

Local media teaches groups to get coverage

By KIM JENSEN
Reporter

Representatives from more than 40 local service organizations took advantage of a free media workshop Saturday morning that helped them learn how to write public service announcements, prepare press releases, and get media coverage and publicity for their organizations.

The workshop was sponsored by The Association of Bryan-College Station Journalists (ABCJSJ).

ABCJSJ President Dave Mayes said the seminar was designed to be mu-

tually beneficial for the community and the press.

"By teaching our community how to deal with the media we are making it possible for the media to serve the community in a better, more efficient manner," Mayes said.

News directors, photographers, editors and media personalities from the Bryan-College Station area participated in the program and were on hand to answer questions from the audience.

Jeff Braun, news director for KBTX-TV in Bryan, explained to the group what qualifies events for

news coverage and told them how planning for crews and equipment can increase the chances of television coverage.

Greg Moses, former news director at KTAM radio, said radio is probably the most misunderstood medium because people don't know what happens behind the scenes in radio.

"Sound is the key ingredient for good television and radio," Moses said. "As a result, groups who help provide us with sound have a better chance of receiving media coverage."

University of Chicago prof: Globe united but diffused

By KIM TREESE
Reporter

Scientists have underestimated the range and role of diffusion in history, Dr. William H. McNeill, University of Chicago professor of history, said Friday.

His lecture was presented by the University Lectures Committee in conjunction with the conference, "The Transfer and Transformation of Ideas and Material Culture," sponsored by the College of Geosciences, the Department of History and the College of Liberal Arts.

"Literary record tends to divide humankind into separate and watertight boundaries," he said. "This

means that a full and accurate account of cultural diffusion will never be attained.

"Someone who is undergoing classical studies will not pay attention to China and India when studying Greece and Rome."

Venturesome roving has long been a part of human behavior, McNeill said. Prehistoric man was constantly moving about, tracking new ground and encountering whatever came along, he said.

"These incursive encounters with strangers began to offer the opportunity for diffusion," he said. "Skills spread, and they had to be altered to suit the different geographic areas."

This borrowing of ideas provokes invention when whatever has been borrowed does not quite fit the present situation, he said.

As a result, McNeill said, the world became far more interactive, and new goods, skills and appetites were developed.

"Ideas are highly contagious," McNeill said, "and skills accompany the spread of ideas. This is the mainstay of human society. It facilitates a closely interconnected globe."

"Communications has united the globe but has not united the diverse ideas of the cultures. The multiplicity of languages gives proof to this theory."

Historians deal with diverse fields

By WALTER SMITH
Reporter

The study of history is a preserver of human relations, cultural values and the quality of life, Dr. Henry Dethloff, head of the history department at Texas A&M said.

"Historical knowledge is becoming increasingly important in this rapidly changing world of modern technology," Dethloff said. "In order to evaluate change, we need to have a sense of the past from which we are derived."

He stressed the importance of trained historians in the business world because, he said, these historians provide a business or institution with the historical framework that it

must use in order to be successful.

While traditional historians are generalists, many historians are now specializing in more narrow fields, ranging from science and technology to business and economics.

The history department faculty at A&M are involved in projects ranging from the writing of the Texas Commerce Bank history to the gathering of information taken from World War II German documents concerning synthetic fuel production.

"The historian probably deals with more diverse and diluted information than anyone else," Dethloff said. "The historian is trained in the assimilation of this kind of informa-

tion through objective, scientific processes and reasoning."

The study of history provides the background to be a good communicator and an effective analyzer, he said.

"You need the generalist who can move in and around the intellectual environment and fit the pieces together," Dethloff said. "We tend to become highly specialized, even in academia, which is simply a reflection of what happens in society."

"So the (historian) becomes the generalist that can bring these pieces into a composite. They do provide a bridge for the transmission of ideas, knowledge, and information from one area to another."

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