

NCCU News

Faculty Member Tells How To Make Figure Income In Publishing

How to Make \$100,000 A Year in Desktop Publishing is not the typical title of a language teacher's resume, unless that language teacher is Thomas A. Williams.

Dr. Williams, a visiting lecturer at NCCU's Department of Modern Languages, holds the credentials required for academic success. His bachelor's and master's degrees are from the University of Georgia, and his Ph. D. in Romance languages is from the University of North Carolina at Chapel Hill. His doctoral dissertation on Mallarmé was published by the University of Georgia Press. He had a total of 21 years of college teaching experi-

ence before joining the NCCU faculty this fall, having worked at Georgia, Troy State University, High Point College, the University of South Carolina, Davidson College, and East Carolina University.

His book publications include a work of literary criticism, *Mallarmé*, published by the University of Georgia Press, and a biography, *Eliphas Levi*, published by the University of Alabama Press. He has also written three other books.

But in 1979 Dr. Williams purchased the *Mecklenburg Gazette* in Davidson, N. C. By 1982 the paper's advertising revenues had multiplied by ten, and its circulation by five. Dr. Williams sold the newspaper in 1982 to the Park Communications newspaper chain.

In 1982 he founded Williams & Co., a publishing and public relations organization. In 1985 he merged the company into Williams & Simpson, Inc., which published *NCEast Magazine*, *Beaufort County Magazine*, *The Vacationer* (a North Carolina travel and tourism guide) and Williams & Simpson's *Apartment Directories*. The company also wrote, designed, and produced custom manuals, brochures and similar materials for advertising clients.

In the fall of 1990 Dr. Williams returned to teaching, becoming a visiting lecturer in Modern Languages at NCCU. He is currently writing an essay, "Racine and Mozart," and on two short stories.

He has not left the publishing business entirely, however. *How to Make \$100,000 A Year in Desktop Publishing* was published this fall by Betterway Publications, Inc., of White Hall, Va. *How to Publish Your Poetry* and *How to Start, Run and Profit From Your Own Publishing Company* are scheduled for publication by Venture Press, Inc. in 1991.

How to Make \$100,000 A Year in Desktop Publishing is far from the typical publication for the men and

women who use desktop computers to typeset and design publications. Most of the popular titles in the field are in the area of design. Dr. Williams, who began to use the new technology in 1986, remembers, "The books all told you how to operate your equipment and even how to draw pretty pictures with it. But none really told you how to make money with it."

How to make money with desktop publishing is Dr. Williams' principal topic in his book. The first two chapters get the budding entrepreneur started with the relatively small investment now required for desktop publishing.

(Dr. Williams began to work with desktop publishing not long after the technology was developed. The first copyrights associated with one of the most popular software programs for desktop publishing, *Pagemaker*, date from 1984.)

The remaining 13 chapters of Dr. Williams' book deal with the working business of active publishing. From "Publishing A Quality Of Life Magazine" to "Selling Out For Pleasure And Profit," they reflect Dr. Williams' own personal experience in publishing.

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Programs With Latin American Studies Rated Successful

Two training projects conducted at North Carolina Central University in 1987 and 1989 for Paraguayan health and sanitation workers have yielded promotions, better practical techniques, and improved relationships with agencies for many of the participants, according to a report from the director of the overall Federally-funded program.

More than a quarter of the participants in a 1987 summer program for health workers (nurses, nurses aides, and volunteer health workers) had been promoted, and more than a third of the sanitation inspectors who participated in a 1989 program have also won promotion.

The two projects were conducted at NCCU under the auspices of the Pan-American Scholarship Program of American Universities, which has three contracts with the U. S. Agency for International Development to train Paraguayan health workers and others.

Directing the two NCCU projects was Mary Hawkins of the NCCU Department of health education.

The two programs were evaluated in a report by Jenifer Burckett-Picker, director of the USAID/Paraguay-LASPAU Programs. The report includes Ms. Burckett-Picker's assessment of all of the programs conducted by LASPAU for USAID in Paraguay.

The 1987 project at NCCU enrolled seven rural health nurses and eight nurses aides and volunteer health workers for the month of August. Participants had been nominated by U. S. Peace Corps Volunteers who worked with them in widely-scattered rural areas of Paraguay.

The NCCU project provided practical courses in health care and one course in health education.

Ms. Burckett-Picker reported that the nurses, nurses aides, and volunteer health workers have learned more effective ways of providing health care and health education. They now use audio-visual aids in their contacts with Paraguayans, including illustrations and flip charts which they have prepared themselves.

The rural sanitation inspectors were enrolled at NCCU in May and June 1989. The eleven Paraguayan participants studied topics including health education techniques, water quality testing, sanitary disposal of wastes, and the functioning of water pumps.

A year after the program ended, the eleven participants were back at work for the Paraguayan National Environmental Health Services. They reported to Ms. Burckett-Picker that they now offer education to the residents of the rural communities, using the techniques and demonstrating practices they learned at NCCU.

The program director's report says that the Peace Corps Volunteers who worked with the health and sanitation workers report that their colleagues have changed forever as educators. "The common practice of reading a prepared lecture to villagers has been replaced by activities which involve community participation and better educational technology," Ms. Burckett-Picker wrote.

Law Student Named Award Recipient

Aretta Dumas of Philadelphia, a second-year law student at North Carolina Central University, has been named to receive a \$1,000 scholarship from the Black Entertainment and Sports Lawyers Association.

Ms. Dumas was nominated as the award recipient by Dean Mary E. Smith of the NCCU School of Law.

The Black Entertainment and Sports Lawyers Association awarded a total of four scholarships for the 1990-91 academic year to students at NCCU, Howard University Law School, Texas Southern Law School and Southern University Law School.

Criteria for the award include a law school average of 2.5 grade points or better. Recipients should have completed a course, seminar or conference related to entertainment or sports law, or have had internship or employment experience in sports or entertainment law.

Ms. Dumas served in the summer of 1990 as an intern to Professor James Smith, who teaches Intellectual Property at NCCU. She helped prepare materials for the NCCU Sports Administration and Facilities Management Institute.

Ms. Dumas also participated in an NCCU Seminar on Intellectual Property Law in Greensboro.

EAGLES' CALENDAR

NOVEMBER 26 (Monday), 8 a. m., Classes resume.

NOVEMBER 27-30 (Tuesday-Friday), 9 a. m. - 5 p. m., "Riding on a Blue Note," works on the theme of jazz by artist Vincent D. Smith, NCCU Art Museum. Admission free.

NOVEMBER 27 (Tuesday), 7:30 p. m., Basketball, NCCU at Hampton University.

NOVEMBER 30 (Friday), 7 p. m., Basketball, NCCU Vs. Albany State, at Greensboro.

DECEMBER 1 (Saturday), 9 p. m., Basketball, NCCU vs. North Carolina State, Greensboro.

DECEMBER 2 (Sunday), 2-5 p. m., "Riding on a Blue Note," works on the theme of jazz by artist Vincent D. Smith, NCCU Art Museum. Admission free.

DECEMBER 3-7 (Monday-Friday), Dead Week. No extracurricular activities to be scheduled.

DECEMBER 4 (Tuesday), 7:30 p. m., Basketball, Norfolk State at NCCU, Dougald Gymnasium.

DECEMBER 7 (Friday), Last Day of Classes, Fall Semester, 1990.

DECEMBER 7 (Friday), 2 p. m., Faculty Senate, A. N. Whiting Building.

DECEMBER 8 (Saturday), 7:30 p. m., Basketball, Saint Augustine's at NCCU, McDougald Gymnasium.

DECEMBER 10-17 (Monday-Monday), Final Examinations.

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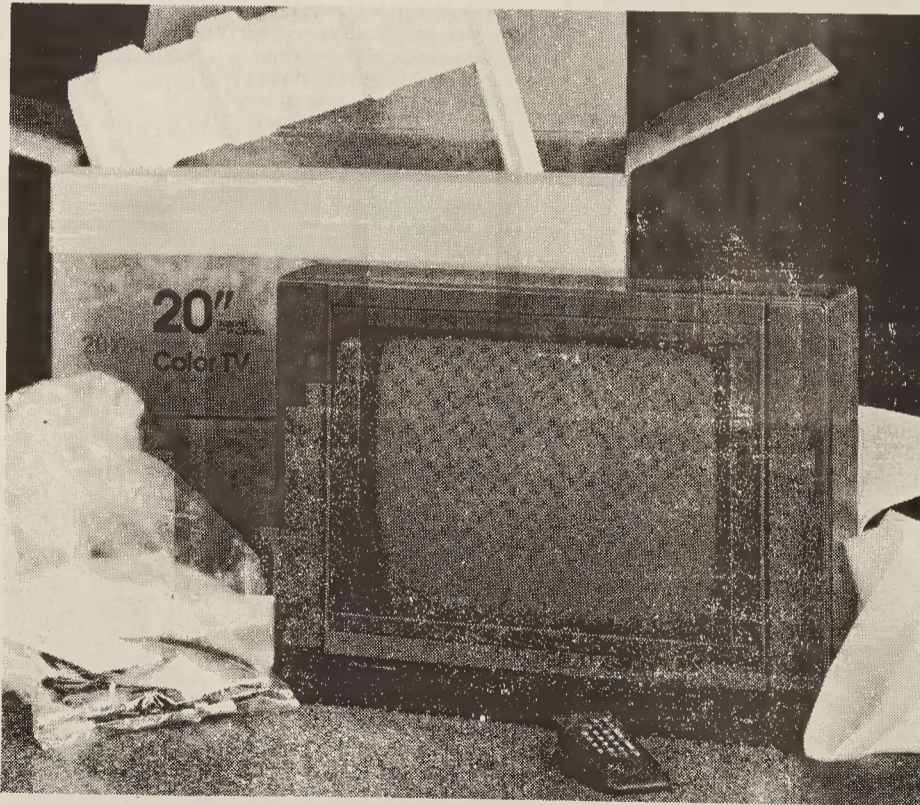
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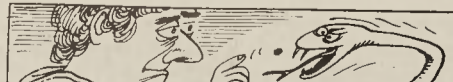
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