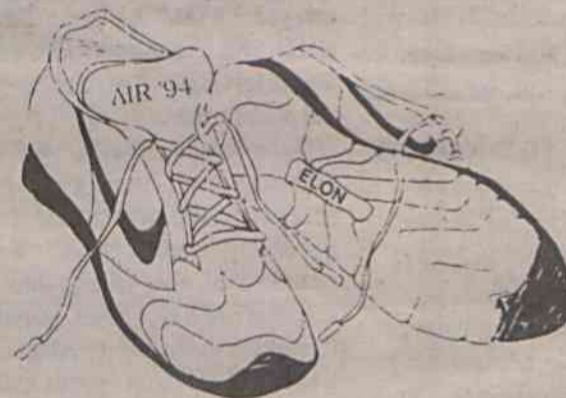
Trustees said that board meetings held away from Elon College give them an environment more conducive to working. "We are able to get more done because we have more time together," said Barbara D. Bass, a trustee.

An agenda for the Virginia trip included two times for golf, tennis, shopping or sightseeing, and two socials and dinners. Four hours of each 12-hour day schedule was set aside for business.

The planning conference was held at the Williamsburg Inn. A room at the inn runs about \$200 a night, depending on the size of the room and the type of bed. The Williamsburg Inn is rated as a five-star resort.

The school's tax return form for 1992-1993 showed that \$31,273 was spent that fiscal year on conferences and conventions. Travel expenses were \$678,047, including \$619,161 for enhancement of programs, \$38,432 for management, and \$20,454 for fundraising.

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