



The Breeze



Vol. L.

Madison College, Harrisonburg, Va., Friday, July 19, 1974

No. 56

Service to Valley New Goal of College Radio

By SUZANNE FADELY

Hoping to become "the public radio voice of the Shenandoah Valley," WMRA will adopt a new type of format in programming designed to meet the needs of area residents when the station boosts its power from 10 watts to 50,000 watts next year.

Our goal, said Dr. Robert Finney, professor of Communication Arts, is to produce our own programs. Dr. Finney

hopes that these locally originated programs could be sold to other stations for their own use.

The local program series will include broadcasting of courses for college credit which would allow those unable to go to the school to take courses from the college and get credit for them.

Described as taped lectures and discussions following plans of college curricu-

lar courses in the arts, sciences, business, and education, each program will last one semester for 50 minutes each Monday, Wednesday, and Friday. Those listening to the course on Tuesday and Thursday will have 65 minute periods.

The programs are planned for early morning and afternoon.

Also planned for instructional education use are pr-

ograms for preschoolers, which would follow the college courses. These would be taped programs using word gaming, sound effects, and music to develop skills in communicating.

"Games for Preschoolers," another planned program, is a 15-minute tape which uses verbal games to develop those skills.

Public affairs programs are also planned for WMRA's new

look. "Women's World" will inform women on homemaking, consumer trends, and politics and discussions with leaders of women's groups and the like.

Reports from surrounding high schools and colleges will be broadcast daily. Dr. Finney said that this will give the schools a chance to get involved in producing their own programs.

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50,000-Watt Power Boost Approved

WMRA Expansion Now Guaranteed By \$74,000 Grant

By SUZANNE FADELY

Madison College radio station WMRA will become a 50,000 watt FM station by September, 1975, with the award of a \$74,000 grant from the U.S. Department of Health, Education and Welfare (HEW).

The Federal Communication Commission (FCC) in Washington, D.C., has notified the college that a construction permit will be granted that will allow the station to change its frequency and the location of its transmitter.

WMRA, which is now a 10-watt station with a barely audible signal that reaches approximately one mile, will broadcast a strong stereo signal that will be heard from Winchester, Va., to Lexington, Va., without interference, according to Dr. Robert Finney, professor of Communication Arts at Madison.

Dr. Finney said that given certain weather conditions WMRA will be heard as far as Roanoke, Va., to the south, Hagerstown, Md., to the north, and Richmond to the east.

The new transmitter will be located on Little North Mountain, nine miles northwest of Harrisonburg, near Singers Glen, Va.

The HEW grant comes from its Educational Broadcasting Facilities Program. The program, which provides funds to broadcasting stations with regard to their geographical location and competition in the area, has as its priority the improvement and expansion of educational stations such as WMRA.

(Continued on Page 4)



Extending the Signal

LITTLE NORTH MOUNTAIN, nine miles northwest of Harrisonburg, will be the site of radio station WMRA's 50,000 watt transmitter that will be built with funds from a \$74,000 grant from HEW. The primary signal will be audible within the area outlined above, but under the right

conditions the signal may be picked up as far south as Roanoke, Va., as far north as Hagerstown, Md., and as far east as Richmond. The new transmitter is expected to be in operation by the fall of 1975.

Oops...

THE BREEZE is being published on Friday, July 19, instead of Wednesday, July 17, because of technical difficulties.

Three more issues of THE BREEZE will be published this summer, all on Wednesdays, July 24, July 31, and Aug. 7.

Student Sought To Serve On Traffic Committee

By LESLIE COOKE

A student is being sought to serve this summer on the Traffic Violations Committee.

"No experience is necessary," emphasized Summer Student Government President Avra Kaslow.

The Traffic Violations Committee is empowered to hear appeals from students who have been charged with the violation of a campus parking regulation.

Besides two student representatives, one faculty member, and one staff member,

the committee consists of chairwoman Dr. Faye Reubush, dean of student services.

Decisions to accept or reject appeals are determined by majority of the five-member group.

As outlined by the 1973-1974 student handbook, "all students enjoy this right of appeal," providing they make application with the Student Services office in Alumnae Hall "within seven days from the date of the citation."

Nonetheless, persons receiving tickets are advised to immediately pay the fine, even if they contemplate an appeal. This is to safeguard a possible additional fee for tardy non-payment, Avra said.

Students also possess the right to appear before the committee in person. The appellant completes forms describing "what he wants to be known by the committee," Dr. Reubush explained, and unless he elects to attend the hearing, deliberations are confined to the initial statement.

Dr. Reubush cautioned that students contemplating petition will want to remember that their appeal won't be denied.

Regardless, the committee opinion will be communicated to the petitioner through my office, Dr. Reubush added.

Although she didn't indicate any specific problems with the appeals committee structure, Dr. Reubush did state that the current procedure is under study, and may be modified somewhat next year.

Established by the Dean of Student Services under authorization of the College president, this committee has been in existence for only about three years, Avra explained.

Students who would like more specific information or would like to participate on the committee are asked to contact President Kaslow in the Student Government chambers on weekdays between 10:30 and 11:30 a.m.

Exact time of the hearings which will occur during the second four-week session, will be adjusted according to the schedules of individual committee members.

Library Hours

The correct hours for the library this summer are as follows:
Mon-Fri, 7:00 am - 10:00 pm
Saturday, 9:00 am - 6:00 pm
Sunday, 6:00 pm - 10:00 pm

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Finney Selected

Dr. Robert G. Finney, director of radio, TV and film at Madison College has been selected to serve on the nominators committee of the Emerson College-Edward L. Bernays Foundation Award.

The committee will nominate the most socially significant nationally televised program broadcast during 1974.

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'The Drunkard' Takes the Stage Aug. 1

A nineteenth century drama about a man's addiction to alcohol and its effect on his family will be the Madison College Theatre production this summer.

"The Drunkard" will open Aug. 1 and play through Aug. 4 at the Latimer-Shaeffer Theatre in the Duke Fine Arts Building.

W.H. Smith's "The Drunkard," or "The Fallen Sav-

ed," was first produced in 1844 and has enjoyed a great deal of success throughout its one-hundred year history. At the Barnum Theatre in New York, where it opened in June of 1850, "The Drunkard" became the first play to run for 100 consecutive performances on the American stage.

In the thirty-four years

from 1844 to 1878, in the height of the temperance movement, more than 450 performances were done of the "The Drunkard." The play ended a 20-year standing run in Los Angeles in the early 1950's.

"The Drunkard" is considered the best and the most enduring of the temperance dramas popularized in the latter part of nineteenth century.

Dennis Dewey, a senior Communication Arts major, will portray the title role of Edward Middleton, in the Madison production. Mary, Edward's wife, will be played by Val Tullous, also a Communication Arts major.

Alan Rosenberg and Denise Cooper were selected for the roles of Lawyer Cribbs, the play's villain, and Miss Spindle, an eccentric old maid.

Edward's half-brother, William Dowton, will be portrayed by Jon Irby, a Madison graduate. Agnes Dowton is to be played by Rosemary Zullinger.

Twelve-year-old Gina Franz will play Julia Wilson and Mrs. Wilson, Julia's grand-

mother, will be done by Donna Glick. Mr. Rencelaw, the good samaritan of the production, will be portrayed by Bob Meyers.

In addition to these main characters there are several townspeople, choristers, musicians, and dancers, who will be played by Sarah Chamblee Bob Bergaust, Kath Dillaber, Gary Flavin, Greg Forbes, Lawrence Leap, Cheryl Hornberg, Jerry Long, Steve Malbe, Susan Powel, Judy Turner, R.L. Dalton, Cameron Nickels, Clifford Powell, Terry Meyers, and Becky Price.

The technical director for Madison's theatre, Allen Lyn-

drup, is designing the props for the production.

Assistants to the director will be Sue Lamm and Bob Bergaust, with Bergaust also in charge of music.

Judy Turner is in charge of choreography for the August performances.

MC Selects Hanlon For Business Dean

J. William Hanlon, executive director of Georgia Council on Economic Education, has been named dean of the School of Business at Madison College.

Dr. Hanlon, 37, is an associate professor of economics at Georgia State University. He will assume the Madison College position Sept. 1.

As executive director of the Georgia Council on Economic Education, Dr. Hanlon has been responsible for the development and coordination of economic education progr-

ams in schools and colleges throughout Georgia.

As dean of Madison's School of Business, Dr. Hanlon will succeed Dr. Billy Hinton, who has returned to the teaching faculty.

Before assuming his position in Georgia in 1972, Dr. Hanlon served for two years as head of the Department of Business Administration and Economics at Winona State College in Minnesota.

Bike Hike Set For Saturday

An intermediate-length bike-hike will be held here Saturday. The 15-mile event, conducted by the Shenandoah Valley Bicycle Association, is scheduled to take up to three hours to complete, allowing for beginning bicyclists.

Persons wishing to participate are required to register at one of the downtown bike shops by 5p.m. Thursday. Information about starting time and place will be available upon registration.

Geology Grant Awarded

The Madison College Geology Department has been awarded a \$9400 matching equipment grant from the National Science Foundation (NSF) for the purchase of an \$18,800 X-Ray diffraction instrument.

Dr. W. Cullen Sherwood, project director, said that the X-Ray diffraction capability will allow the Geology Department to undertake structural studies of minerals, rocks and soils on the atomic scale.

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M.C. Swim Classes Teach Tots, Parents

By JUDY SULLIVAN

There is nothing very unusual about a Madison College physical education instructor teaching a group of children how to swim. But when the children start as young as age 9 months and each is accompanied by a parent in the pool, the situation may be a bit more unfamiliar.

Pre-school swimming for children nine months to five years is being taught this summer by P.E. instructor Jane Myers. Built into

the program is her philosophy of how children learn through physical movement.

The primary objective of the classes is not to teach the mastery of a certain number of strokes. Rather, Mrs. Myers emphasizes, the child and the parent become comfortable with each other in the medium of water.

The child develops a positive attitude about his ability to perform in the water, and then naturally moves into the swimming postures.

"The swimming is incidental, but it comes," says Mrs. Myers. "The important thing is to develop an 'I can' attitude. It must be fun; there is no demand for performance."

Mrs. Myers believes that parents have difficulty providing "meaningful play." It is with this in mind that she conducts both the swimming classes and the movement experiences for Preschoolers during the regular session.

The class is based on the same philosophy as are the

swimming classes, with the parent an active participant.

"The total child is what we're attempting to develop socially, emotionally and physically," says Mrs. Myers, who adheres to the philosophy that all learning comes through movement.

At times sounding more like a psychologist than a physical education teacher, Mrs. Myers stresses the importance of "freedom of discipline," allowing the child to set limits for himself.

A class in Creative Dance for Boys and Girls, kindergarten through high school, is

also taught during the regular session to permit further movement experiences. All the classes are open to all children in the community, but there is little need for advertising since there is usually a waiting list.

Physical education offerings still available to children this summer include a football camp, gymnastics classes, a youth soccer program, and creative dance.

Already completed have been a basketball day camp for girls, a baseball day camp for boys, and a tennis day camp for boys and girls.

Among Top Collegiate Hitters; Baseball Team Ranked Fifth

Madison College freshmen baseball players Billy Sample and Mike Lacasse are ranked among the top collegiate hitters in Division II, and the Dukes' team batting average is the fifth best Division II mark in the nation, according to the final 1974 collegiate baseball statistics released by the National Collegiate Sports Services.

Sample finished the season

as the 15th ranked Division II hitter in the nation with a .416 average. The Salem, Va., native also led Madison in hits (57), runs scored (51) triples (3), stolen bases (1) and walks (18). Sample, who was voted Madison's Most Valuable Player, also had nine doubles, three home runs and 22 RBI's.

Lacasse, from Falls Church, Va., finished the season rank-

ed 31st in Division II in hitting and was ranked first in average doubles per games played. He had 17 doubles in 34 games, an average of one double every two games. He batted .396 and finished the season with a 23-game hitting streak. Lacasse was second on the team in hits (53), runs scored (32), RBI's (34) and he had two home runs.

As a team, Madison batted .320 with 358 hits in 1119 at bats. The Dukes had seven players with batting averages over .300 during the 1974 season. Madison scored 253 runs in 34 games and had 62 doubles, eight triples and 23 home runs.

Madison finished the season with a 23-11 record, the best baseball record in the school's history.

* Power Boost

(Continued from Page 1)

The grant will represent about 75 per cent of the \$110,000 in equipment needed to expand WMRA, including a new transmitter, antenna, tower and microwave relay.

The project also calls for installation of power lines and the construction of an access road to the tower. Money from state operational funds for the college will pay the balance of the bill.

* College Radio

(Continued from Page 1)

Network news will be broadcast each hour along with local and regional news on several times during the day.

Music on WMRA will be varied in content, ranging from "earlybird," easy listening music to dinner music in the early evening hours.

Programs will include jazz, pop music from different periods, soul music, progressive rock music, folk and soul music, and classical music.

There will be many opportunities for student and faculty input in this new program format, according to Dr. Finney.

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