# local media teaches et groups to get coverage

By KIM JENSEN

Representatives from more than 10 local service organizations took advantage of a free media workshop aturday morning that helped them earn how to write public service announcements, prepare press re-eases, and get media coverage and ublicity for their organizations. The workshop was sponsored by

The Association of Bryan-College tation Journalists (ABCŚJ).

ABCSJ President Dave Mayes said seminar was designed to be mutually beneficial for the community

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

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 "As a result, groups who help provide us with sound have a better chance of receiving media covera-

## University of Chicago prof: Globe united but diffused

By KIM TREESE

Scientists have underestimated e range and role of diffusion in istory, Dr. William H. McNeill, niversity of Chicago professor of story, said Friday.

His lecture was presented by the niversity Lectures Committee in njunction with the conference, he Transfer and Transformation f Ideas and Material Culture,' oonsored by the College of Geosciices, the Department of History nd the College of Liberal Arts. "Literary record tends to divide

mankind into separate and water-ht boundaries," he said. "This

count 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, Mc-Neill 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 pre-

sent situation, he said.

As a result, McNeill said, the world became far more interactive, were developed.

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

## and new goods, skills and appetites

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

### Historians deal with diverse fields

By WALTER SMITH

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 orld because, he said, these historins 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 technol-

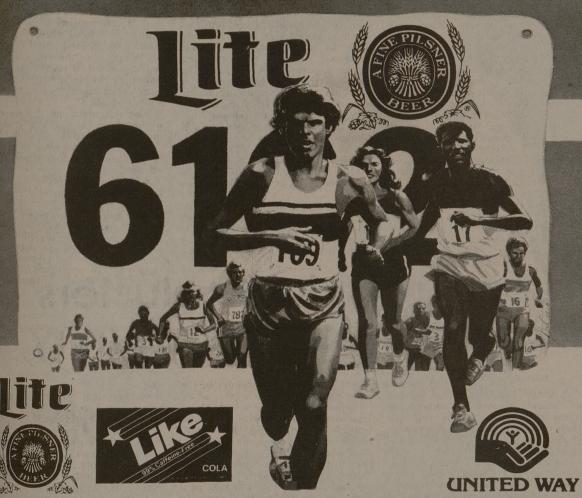
ogy to business and economics. The history department faculty at A&M are involved in projects ranging from the writing of the Texas Commerce Bank history to the gathering of information taken from World War II German documents concerning synthetic fuel produc-

"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 information through objective, scientific

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

"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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8:30 am, Saturday, November 17

The Brazos Center in Bryan

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**AGE DIVISIONS:** 18 & Under 19-29 30-39 40-49 18 & Under 19-29 30-44 45 & Over 50 & Over

**ENTRY FEE:** \$600 per runner Mailed in entries will be restricted

to those postmarked on or before November 14, 1984. Day of race registration will begin at 7:30 am and will be \$8.00. Please make all checks payable to: TEXAS A&M ROADRUNNERS. Sign up to be held Friday, November 16 in Front of Rudder Fountain

For further information and entry forms contact:

**Brazos Beverages** Bryan Industrial Park 822-3623 Ben Barlass (409) 846-9693 **Race Director Miller Lite 10K** 4402 Boyett Apt. C, Bryan, TX 77801

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Date: Monday, November 12

Time: 6:00 p.m.

Place: 156 Blocker Bldg.

INTERNATIONAL RESTAURANT

Offer expires December 31, 1984 **Breakfast Special** 

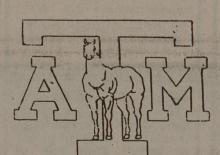
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