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HILTON



Do College Professors Read This Newspaper and Why? BY KEITH O. HILTON

Unless I am mistaken, the newspaper that you have in your hands right now provides a wealth of community information and is "education friendly."

In other words, it is easy to read, informative and probably less offensive than some other media.

For nearly 170 years, the African American newspaper press has been a leader for education rights for all citizens — but especially for African Americans and Afro Latinos.

At the same time, these publications have also consistently presented world issues from an African perspective to readers on a regular basis.

According to *Public Relations Journal*, well over 50 million people of all ethnicities read weekly community newspapers today.

Some of these newspapers are also Irish, Jewish, Chinese, Native American, etc.

Most African American newspapers are community weeklies except for four. While daily newspaper readership is decreasing, readership of weekly newspapers is rising.

We believe that the nature of this press is one of significance, not only to readers of African descent, but also to people of various ethnicities.

In fact, regarding readership of African American newspapers, in the past we have asked a similar question to white and Asian American readers and received many favorable responses.

This press is an important source of information for many educators. Do college professors and administrators read this newspaper? We think so, and at this time would like to hear from you.

The editorial, cultural, spiritual and financial heights to which this newspaper can rise depends greatly on the support that comes from students and educators, however, its overall greatness also comes from input and feedback from all of its readers and supporters.

This week's column is centered around two assumptions: 1) that many readers of this newspaper are college professors and 2) that they/you also believe in the role of the African American press.

We are conducting a very

simple survey of readers of this newspaper press that hopefully will shed more light on how this press can continue to get even better as we move closer to the twenty first century.

This is not a survey on one particular newspaper, but rather the industry. Although we are specifically seeking feedback from college professors, we also welcome feedback from all readers.

Why and how often do you read this newspaper? Is it for culture, business, education, sports, jobs leads or local or national news, etc.?

How long have you read it? Do you also read other journals or weekly ethnic newspapers and if so, which ones would you also recommend that African Americans read.

This is particularly important if people living in a multi-cultural society are to better understand each other.

Without going into great detail, would you encourage your friends to read this and similar newspapers? And finally, we would like to know which columns do you read most often and least.

We hope to continue showing that African American newspapers are read and appreciated around the nation and world. We also hope to show where these newspapers can be improved.

Please fax us or send your brief comments c/o: HILTON: HIGHER EDUCATION, 3179 N. Garey Avenue, #101, Pomona, CA 91767.

HILTON: HIGHER EDUCATION is an internationally syndicated column designed to dialogue with college and world readers. Education is ongoing and certainly not limited to classroom study. Let's talk. (909) 899-0650. Bus (4) & Fax (8).

Dropout prevention committee to meet

The Board of School Trustees' ad hoc committee on dropout prevention will meet at 4 p.m. Tuesday, January 30, in the board room of the Education Center, 2832 E. Flamingo Road.

Agenda items include discussion of subcommittee recommendations regarding programs, staff and budget to address the district's dropout rate.

Subcommittees were established to study four areas; to evaluate existing district and national dropout prevention programs; to review staffing and recommend procedures to ensure that motivated educators work with at-risk youth; to suggest procedures for early identification of potential dropouts, recommend early childhood programs and explore programs for credit-deficient students; and to recommend ways to involve the community in helping to address the dropout problem.

EDUCATION

UNLV Enrollment at Nellis AFB Reaches Record Level

The degree-granting programs offered by UNLV at Nellis Air Force Base set a new enrollment record this month with more than 300 students signing up for the current term.

Barbara Quade, UNLV-Nellis program coordinator, said the

program, which allows Air Force personnel to take courses right on the base, continues to grow in popularity.

Jeff Halverson, UNLV's dean of admissions and records said, "We offer three degree programs to base personnel at a location

convenient to them and on a modified semester system designed to accommodate their sometimes-unusual work schedules.

"This is a community service we're happy to provide," Halverson said of the program

that began in August 1986. "It's our way of reaching out to the Air Force personnel stationed in Southern Nevada."

The courses are open to other UNLV students if there is room available after the Nellis students have registered, he said.

The three degree programs currently available at Nellis are:

- A bachelor's degree in management offered by the College of Business and Economics. Students pursuing this degree may concentrate in any one of three areas: management, management information systems, or human resources management.

- A bachelor's degree in post-secondary and adult education offered by the College of Education.

- A master's degree in instructional and curricular studies with an emphasis in post-secondary education offered by the College of Education.

All courses necessary for a student to complete these degree programs are available at Nellis over a two-year period, Halverson said.

The semester schedule is modified to help accommodate the schedules of military (See Enrollment, Page 17)

University Forum Lecture Series Begins Spring Season

The University Forum lecture series at UNLV will kick off its spring season in February with a variety of presentations, including talks dealing with balancing leisure and work, the effect of television culture on our knowledge of the world around us, and the need to place more emphasis on eliminating economic inequities in America.

All of the talks are free and open to the public and will take place at 7:30 p.m. in the

auditorium of the Marjorie Barrick Museum of Natural History. The series is sponsored by the College of Liberal Arts.

"The Balancing Act: Work, Family, and Leisure" will be the first presentation of the spring semester. John R. Kelly, a professor in the department of leisure studies at the University of Illinois, will discuss maintaining balance between work, leisure, and family responsibilities in American life. This presentation

will take place Feb. 6.

On Feb. 19, Patricia Clough will discuss "The Social in the Age of Television." Clough, a sociology professor at Queens College at the City University of New York Graduate Center, will talk about the relationship between mass media technology and the widespread transformation of late 20th century life. She will focus on televisual culture and the ways in which it has influenced what we know about ourselves and the world around us. Clough is the author of "The Ends of Ethnography," "Feminist Theory," and "Post-Structuralism and Beyond." Her presentation is being co-sponsored by the UNLV Women's Studies program.

"The Intellectuals and the Poor" will be the topic on Feb. 20 when Richard Rorty, a professor (See Forum, Page 17)

THE EDUCATION MINUTE

Parents Can Make a Difference in Helping Children Succeed at Reading

By Mary Peterson, Nevada Superintendent of Public Instruction, and the State Board of Education

Sadly, many thousands of Americans are illiterate. Here are some things parents can do to ensure their children success at reading.

Read to preschool children at least 20 minutes a day—or have older children read to you. Make reading a part of their daily routine.

Keep good books, magazines and newspapers in the house. Make it easy to find something to read.

Add to your children's enjoyment by discussing each book they read. It also helps them learn to express themselves.

Make sure your children see you read for at least 20 minutes a day. Remember, you are their primary role model.

If you have difficulty reading, tell your children stories. Hearing about your family history and your own experiences will help them develop an appreciation for storytelling.

Limit your child's TV viewing to no more than two hours a day.

Studies show that while a little television is okay, excessive time is directly linked to poor school performance.

If you have an idea to contribute to the Education Minute, please call 702-333-1392.


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