

# Texas A&M Workshop

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## Workshop News

### Camp to honor students

by David Kullerd

The Communications Workshop faculty will give awards Friday at 10:30 a.m. — the last day of the journalism seminar. The awards will be given in the areas of newspaper, yearbook and photography.

Lorene Denney, instructor, said there will be six categories of awards for advanced newspaper.

First, second and third place honors will be given for the page design in The Battalion. Writers for the workshop page in The Battalion will also receive awards for news writing and feature stories. Also included will be first, second and third place certificates for double page design, ad design and creativity with type.

The basic newspaper class will be first and second place news writing and feature writing awards. Certifi-

cates also will be given for page design and most promising young journalist. Additional meritorious participation awards will be given.

Ten awards will be given in the yearbook class. First through fifth places will be given for yearbook of distinction and yearbook of merit. Other awards will include first through third place cover design. Ad layout, division pages and the opening sections will be judged, along with the organization of the yearbook, the faculty and the class double-page spreads.

First through third place awards will be given to the basic photography class. Outdoor portrait and existing light activities are two of the categories. Other awards will be given in: group flash photography, feature photography and sports photography.

### Workshop show tonight

by Debbie Carr, Melody McCain, and Gene Torres

The annual Communications Workshop Talent Show and General Fun Time will be held tonight at the North Area dorm quad. This is the 12th year of the workshop talent show.

"The whole night is going to be a lot of fun," said Randy Lemmon, recreational director and master of ceremonies for the show.

The Taylor Publishing Company representatives — Mark David, Brent Bruson, Robin King, Mike Parker and Butch Milks — will provide their version of soap opera spin-off.

Butch Milks, one of the representa-

tives, said: "We're in deep trouble because we're shallow on talent."

Students are organizing performances of their own.

Sillsbee High School is planning a skit called "Casey's Coffin." Students involved are: Lauri Curby, Lorre Caruru, Mark Davis, Julie Cook, Didi Fletcher, Mary Perlit, Sondra Gaines and Cynthia Green.

The students said they are not to be held accountable for the outcome.

Proctors will also display a talent and will lead the workshop students in Aggie yells.

The agenda includes the announcement of school winners and the presentation of certificates for the best skits.

### Softball loser hit with pie

by Jill Murrie, Paula Vogt and Sheryl Stevens

There is "no joy in Bumsville." Fred Bunch said as Butch's Bums fell to Mark's Mulletts 11-9 in seven innings of play at Duncan Field Wednesday night.

The ballgame is an annual event between Texas A&M's Communications Workshop softball teams — the Mulletts and the Bums.

Although Butch Milks was a good sport, he had a few words for his lucky opponents. "I feel that the Mulletts should follow the male-female batting procedure," he said. "Also, I feel the Mulletts should try to recruit more women to the team, or the team will be called something other than the Mulletts."

All that Coach Mark David had to say was that "the Bums played a good game, but we are still undefeated."

Both teams, although threatened by impending rain, played an excel-

lent game. After the game, both coaches were hit in the face with a pie.

While leaving the field, Milks and his Bums hung their heads and started planning to win next year's game.

The friendly rivalry began four years ago when Taylor Publishing Company representatives, David and Milks, tried to find a game that everyone could play. To make the game more interesting, tradition dictates that after the game the losing coach gets a pie in the face. But, both coaches agreed to get a pie in the face.

Team names evolved when Milks and David were trying to find non-offensive names. The label for Butch's Bums and Mark's Mulletts have stuck ever since.

"We may not win in score, but we will win in enthusiasm," coach David said.

Milks said: "Gosh our team is dedicated. I figure they have to be for me not to get a pie in the face."



staff photo by Peter Rocha

### The wonderful world of communications

Holly Johnson, seated, and Sharon Goudy experiment with a video display terminal in the office of The Battalion office. Both Clear Lake high school students are attending the newspaper session of the communications workshop.

## A&M sponsors seminar

by Toni Byam and Darrell Malinowski

Journalism activities are keeping over 300 junior high school and high school students busy this week as the Department of Communications hosted its 12th annual Communications Workshop.

All students are participating in one field of study, and activities range from recreation to various newspaper, photography and yearbook lectures.

Newspaper students chose earlier in the week to enter one of two news-

paper classes. The first is a beginning class for students who feel they need more background in the news writing field. Cassy Jordan and Debbie Mullins are teaching these sessions. The more advanced lecture, which is focused upon different aspects of layout and design, is directed by Lorene Denney.

Photography students also have the prerogative to place themselves in a beginning or advanced session. The beginning class, led by Howard Eilers, discusses the procedures of processing film. Fred Bunch directs the advanced class, in which the students

learn to be more observant of their surroundings.

Taylor Publishing Company is instructing the yearbook portion of the workshop. Pat Dose and other Taylor associates are leading this seminar. Students involved are learning to adapt themes and design modular layouts.

The workshop ends tomorrow. Marty White, a student from Tomball High, commented: "I believe that this workshop has enriched every student involved, with fond memories and extensive knowledge."

## Advisers direct programs

by Holly Johnson and Sharon Goudy

Students attending the Communications Workshop will return home Friday with new knowledge from having produced a page in The Battalion, having processed film or having compiled a Weekbook. This was all done under the direction of Sandra Utt, workshop director, with the help of other instructors.

Utt was the publications adviser at Norfolk State University and various high schools. Utt said she feels the students should have learning experiences in an enjoyable setting. She has

completed work for a doctorate in mass communications at Ohio University. She has her bachelor's and master's degrees from West Virginia University and is now assistant professor of journalism at Texas A&M.

Cassy Jordan is the beginning journalism session instructor. When asked what she wants her students to get out of the workshop, she jokingly said: "Rich and famous! Then they can give all their poor, old journalism advisers rich, cushy jobs!"

Jordan has her bachelor's and master's degrees from Sam Houston State University. She is a former reporter for the Huntsville Item and the

Arlington Daily News. She previously taught high school journalism and was an instructor at Sam Houston State University. Jordan is currently a publications adviser and journalism instructor at McLennan Community College in Waco.

Assistant beginning newspaper instructor Debbie Mullins said she mainly wants to get students interested in journalism. She is a graduate student from the University of Texas.

Advanced newspaper instructor Lorene Denney has a bachelor's degree in journalism from the University of Texas. She has been a journalism teacher for 10 years and was named Texas Journalism Teacher of the Year in 1980 by the Interscholastic League Press Conference. She is presently a teacher at McCallum High School in Austin.

McCallum's newsmagazine The Shield was named top high school publication in Texas in 1981 by ILPC. As one of the top five high school publications in the nation, The Shield also received The Pacemaker Award from The National Scholastic Press Association. The Shield was named the top newsmagazine in Texas by THSPA. Denney is presently serving as president of the Texas Association of Journalism Directors.

Howard Eilers, beginning photography director, received his bachelor's degree from the University of Minnesota and his master's from Ohio University. He is a former assistant professor of journalism at Bemidji State College in Minnesota and Southern Illinois University. He is currently an associate professor of journalism at Texas A&M. He has been a photography director for workshops since 1977. Eilers said he wants his students to be able to handle a camera, use a darkroom and make a print.

Advanced photography director Fred Bunch has his bachelor's degree from East Texas State University. Bunch is a former reporter for the Galveston Daily News and is currently a photojournalist for the Houston Post. He was the winner of Texas Headliner Club awards for spot news and feature photography.



staff photo by Peter Rocha

### The youngest

Dana Owens, left, and Heather Goynes, both from Katy Junior High, work on layouts for their yearbook. The eleven year olds are the

youngest students attending the communications workshop sponsored by the Department of Communications.

## Salesmen best ever at 'selling'

by Joe Rubio

Students attending the yearbook section of the Texas A&M Communications Workshop arrived at Taylor Publishing Company this week put on by representative Taylor Publishing Company.

Taylor sent several sales representatives to help high school yearbook staffs prepare for the upcoming year. The representatives do this with aid of slide shows and by giving workshop sessions that develop necessary yearbook skills.

These men are the same slick salesmen that travel to high schools over Texas to sell yearbooks.

## Commentary

rings and graduation paraphernalia. Out of more than 300 students, advisers involved in the workshop the five Taylor representatives the easiest to pick out. They cannot blend into a crowd.

For example, salesman Butch Milks is notorious for his wardrobe. On Monday, Milks wore a yellow shirt that gave him the appearance of

reject salesman from a used car dealership — and on Tuesday he played Santa Claus by wearing pants and a red shirt while giving bubble gum to good girls and boys who came early to morning sessions. Milks also uses a gimmick he calls "Butch's grab bag" from which gives out prizes to attentive students who remember information from previous sessions.

And like all the Taylor representatives, Milks is a graduate of the smiling academy; he is always smiling no matter what time it is. These guys are taught to smile in their sleep, even Santa Claus smiles as much as a Taylor salesman.

However, smiling isn't the only thing Taylor people do; they talk with the confidence of a talk show host. Obviously these grown men appear to be happy, very happy, fact, even the most normal people do not seem nearly as happy as the yearbook pushers. Let's face it, these guys are almost jumping for joy.

The big question is why do these grown men have so much to smile about? There's really nothing to be happy about when you consider that Taylor makes a pretty good profit by publishing most of the yearbooks for schools attending this workshop.

It's also no secret that each of the five gentlemen receives a monetary compensation as a company salesman. Common sense says Taylor representatives aren't smiling just to make the world a better place.

## Communications Workshop

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  - Chris Colihan, Lamar Consolidated
  - Jeff Quasny, Lamar Consolidated
  - Sheryl Stevens, Tomball

This page is the first publication by the Texas A&M Communications Workshop for high school journalists. Staff members for this publication are enrolled in the beginning and advanced newspaper sections of the workshop. The twelfth annual workshop is being held this week on the Texas A&M campus.