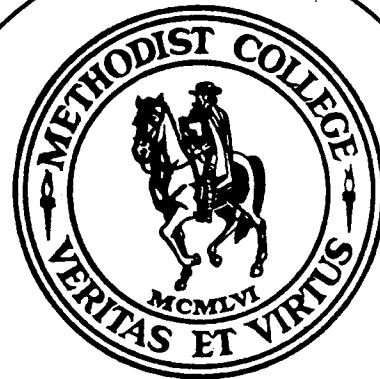


Methodist College

Fayetteville, N.C. 28301

For Immediate Release



February 16, 1982

Suggested editorial commentary

SMALL, PRIVATE COLLEGES FACE
SECURE FUTURE IN THE 1980's

On Thursday, February 18, the Methodist College Foundation will kick off its 1982 Loyalty Fund Campaign for Methodist College. Because Methodist College is a small, private liberal arts college, its future is sometimes discussed in the generalizations of that classification.

Americans have always preserved their options to choose whatever lifestyle suited their individual needs. Some choose to live in the megatropolis areas like New York, Chicago and Los Angeles--some choose to live in comfortable urban areas of 200,000-500,000 --and some choose to live in small towns rich in heritage and community spirit.

This same option of lifestyle exists in higher education in America. Students choose a college based on their individual needs and preferences. Some students seek specialized degrees available only from a major university or they welcome the aura of status institutions like Big Ten or Ivy League schools. Others choose a small college environment where they can achieve the recognition and the opportunity for leadership they need for the

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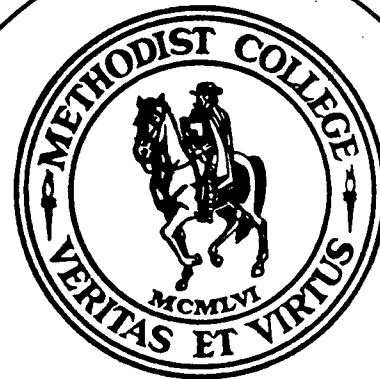
Private colleges fill that role in American society--the smalltowns of higher education geography. While there was a period of time in the early 1970's when private colleges face a dismal financial future and dwindling student pool, the initial

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panic has passed. Small colleges will continue to grow and flourish in American society, despite these real problems of inflated economy and fewer college-age students, because they fulfill a need for individuals. To accept the premise that the private sector of education will pass into history to be replaced by a complex structure of public regional universities and community colleges is to accept the premise that all Americans will soon live in major metropolitan areas, leaving behind ghost towns named Sanford, Southern Pines, Laurinburg and Raeford.

The reason for such optimism in private colleges is threefold: the backlash of "bigger is better" philosophy reflected in consolidated high schools, the increasing percentage of students attending four-year colleges, and the new emphasis on job placement after college.

Dr. Henry Taylor in an address to the school of education at Wayne State College postulated the law that "people tend to disappear when huddled together in large numbers." This theory provided the basis of intensive study on institutional size by Arthur W. Chickering, compiled in his book EDUCATION AND IDENTITY.

"In large schools, students become superfluous or redundant. Under these conditions, they don't develop much. What does redundant or superfluous mean? Redundancy is five persons for a game of bridge or ten persons for a baseball team. It's twenty persons on a trout stream or two thousand on a beach. It's a class play

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3-3-3-3

Dwindling Pool Theory Refuted

Small colleges are defined as those having fewer than 5000 students, although the majority of small colleges reflect an enrollment of 1000-2500. Statistics depict a decrease in the number of college-aged students in the coming years as a natural result of the decline in the birth rate during the 1960's.

Alarmists reason that these statistics are inflexible and will result in a decreasing pool of students planning to attend college, thus increasing the already fierce competition among colleges for these students. Small, private colleges with higher overhead and consequently higher tuition costs will simply not be able to attract students in an inflated economy, the reasoning goes. Without students, these institutions will close.

Educational experts, however, see an expanded set of statistics which reflect optimism for all colleges and universities. While it is true that the number of students of college age is decreasing, it is also true that the percentage of students choosing to attend four years of college is increasing in substantial quantity. North Carolina, for example, rates considerably behind the national average of college-aged students choosing to attend college. Although we continue to shorten the gap, the fact remains that if North Carolina ever reaches the national percentages, there will be more than enough students to fill all private and public colleges and universities in this state to capacity.

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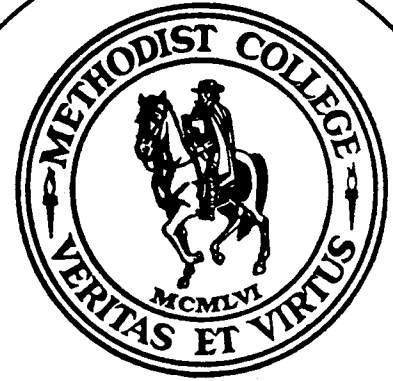
Older Students Return to Campus

Another contributing factor to the optimism for private colleges is the social trend toward continuing education. Older adults are returning to college campuses in increasing numbers to

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4-4-4-4

finish a degree, to obtain additional training in a different field, to prepare for graduate school or to prepare for a second career after their first one has lost its challenge and appeal.

All national polls have reflected a shift of emphasis in priority of college students from self-fulfillment to job security and professional achievement. Students today are products of a time of economic uncertainty and they feel acutely the competition for jobs in the marketplace. Private colleges, particularly the smaller ones, afford a more individualized and more intensified placement effort than larger universities by virtue of the number each must attempt to place.

Peaceful Coexistence For Private and Public

In North Carolina, public and private colleges and universities live in "peaceful coexistence." With the exception of occasional clashes on matters of tuition-equalization and the overlap of cultural offerings, there exists a mutual commitment to all students seeking higher education in this state. In the Triangle area, UNC-CH, N. C. State and N. C. Central University operate side by side with Meredith, Duke, Shaw, Elon and St. Augustine's. In the Triad, N. C. A & T, UNC-Greensboro, and Winston-Salem State share with Wake Forest, Salem and Greensboro. The Sandhills region finds Fayetteville State University and Pembroke University in joint efforts with Methodist College, Campbell University, St. Andrews College and Atlantic Christain College.

The Future Is Bright

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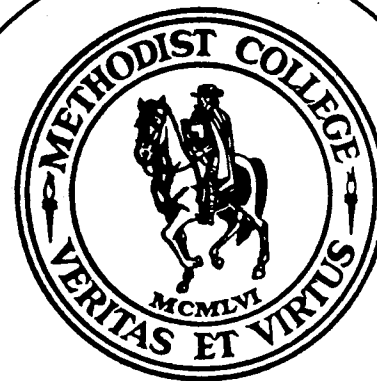
Versatility has long been the hallmark of American lifestyle. In keeping with the basic premise upon which the nation was founded, higher education is available to all students who seek it in any environment they might choose. No institution can be all things to all students. In American society, the responsibility rests upon the student to evaluate and choose, from a variety of colleges, the one which seems best suited to his respective needs. This infinite variety of college sizes, philosophies, faculties and locations is unique to the

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5-5-5-5

to the American educational system. No other country can offer its students such freedom of choice.

The future of the small, private college is secure although the problems facing all institutions of higher learning are real. As long as there are students who need the personal contact with a professor to learn, as long as there are students who need the sense of community found on a campus where all students call each other by name, and as long as there are students who are motivated to make traditions rather than follow them--there will be small, private colleges.

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February 18, 1982

PUBLICITY CALENDAR FOR THEATRE of the Deaf-March 10

Public Service Announcements- February 22, 1982

Community Calendars - 2/22/82

Cablevision - 2/22/82

Advance release with pictures - 3/1/82

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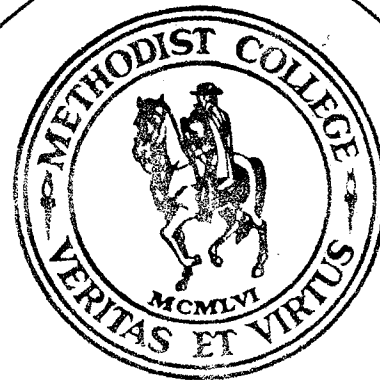
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February 18, 1982

NATIONAL THEATRE OF THE DEAF
FEATURES 'GILGAMESH' EPIC

FAYETTEVILLE--On Wednesday, March 10 The Kiwanis Club of Fayetteville presents The National Theatre of the Deaf's production of "Gilgamesh" at Reeves Auditorium on the Methodist College campus. Curtain time is 8 o'clock.

"Gilgamesh" is one of man's oldest enduring stories. It was inscribed on clay tablets, 1500 years before Homer, that were uncovered in Assyria in the mid-nineteenth century. Since then the epic has remained within the province of historians. It was not until The National Theatre of the Deaf (NTD) fashioned the clay tablets into a play that the tale was swept from the dustbin of history and given the breath of new life.

The National Theatre of the Deaf's premiere production of "Gilgamesh" electrified audiences all over America and Europe. Frequent footstomping demands for its return throughout the years resulted in this year's presentation, directed by Mack Scism. A company of ten virturoso actors will perform "Gilgamesh" in The National Theatre of the Deaf's unique theatrical style: a dazzling combination of voice, sign language, dance, and music. There is a full score on a beautiful and unusual set of musical

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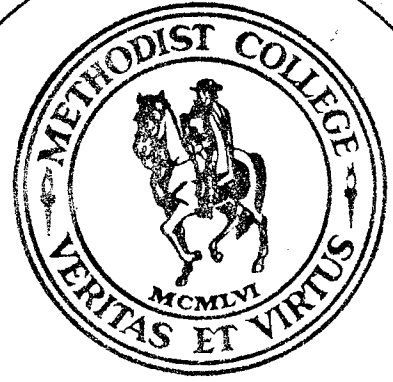
Two parts god, one part man. Gilgamesh defies his destiny in a quest for immortality. The saga of Gilgamesh abounds with tales of his exotic adventures, legends suggestive of the Bible, and astonishing exploits resembling A Thousand and One Arabian Nights.

from awen sykes, methodist college news bureau, (919) 488-7110 ext 246

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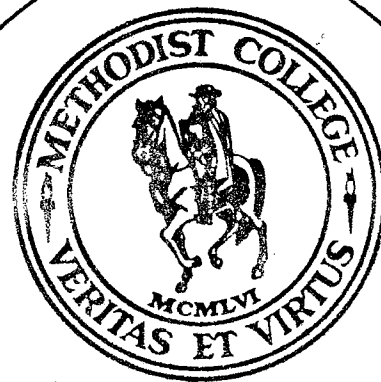
Tickets are available by calling Paul Eaglin at 483-3843 or writing Theatre Box Office, Methodist College, N.C. 28301. Requests in writing must enclose a self-address, stamped envelope. Cost is \$5 for adults and \$2.50 for students. Special group rates are available.

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February 18, 1982

NATIONAL THEATRE OF THE DEAF
PERFORMS FOR ALL AUDIENCES

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The company will present "Gilgamesh," a dazzling stage recreation of the great Summerian epic which predates the Homeric writings and the Bible. A tale of gods, god-men, and heroes, "Gilgamesh" lures the audience into a magical and mysterious journey through life and death.

The National Theatre of the Deaf is designed for all audiences. Its purpose is to create a new theater form, using visual language, combined with spoken language, that will be a source of entertainment for all. This blending of visual and vocal language with movement and music opens new horizons to theatergoers. Every word they hear, they see; every word they see, they hear. Audiences who have seen the troupe immediately realize that

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Since the founding of this extraordinary company fourteen years ago by the Broadway designer, David Hays, the world has applauded this exciting theatrical form. Using the superb ability of deaf people to communicate visually and their natural acting

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The National Theatre of the Deaf (NTD) has to its credit twenty-eight National Tours, two Broadway runs, thirteen tours of Europe, two tours of Asia and Australia, three films and numerous national and international television appearances.

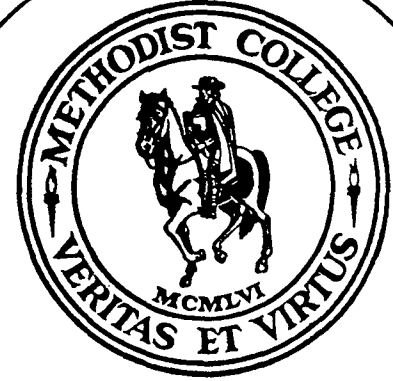
Tickets for the March 10 performance can be reserved by telephoning 483-3843 or by mail at the Box Office located at Methodist College. A self-addressed, stamped envelope must be enclosed when requesting tickets. TTY number is 425-4414. Cost of the tickets is \$5 for adults, \$2.50 for students. Groups can purchase tickets at \$2.50 each.

The performance is partially funded by a Grassroots grant from the Fayetteville Arts Council.

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Fayetteville, N.C. 28301



For Immediate Release

February 18, 1982

PUBLIC SERVICE ANNOUNCEMENT

America's most remarkable theatre company, the National Theatre of the Deaf, will perform in Fayetteville as part of its twenty-ninth national tour this spring.

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NOTE: Taped interviews with members of the troupe are available by calling (203)442-0066.

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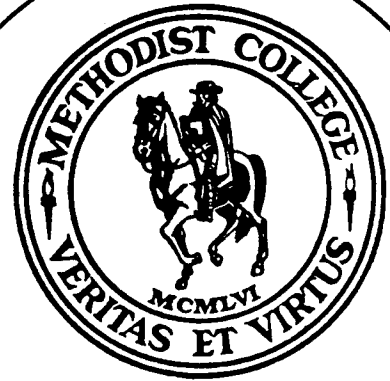
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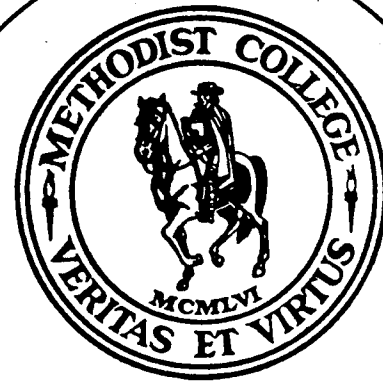
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talent, Hays fulfilled a long-time dream, a fully professional permanent acting company combining deaf and hearing actors. The National Theatre of the Deaf is now the foremost Equity-scale, full-year dramatic touring company of America.

The National Theatre of the Deaf (NTD) has to its credit twenty-eight National Tours, two Broadway runs, thirteen tours of Europe, two tours of Asia and Australia, three films and numerous national and international television appearances.

Tickets for the March 10 performance can be reserved by telephoning 483-3843 or by mail at the Box Office located at Methodist College. A self-addressed, stamped envelope must be enclosed when requesting tickets. TTY number is 425-4414. Cost of the tickets is \$5 for adults, \$2.50 for students. Groups can purchase tickets at \$2.50 each.

The performance is partially funded by a Grassroots grant from the Fayetteville Arts Council.

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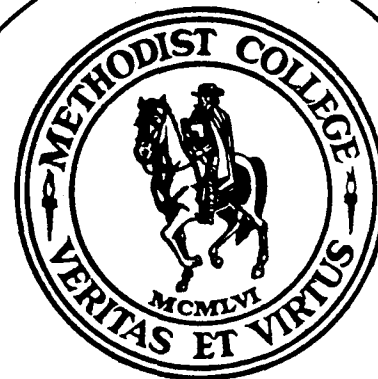
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Methodist College

Fayetteville, N.C. 28301

For Immediate Release



February 18, 1982

NATIONAL THEATRE OF THE DEAF
FEATURES 'GILGAMESH' EPIC

FAYETTEVILLE--On Wednesday, March 10 The Kiwanis Club of Fayetteville presents The National Theatre of the Deaf's production of "Gilgamesh" at Reeves Auditorium on the Methodist College campus. Curtain time is 8 o'clock.

"Gilgamesh" is one of man's oldest enduring stories. It was inscribed on clay tablets, 1500 years before Homer, that were uncovered in Assyria in the mid-nineteenth century. Since then the epic has remained within the province of historians. It was not until The National Theatre of the Deaf (NTD) fashioned the clay tablets into a play that the tale was swept from the dustbin of history and given the breath of new life.

The National Theatre of the Deaf's premiere production of "Gilgamesh" electrified audiences all over America and Europe. Frequent footstomping demands for its return throughout the years resulted in this year's presentation, directed by Mack Scism. A company of ten virturoso actors will perform "Gilgamesh" in The National Theatre of the Deaf's unique theatrical style: a dazzling combination of voice, sign language, dance, and music. There is a full score on a beautiful and unusual set of musical

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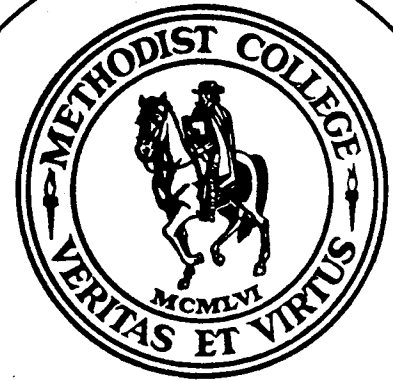
Two parts god, one part man. Gilgamesh defies his destiny in a quest for immortality. The saga of Gilgamesh abounds with tales of his exotic adventures, legends suggestive of the Bible, and astonishing exploits resembling A Thousand and One Arabian Nights.

from gwen sykes, methodist college news bureau, (919) 488-7110 ext. 246

Methodist College

Fayetteville, N.C. 28301

For Immediate Release



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Tickets are available by calling Paul Eaglin at 483-3843 or writing Theatre Box Office, Methodist College, N.C. 28301. Requests in writing must enclose a self-address, stamped envelope. Cost is \$5 for adults and \$2.50 for students. Special group rates are available.

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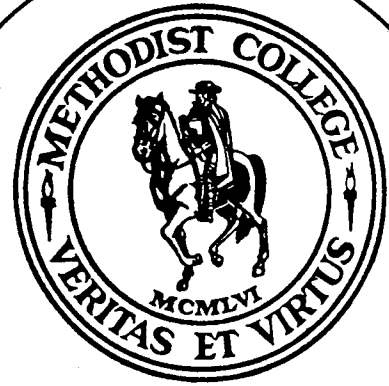
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Methodist College

Fayetteville, N.C. 28301

For Immediate Release



February 23, 1982

PUBLIC SERVICE ANNOUNCEMENT #1

If you are a high school senior who must be enrolled as a full-time college student by May 1 to qualify for Social Security benefits, Methodist College has a special program just for you.

Interested students are invited to apply for admission for the program which will offer modules in English Composition, Western Civilization, Introduction to Psychology and Music Appreciation.

Classes will be held nightly Monday-Friday beginning at 6:30 on March 8. For more information on application, financial aid, and costs, contact the Admissions Office at Methodist College, 488-7110.

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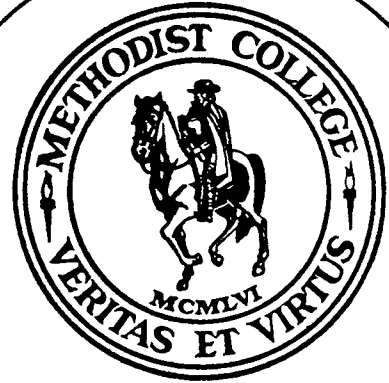
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Methodist College

Fayetteville, N.C. 28301

For Immediate Release



February 23, 1982

PUBLIC SERVICE ANNOUNCEMENT #2

Act now if you are currently a high school senior who stands to lose your Social Security benefits if you are not enrolled in college by May 1.

Methodist College has designed a special program to enable these students to enroll in 12 hours of college courses at night while completing their high school education during the day.

The program will offer modules of English, History, Psychology and Music Appreciation, beginning on March 8 and running nightly through June 18, Monday-Friday.

For more information on application, financial aid and costs. contact the Admissions Office at Methodist College, 488-7110.

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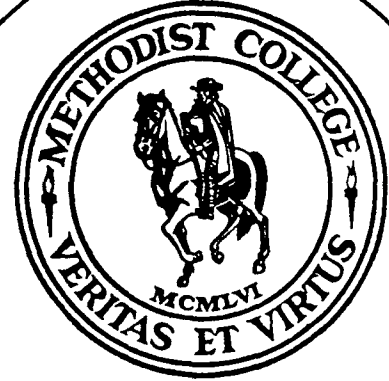
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Methodist College

Fayetteville, N.C. 28301

For Immediate Release



February 23, 1982

PUBLIC SERVICE ANNOUNCEMENT #3

Social Security benefits will be cancelled for students not enrolled as a full-time college student by May 1. If you are currently a high school senior who think it's impossible to go to college and finish high school at the same time, Methodist College can show you that it is not impossible.

Methodist faculty have designed a program offering modules of English, History, Psychology and Music Appreciation which will begin March 8 and run nightly Monday-Friday through June 18.

For more information on application, financial aid, and tuition costs, contact the Admissions Office at Methodist College, 488-7110.

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from gwen sykes, methodist college news bureau, (919) 488-7110 ext. 246

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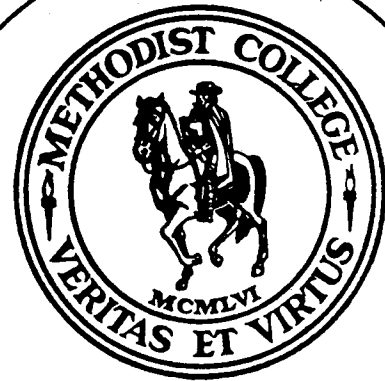
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Methodist College

Fayetteville, N.C. 28301

For Immediate Release



February 23, 1982

METHODIST COLLEGE ANNOUNCES

SPECIAL PROGRAM FOR HIGH SCHOOL STUDENTS

FAYETTEVILLE-Methodist College has designed a special program for current high school students who must be enrolled as a fulltime student in college by May 1 to qualify for Social Security benefits.

According to Dr. Fred Clark, academic dean at Methodist, the 15-week program will offer modules of English 101 composition, History 102 (Western Civilization), Psychology 101 (Introduction) and Music 151 (Music Appreciation). The program will meet nightly Monday-Friday from March 8-June 18 with classes beginning at 6:30.

Students must qualify for admission by submitting application, high school transcript, recommendation of high school principal, and guidance counselor, as well as SAT or ACT scores. Financial Aid is available to qualified students through Pell Grants.

Further information is available by contacting the Admissions Office at Methodist College, 488-7110.

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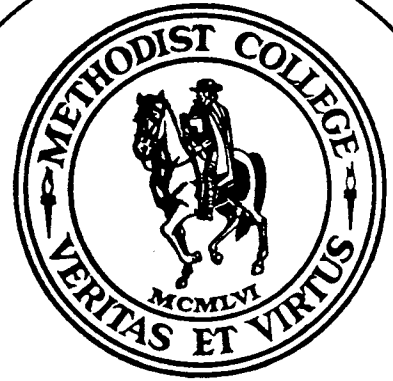
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Methodist College

Fayetteville, N.C. 28301

For Immediate Release



February 25, 1982

FINALLY:

AN ENCOURAGING PREDICTION
FOR PRIVATE COLLEGES

FAYETTEVILLE-Amid all the dire predictions facing college campuses nationwide comes an encouraging word for private colleges.

Private colleges--which are supposed to suffer the worst effects of the decade's enrollment declines and federal budget cuts--may be able to cope with federal cuts much better than public schools, according to a new study of financing for independent campuses.

Researchers James Henson and Pamela Tolbert, both of UCLA, found that private college and university administrators are typically more efficient in raising money. Because the private colleges rely less on federal money, the researchers reasoned that they could survive the loss of funding better than the public colleges.

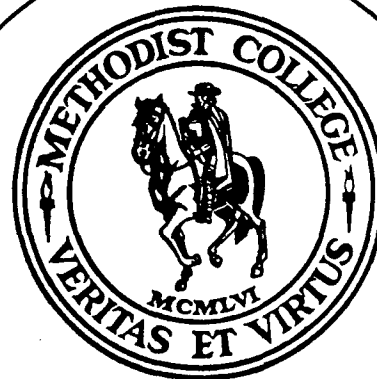
Private schools can hike tuition and fees with less difficulty than public colleges, and are better prepared

from gwen sykes, methodist college news bureau, (919) 488-7110 ext. 246

Methodist College

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to compensate for losses incurred by lower federal funding, the report--called "Patterns of Funding in Public and Private Higher Education"--asserts.

But in releasing the most recent study, UCLA Dean Eugene observed the private colleges and universities have a "tradition in raising private money" that could offset some of the federal cuts.

"I don't want to give the impression I'm criticizing," Weber told reporters in Los Angeles. "I'm envious."

Methodist College Vice-President Bill Lowdermilk agrees that Methodist College has considerably less dependency on federal funds than public universities, but asserts that all college students are hurt by financial aid cuts some.

"Methodist is trying to offset any damaging cuts with our endowed scholarship program," states Lowdermilk.

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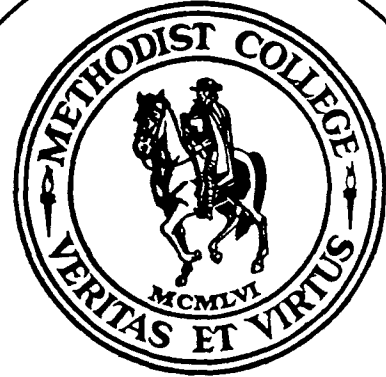
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| <input checked="" type="checkbox"/> Alumni News | _____ General Bulletin |
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Methodist College

Fayetteville, N.C. 28301

For Immediate Release



February 26, 1982

METHODIST COLLEGE FOUNDATION SHOWING INCREASES IN DONATIONS

FAYETTEVILLE--Methodist College Foundation officers are "excited and pleased" by the results of the first week totals in the recent Methodist College Loyalty Fund Drive.

Figures reflect that 30.7 percent of contributors have increased their pledges over 1981, an increase that was questionable in light of current economic developments. According to totals after the first week, 403 cards have been returned of the 1000 distributed for a total of approximately \$56,000.

Campaign officials indicate that this figure is comparable with the first week total last year. Individual contributions show an increase of \$5252 at this point in the campaign.

The campaign which kicked off with a breakfast on Thursday, February 18 will run for the remainder of 1982 and will record financial contributions from the Fayetteville community to Methodist College. Campaign goal is \$120,000.

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from gwen sykes, methodist college news bureau, (919) 488-7110 ext. 246

Date 2/26/82
Topic Foundation Release

Methodist College News Bureau
Publications Center

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