



**DAYTONA BEACH, FLA.** - Walt Disney World pledged a \$250,000 challenge grant to Bethune-Cookman College. The money, to be distributed over five years, will endow a chair for B-CC's School of Hospitality Management. The Disney commitment is part of a \$3.5 million fund-raising effort on behalf of the program. Bethune-Cookman is among four Florida colleges which offer a four-year major degree in hospitality management. Others are Central Florida, Florida State, and Florida International. B-CC is one of only 12 historically black colleges and universities in the country that offer the sequence. Announcement of the pledge came during the pomp and circumstance of commencement day. A ceremonial check was presented to B-CC President Dr. Oswald P. Bronson Sr. by Walt Disney World Vice President Jim Armstrong. "This generous investment in B-CC's hospitality management program by Walt Disney World is a major step forward," said Bronson. "This grant clearly demonstrates Disney's commitment to improving minority involvement in the hospitality industry." "With all of our expansion, we need hospitality management people," said Armstrong. "It's the number one growth field in Florida, and we're excited that Bethune-Cookman will be providing our industry with graduates trained in this field."

## "The Brain" Takes Look At Nature's Mysterious Creation

"Ultimately, I believe neuroscience will fundamentally alter the way man perceives himself... for as we learn about the brain and how it works, we learn about who we are."

- On-air reporter George Page

In May, viewers will come to know nature's most mysterious creation—the human brain, exploring its awesome structure and all its known functions. Premiering Tuesday, May 5, at 9 p.m., "The Brain" will air on consecutive Tuesdays over the 10 channels of The University of North Carolina Center for Public Television.

The eight-part series takes a comprehensive look at the remarkable three-pound "machine" that serves as the center of all knowledge. "The Brain" examines how the brain works, encompassing vision, movement, drives, stress, emotion, learning and memory. Numerous human-interest case histories are featured, as well as a variety of special effects, including computer animation, time-lapse microphotography and three-dimensional modeling to enhance viewer understanding.

George Page, "Nature" host, serves as on-air reporter. "In the past 10 to 15 years, we have learned more about the human brain than in all of man's previous history on the planet," remarks page. "The Brain" reports on some of what man has learned, and it offers some perspective about what it all means.

What does the brain do? How do scientists learn about the brain? The first of the eight hour-long documentaries, "The Enlightened Machine," answers these questions and illustrates innumerable complex processes the brain is capable making every second. Viewers journey through the brain's architecture to learn how messages are transmitted to the body.

In another program, Olympic diver Greg Louganis performs difficult and complicated dives which illustrate how the brain as well as the body learns complex patterns through repetition. "Rhythms and Drives" examines portions of the brain which control the "primitive" drives—violence, aggression, sex and the innate biological clock. The program profiles a woman suffering from seasonal depression and shows how

her doctors "tricked" her brain to stop it.

"Stress and Emotion" tours the landscape of personality and emotions and discusses the effects of drugs on the brain. Later in the season, "The Brain" explores the differences in male and female brains; discusses the complex mental illness of schizophrenia; and looks to the future to remind viewers that science has only reached the threshold of unlocking the brain's mysteries.

A college credit course, "Brain, Mind and Behavior," based on and developed simultaneously with "the Brain" series, is offered in the psychology and biology curriculum of two-year and four-year institutions.

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