

feature presentation of original research. All these are positive steps. The AFA, which is probably the most important of our organizations in the current development of theoretical research, is also being facilitative. In combination with the SCA, a doctoral honors seminar on argumentation will be held in the Spring of 1981. A sponsored volume of original work, titled **Advances in Argumentation Theory and Research**, is now being edited by J. Robert Cox and Charles A. Willard, and is nearly complete. A summer conference on argumentation was held in 1979, and its **Proceedings** are available from SCA. A similar meeting will take place in the Summer of 1981, and it too will publish significant original theoretical work. The AFA's **Journal** has developed a more theoretical focus in the past few years, and it promises to be of even higher quality in the next decade.

All of these events—and more of a similar nature could be listed—suggest an increasing professionalism in our scholarship. As should be the case, our organizations are establishing higher expectations, and these are circulating throughout the forensic community. I think that the 1980's will witness a marked increase in forensics' academic status, assuming that the commitment and energies which produced recent developments continue to assert themselves.

REFERENCES

¹This division of the issue follows that suggested by David Zarefsky to participants in a panel he chaired at the November, 1980 New York City meeting of the Speech Communication Association. The panel was titled "Research Priorities in Argumentation and Forensics for the 1980s."

²James H. McBath (ed.), **Forensics as Communication: The Argumentative Perspective** (Skokie, Illinois: National Textbook, 1975), p. 11.

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⁴For example, Charles A. Willard, "On the Utility of Descriptive Diagrams for the Analysis and Criticism of Arguments," **Communication Monographs**, 43 (1976), 308-319; and Charles Arthur Willard, "A Reformulation of the Concept of Argument: The Constructivist/Interactionist Foundations of a Sociology of Argument," **Journal of the American Forensic Association**, 14 (1978) 121-140.

⁵For example, Ray E. Mckerrow, "Rhetorical Validity: An Analysis of Three Perspectives on the Justification of Rhetorical Argument," **Journal of the American Forensic Association**, 13 (1977), 139-141; and Ray E. Mckerrow, "Argument Communities: A Quest for Distinctions," in Jack Rhodes and Sara Newell (eds), **Proceedings of the Summer Conference on Argumentation** (n.p.: SCA/AFA, 1980), pp. 214-227.

⁶For example, Sally Jackson and Scott Jacobs, "Structure of Conversational Argument: Pragmatic Bases for the Enthymeme," **Quarterly Journal of Speech**, 66 (1980), 251-265; and Scott Jacobs and Sally Jackson, "Argument as a Natural Category: The Routine Grounds for Arguing in Conversation," **Western Journal of Speech Communication**, in press.

⁷For example, Dale Hample, "Predicting Belief and Belief Change Using a Cognitive Theory of Argument and Evidence," **Communication Monographs**, 46 (1979), 142-146; and Dale Hample, "A Cognitive View of Arguments," **Journal of the American Forensic Association**, 17 (1980), 151-158.

⁸Daniel J. O'Keefe, "Two Concepts of Argument," **Journal of the American Forensic Association**, 13 (1977), 122-128.

From the Editor . . .

This spring edition of **The Forensic** contains more research articles than any other single issue that I have been able to find. Walter Murrish and Wayne Thompson have provided the leadership which has motivated the research. Murrish first established the need when he served on the research committee. Wayne Thompson brought additional expertise. These two men and the rest of the Committee on Research deserve the accolades of our entire fraternity.

One of the conditions which we in the forensic group face is a conflict in the use of available time. Directing a forensic program, coaching two-person teams and individual speakers, traveling to tournaments more weekends than we spend at home: these duties often require a forty-to-sixty hour work week in addition to a normal teaching load. Add to that some time for recruiting new squad members, developing budgets, carrying out the other "accountability" requirements, and seeking money for scholarships; and we all wonder how the entire job gets done. Perhaps these reasons for not doing more research are merely excuses. Perhaps we are failing to set the proper priorities.

Research is important, especially in these times when we are all regularly required to justify the continued existence of our forensic programs. For years we have relied on assumptions, supported by the testimony of students and coaches, that debate and individual speech contests enhance public speaking skills, communication capabilities, and research techniques. We need to structure research which confirms or denies our theories. We may be forced to rely on field studies with correlational analysis. There have been consistent sampling difficulties with

past studies of the value of forensics; but if we use enough studies over time, some relationships may become fairly established.

To provide a basis for our research, we may need to structure new theories with new models, reflecting possible constructs and relationships in our field. Dale Hample, writing in this issue, suggests areas of new thinking in argumentation. More would be useful for examining all of our public communication activities. We may all recognize that such a need exists, but we may not find the time for developing such constructs.

Perhaps program directors and coaches must rearrange priorities. There are possible changes. The forensic activities season could be given time limits, perhaps a November 1 beginning and a March 1 end, excluding elimination tournaments. This is still a semester of forensic activities. Such a season would be as long as that for any collegiate athlete activity—but perhaps you don't like that comparison. Some limits established within our discipline could release time for needed research. At a time in which forensic programs are threatened with loss of student and institutional support, failure to do research which helps to establish our value may contribute to our demise.

We should be blessed with many prospective researchers. We have been promoting research skills for as long as I have been associated with forensics. Many of us have used those skills as we moved through graduate school. I would hazard a guess that many people doing research today in a variety of disciplines learned research techniques in a debate program. But we have not maintained research within

Continued, p. 35

Chapter News

province of the lakes

TOWSON STATE UNIVERSITY, Maryland

Reporter: Brenda Logue

The 30-person forensic team at Towson State University, Alpha, Chapter—has its work cut out for it this spring. Members are preparing for stiff competition, surely, but they are also gearing up to play host for the fourth annual American Forensic Association national individual events tournament.

This year's AFA-NIET will be held after Pi Kappa Delta nationals and gets under way on April 10 in Baltimore. The three-day event is expected to attract some 400 participants from 85 colleges and universities much like last year's tournament at the Air Force Academy.

In its effort to qualify students for AFA-NIET, the Towson State squad had competed in eight tournaments by the time the fall semester drew to a close in December. Two of the eight tournaments were exclusively debate. Nearly two dozen awards were won by team members during the fall.

One highlight of the fall team was the 10th annual H.L. Mencken Forensic Tournament, again hosted by the Towson State team. Coinciding with the 100th birthday celebration of Mencken in the City of Baltimore, the tourney was attended by 280 participants representing 25 schools. During the three-day event, 11 speech events plus debate on the military topic and CEDA debate on the energy-environment value resolution were offered.

Winning pentathlon was Bob Daly, James Madison University; Navy cap-



Towson State Pi Kappa Delta

Pi Kappa Delta members Chris Shea (left) and Rick Geddes (right) meet with faculty advisor

Brenda Logue from the Towson State department of speech and mass communication.

tured first place in varsity debate; Wingate College closed out CEDA; St. Anselm College won junior varsity; and Bloomsburg State earned the "Spirit of the Chesapeake" award as the team which most exemplified the tournament "spirit"—good competitors who also know how to enjoy themselves.

The Towson squad began 1981 with minimester trips to George Mason University, Villanova, the U.S. Naval Academy, and Prince George's Community College. Prior to the April national events, the team will participate in 10 spring tournaments. During April, Towson will be represented at the Pi Kappa Delta and NFA events in addition to the AFA-NIET festivities.

Towson's Pi Kappa Delta officers for the 1980-81 academic year are Lisa Sklamm, Rick Geddes, and Chris Shea.

Chapter advisor is Dr. Phyllis Bosley, associate professor in TSU's department of speech and mass communication.

Brenda Logue and Patricia Montley, faculty members in speech and mass communication, coach individual events, and Stephen Verch, a Towson alumnus, coaches debate — which this year includes, for the first time, cross examination debate (CEDA).

**province
of the
illinois**

WHEATON COLLEGE

Reporter: Edwin Hollatz

With the recent installation of Kevin Rynbrandt of Wheaton College as a member of Pi Kappa Delta, a significant event occurred in the history of Pi Kappa Delta. This is the first known occurrence of a third generation member in our fraternity. The first generation is represented by Rev. Abraham Ryn-

brandt, a retired minister now living in Holland, Michigan. Abraham debated for Hope College in 1921 and 1922. The second generation is represented by Dr. Thurman Rynbrandt, also a minister now living in Sioux Center, Iowa. Like his father, Thurman also debated for Hope College, during the years 1953-55. The third generation is represented by Kevin Rynbrandt, a sophomore at Wheaton College, who is in his second year of CEDA debate. He was a member of the Wheaton Squad that took 5th place in the national rankings of the Cross Examination Debate Association. Kevin and his teammates are currently ranked # 3 in the national standings of CEDA.



Three generations in Pi Kappa Delta: Abraham Rynbrandt, Kevin Rynbrandt, and Thurman Rynbrandt.

**province
of the lower
mississippi**

EASTERN NEW MEXICO UNIVERSITY

Reporter: Sunnys Lynn White Conaway

Displayed in the photograph is some of the hardware won by Eastern New Mexico University



Eastern New Mexico University

The Pi Kappa Delta Chapter from New Mexico State University includes (front) Dave Cron, Cliff Gordon, David Rainey—President, Kris Charney, Gerry Cohen, and Keith Townsend,

(on stairs) Grey Jackson, Tommya Cosco, Carol Hagstrom, Susan Sessa and Lori Weber, (in back on stairs) Sunnye Conaway and Anthony Schroeder, Director of Forensics.

students in the seven tournaments entered in 1979-80. David Rainey and Kris Charney took first place honors in dramatic duo while Carol Hubbard and Marilyn Pennon took sixth. Carol Hubbard won second in after dinner speaking and Keith Townsend sixth in persuasive at the University of New Mexico tournament.

The Sun Carnival participants observed many Eastern novices gathering awards. David Rainey, the New Mexico Beta Chapter President showed the novices how by placing first in interpretative reading of prose at the El Paso Community College tourney and third at the University of Texas, El Paso. In the novice division, Jana Stanfield received second place honors in both interpretation of prose and poetry. Ms. Stanfield also claimed third in after dinner speaking. Keith Townsend won third in informative speaking. The duo team of Townsend and Stanfield won third place. Craig Costley won first in

oratory.

At the University of Southern Colorado, the debate team of John Kline and Dave Cron finished third losing in semi-finals to the University of Arizona. The novice team of Wayne Craig and Craig Costley lost in quarter-finals. The combined points for individual events and debate resulted in Eastern taking the third place sweepstakes award. Dave Cron placed first in expository speaking. Kris Charney and David Rainey took second in dramatic duo, and Tommya Cosco finished fourth in extemporaneous speaking.

The debate team's status in District IX was greatly enhanced at the University of Arizona's "Desert Invitational" when John Kline and Dave Cron advanced to elimination rounds.

Six team members participated in the N.F.A. championships hosted by the University of Montavello. Enjoying the southern hospitality was

David Rainey, Kris Charney, Tommya Cosco, Dave Cron, Jana Stanfield, and Keith Townsend. Rainey and Charney won quarter finalists awards, finishing, 13 out of 162 competing teams in dramatic duo.

After a university wide search of old and dusty files, cabinet closets and boxes, Anthony Schroeder, the Director, was able to present the 1967 Pi Kappa Delta Charter which could not be found for ten years. The charter proudly hangs in the Debate and Forensics office.

The New Mexico Beta Chapter is pleased to announce that our membership is over the critical level and growing. The Chapter will be represented in Gatlinburg, Tennessee at the Pi Kappa Delta National Convention. The members hope that in April, 1981, the probationary status will be lifted.

province of the lower mississippi

SOUTHEASTERN LOUISIANA UNIVERSITY

Reporter: Randy Duncan

For the 1980-81 season Southeastern Louisiana's Zeta Chapter fielded one of its largest squads in recent years. During the first half of the season our squad consisted of eleven full-time debaters, a number of individual events specialists, and the usual assortment of interested prospects and semi-retired debaters.

The season began on an upbeat note when Shell Armstrong and Dawn Gainey won first place at the CDE tournament in St. Louis. Shell also won the first place speaker award. The rest of the squad distinguished themselves soon after at the Red River Classic in Shreveport, La. Four teams advanced to elimination



**The Southeastern Louisiana University
with its 1980-81 trophies.**

rounds: Dennis Cali and Donna Laurent in novice division, Jim Latimer (a recent acquisition from the Utah High School debate circuit) and Ed Loughlin (a proven and dependable veteran) in senior division, Terri Miller and Craig Passman also in senior division, and CEDA captain Brett Bennett and his brother Bruce won the fledgling CEDA squad's first trophy. In addition Jim Latimer and Craig Passman won speaker awards.

Good things continued to happen as senior debaters Ed Loughlin and Craig Passman brought back the first place trophy from Central Missouri State (they claim they won it). Passman collected another speakers award.

The Fall '80 semester rounded out with an inter-squad tournament won by Jim Latimer and Nancy Williams. Dr. Lawrence Woodard, SLU's forensic director, instituted the tournament not only to provide competitive ex-

perience for the younger debaters, but also a recruiting experiment. Each member of the squad had to find a talented non-debater and coach them for the tournament. The experiment brought a number of promising recruits into the squad. Paul Simpson, in particular, shows signs of becoming a top-notch CEDA debater.

The Spring '81 semester opened with Donna Laurent and Jaimie Williams going to quarters in Auburn. Thus, each of the full-time debaters from the first semester have trophied at least once this season. Everyone is looking to the future, especially to Pi Kappa Delta nationals in Gatlinburg, with enthusiasm and great expectations.

In the more important realm of touch football the talented new debaters failed to match the gridiron skills of their predecessors. In the Zeta Chapter's first football game of the season Dr. Woodard led the alumni to a 21 to 0 victory over assistant coach Randy Duncan and the varsity team. Obviously too much time has been spent writing briefs instead of practicing pass patterns.

province of the missouri

WILLIAM JEWELL COLLEGE

Reporter: Sharon Beltz, Public Relations Office

The William Jewell College forensics squad won second-place overall sweepstakes in the Dr. J.H. Johnson Memorial Debate Tournament, held Feb. 6 and 7 at Southwestern College, Winfield, Kan.

Twenty-nine colleges and universities representing 10 states participated in the competition.

In individual events, Cindy Hoover placed second and Steve Stites placed fourth in extemporaneous speak-

ing. Linda Hopkins was fourth in poetry.

In debate, the team of Miss Hoover and Bradley Gans placed fourth in senior division, with Miss Hoover as sixth top speaker. Steve Petry and Bruce Haubein placed fifth in junior division debate.

In Cross Examination Debate Association (CEDA) competition, the team of Stites and Kent Newport placed fourth, as did the team of Miss Hopkins and Stephany Teeter. Stites was 10th top speaker, and Miss Hopkins was third-place speaker. The team of Jennifer Hill and Jesse Lopez placed fifth in the same event.

NEW MEMBERS OF PI KAPPA DELTA

THIEL COLLEGE, PA

52071 Larua L. Dauson
52599 Mary Alice Carter

OUACHITA BAPTIST UNIVERSITY, AR

52072 Nadine S. Marshall
52073 Drew E. Shofner
52074 Vivan Anita Warren
52075 Dale Ada Yearly

SOUTHWESTERN COLLEGE, KS

52076 Gary Horn

MIDLAND LUTHERAN COLLEGE, NB

52588 Scott Bell
52589 Richard Hiatt
52590 Ann Johnsgard

WESTMAR COLLEGE, IA

52591 Dwight Hunter
52592 Michael Martin
52593 Dennis Morrice

CLARION ST. COLLEGE, PA

52594 Linda Leshowitz
52595 Mary Ellen Van Buskirk
52596 Laura Ann Janusik
52597 Nancy Joan Verderber
52598 Tammy Jo Snyder
52604 Jeffrey B. Smith
52605 Mark Fredo
52606 Todd Daniel Sherry
52607 Kathleen Marie Pamer

THE SCHOOL OF THE OZARKS, MO

52600 Peggy S. Pate

WILLIAM JEWELL COLLEGE, MO

52601 Bruce W. Haubein
52602 M. Thomas Boyer
52603 Frances G. Bowl
52621 Jesse J. Lopez
52622 Jennifer Ann Hill

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Speech and Debate Training are Useful in an Insurance Sales Career

by James Lohr

Most students involved in forensics programs are there because they enjoy it, but there are practical uses of the ideas they are learning in the world of business. In this brief article, I will describe which of the classical "staseis" or bases of arguments or discussion are frequently used in my insurance practice. This is my third year as an Insurance Agent, and as I become a more mature agent, more complex sales situations open up to me. Different staseis or bases of argument or "sales points" or "sales handles" will come with more complex policies. New challenges are among the most enjoyable parts of the insurance field, and something is new every day.

How do the ideas we discuss in speech and debate apply to analyzing clients' needs in order to place the appropriate policy with them? Since the liability and property coverages are combined into what are known in the insurance profession as property/casualty policies, and since the "sales staseis" for property/casualty are similar to each other and different from life policies, I will treat them as the first group.

The minimum speech and debate staseis are "need, plan, and plan-meet-need," in my judgement. There are variations, but anything less is deficient. With the property/casualty coverage the need is created by law or mortgage. The law requires directly or indirectly that drivers of vehicles, boats, snowmobiles and motorcycles, have liability coverages to pay for injuries to other persons

or properties. Banks and loans companies require that the vehicles have physical damage coverage. In today's economy, most homes, businesses, factories, and farms are purchased with borrowed money, and the banks, savings-and-loans, or other lenders require that their property be protected by insurance policies. Since there is no personal need in most cases, the insurance policies or plans are roughly similar, the primary "staseis" are the prices of the policies and the capabilities of the company and agent in settling claims. Younger drivers and owners typically look only for the cheapest policy. More mature or experienced drivers look more at company and agent records in settling claims.

In my own practice as an agent, I have found that competitively priced policies may be the door opener for the average policyholder, but only that. For instance the average family in Ames, Iowa drives two cars. Unless I would be able to offer them coverage for about \$25.00 less per six months, they would usually not be willing to go further. Through careful selection of clients, agents, and other cost factors, I am often able to do this, because the company I represent keeps policies com-

James Lohr operates the Lohr Insurance Agency in Ames, Iowa. He is an alumnus of the South Dakota DELTA Chapter of Pi Kappa Delta. He was granted a Ph.D. in Speech Communication by the University of Nebraska in 1972. He is the author of **Building Speech Confidence: A Program for Coping with Speech Anxiety** (National Textbook Company, 1976) and **Building Confidence for Public Speaking** (Interan Corporation, 1980).

petitive with those of other companies. The client's next question usually revolves around how efficiently and fairly claims are settled. Here I will explain our damage appraisal processes and payment procedures until I feel they are comfortable with the response. As a general comment, I often refer to our company's excellent rating and then detail some typical settlements.

There have been many studies published in the journals in speech and communication in recent years which attempt to identify what factors make a speaker believable. These are called "source credibility" studies. Typical factors which emerge include knowledge, considerateness, activity and trust or credibility. In the sales field there are rough equivalents; knowledge of the policies themselves, knowledge of company practices, and knowledge of specific claims and how they are settled. As a new agent, I was initially lacking in these; they grow primarily from experience. As for considerateness, clients appreciate agents who listen to them, answer their question thoroughly, and do not "push" too quickly for a sale. Activity is less-clearly defined in the public speaking situation and in the sales situation. It includes the client's sizing up of the salesperson's abilities during the sales interview. Many clients must necessarily withhold evaluation until they see how capably the agent handles service work and claims for them. This factor of sales credibility is best summed up in an often-repeated statement, "The company is only as good as its agent."

Getting the potential client to believe that he or she has a need for life insurance is often the most difficult task. Since most large employers provide a work benefit of 1-2 times the annual salary in term life insurance, most people feel they

are adequately covered. This may be true for the single person with no obligations, but is almost never true for the person with a family.

Once the need for a life insurance policy is established, the client's next concern is how to pay for it. The plan must be financed. I try to be very careful not to "oversell" a client, to place an amount small enough so he or she can afford the premium each and every month. This may mean that we do not take care of the whole need immediately. But if a large policy is purchased and lost because the client could not keep up the premiums, both the protection and the premiums will be lost and probably the client's respect for the life insurance profession as well. As an agent, I may suggest the "comparative advantages" gained from having some added protection rather than none at all.

I feel that my experience demonstrates how the speech/debate concepts of "need-plan-plan-meet-need" and "comparative advantage" apply to the insurance sales career and that the subordinate stases, such as price, service, and other lines of argument apply in the insurance sales situation. Another debate squad practice which is used informally is the "rebuttal meeting," that is, agent-to-agent or agents-and-manager discussions of how to answer questions new to the agent. On one point, however, there is never any question. A credible agent must provide conscientious service to existing policyholders, not just sales techniques. The art of persuasion must be both beautiful and just in the real world where I live. Those other skills in time-control, agency management through good business practices, sales prospecting, and client service are "spin-offs" from the skills required of debaters.

A PUBLIC RELATIONS BROCHURE

Sally Roden

Pi Kappa Delta is currently facing a predicament also being confronted by most colleges and universities—declining enrollments and reduction in budgets. The problem for Pi Kappa Delta is not unique. Most educators are considering similar questions: how do we concentrate our efforts and how do we locate the funds necessary to continue involvement in different and varied programs and endeavors? These two questions directly effect Pi Kappa Delta and they definitely are related.

The declining enrollment problem begins at the local level and culminates in fewer participants in the National PKD Tournament. One reason for this may be a lack of encouragement of students by some coaches and instructors for the students to affiliate with the National Forensic Fraternity. Many coaches and students feel that at province or national competition more money should be spent on competition hardware to provide a greater incentive to draw students. With more impressive hardware, some believe students feel greater achievement. The hardware already is being provided for debate events, but not necessarily for individual events. Therefore, coaches often choose to use money that could be earmarked for participation in Pi Kappa Delta Province or Nationals for some other "hardware" tournament. Another reason for lack of support of Province and Nationals may result solely from limited funding. Schools are not able to pay the price for transportation, lodging, and meals to send Pi Kappa members, especially to Nationals. Every financial aspect of travel has increased, and most program budgets either have been cut

or have not increased to meet inflation and costs. This creates a real dilemma. The desire to support a National organization remains, but inflation may prevent the fulfillment of the desire.

The primary issue then is lack of funds. If the awarding of more expensive trophies and the provision of competition would enlarge the Pi Kappa Delta membership, trophies and competition will have to be provided. The funds, however, cannot come from entrance fees; this would defeat the goal of increasing attendance and participation.

The required funds must come from outside the institutional establishments. It has been suggested that the PKD Public Relations Subcommittee should investigate the possibility of increased publicity to: a) widen student participation in PKD on the individual campuses, b) recruit more high school graduates, c) enhance the image of PKD in the mind of faculty and administrators, and d) stress community service contributions. In response to this need for publicity, the PR committee could sponsor the publication of the brochure which would include photographs and statements to exemplify the nature, purpose, and scope of Pi Kappa Delta. The brochure then could be distributed to businesses and organizations as a means of seeking financial support to allow local young people to participate. The monies would be solicited only on the local level.

The format and content of the brochure would be finalized based on suggestions of local chapters. The brochure could picture, for example, students and a car which has been donated for forensic travel. It could

be captioned with some statement such as, "If X Car Agency can do it, could you also provide or help finance a car to help our local students?" Or the brochure could include a blank section so that each chapter could list local businesses who have donated funds after an initial campaign to enlist financial support. In other words, PKD chapters would advertise gifts already donated in an attempt to obtain additional funds and support. If budgets can be increased for the express purpose of supporting Pi Kappa Delta, then more students and more schools could attend PKD Province and Nationals, thus creating increased recognition of the National Organization.

A brochure would not be a solution, but it could be a beginning. The leg work would still be required, but the brochure could provide credibility for a campaign to raise funds. A response to this article would be necessary to determine a need for the proposed brochure. We would appreciate your taking the time to complete the form below and returning it to:

From the Editor, from p. 26

our own professional organization. Perhaps the Dean of my College is right! I may be spending so much time coaching that my discipline will die for lack of new inputs. We may win some laps but lose the race.

My proposal is only a sample. You need to consider it and many others before we find the best direction. But I strongly support the position that we must order our priorities carefully, if we are to maintain the strength of our discipline.

New Members, from p. 31

- ST. MARTIN'S COLLEGE, WA**
52608 Linda Jean Rasmussen
- DAKOTA WESLEYAN UNIV., S.D.**
52609 James Marsh
- NORTHEAST MISSOURI ST. UNIV.**
52610 Dennis R. Coons
52614 Neil R. Meyer
52619 Gordon D. Lofgren II
- ARKANSAS ST. UNIVERSITY**
52611 Timothy L. Crossno
52612 Carolyn M. Coe
- PACIFIC LUTHERAN UNIV., WA**
52613 Brian McRae
- HASTINGS COLLEGE, NB**
52615 Lu Ann L. Larson
- DAVID LIPSCOMB COLLEGE, TN.**
52516 R. Kent White
52617 Cindy O'Connell
52618 Mark Lanier

Dr. Sally Roden
Chairman Subcommittee
Public Relations
Dept. of Speech & Theatre Arts
UCA
Conway, AR 72032

I do _____ do not _____ feel that the proposed brochure would be valuable.

I would _____ would not _____ be able to use such a brochure.

I have information on gifts already received which I would be able to share.
_____ Yes _____ No

I have other ideas or suggestions for the brochure. Some of these are: (please attach sheet with suggestions)

Name _____

School _____

Address _____
