

NORTHEAST todaytodaytoday

A WEEKLY GUIDE TO HAPPENINGS ACROSS CAMPUS

AUGUST 4, 1986

ITEMS OF INTEREST

NORTHEAST TODAY is published weekly by the Public Relations Office (while classes are in session). Deadline for entries is 5 p.m. the Wednesday prior to Monday's issue. Special deadlines apply before and after vacations. Entries should be submitted on the NORTHEAST TODAY forms available in the PR Office, 202 Administration/Humanities Building.

RESIDENCE HALLS AND APARTMENTS for non-graduating students will close at 10 p.m., Monday, Aug. 11. For graduating students, residence halls will close at 10 p.m., Tuesday, Aug. 12.

SECOND SUMMER SESSION ends 5 p.m., Monday, Aug. 11. Commencement for undergraduate and graduate students will be held at 7:30 p.m., Tuesday, Aug. 12 at Stokes Stadium.

THE BOARD OF GOVERNORS will meet at 3 p.m., Aug. 12, in the Conference Room of the Student Union Building. Everyone is invited to attend the open session.

INTRAMURAL SUMMER SOFTBALL continues. This week's game schedule is:

Tuesday:

5:30 p.m. Phi Lambs vs.

Lambda Chi

"YOUNG FRANKENSTEIN," this week's SAB movie, will be shown at dusk at Red Barn Park. In case of rain, the movie will be shown in Baldwin Hall Auditorium. The movie is free.

NORTHEAST NOTABLES

MARLOW EDIGER, EDUCATION, received notification that his manuscript "Stay Current and Updated, School Administrators," was accepted for publication in "Comments in Education," published by the Canadian Association for School Administrators.

JIM BARNES, LANGUAGE AND LITERATURE, had a series of poems, "Season of Loss," published in "Choice Magazine," a review publication for poetry.

The Search Is Over

U.S. educators searched for academic excellence and found it at Northeast Missouri State University.

President Charles J. McClain and NMSU were named with 20 other institutions and leaders in a one-year study, Searching for Academic Excellence. The report, written by three George Mason University administrators, is a survey of colleges and universities across the country they described as "on the move." The authors performed extensive interviewing to discover the essential ingredients to a successful institution.

One such ingredient is for a university to have a specific goal. The book cited NMSU's "well-defined mission focus: value-added education" as integral to the school's success.

A strong leader is part of the success story of a good institution. The authors called McClain a "master politician" and a risk taker.

"He knows what will grab legislators' attention and produce dollars for his school," they said.

McClain's openness to ideas and opinions has also kept the program alive, they said.

"Even the students interviewed on campus saw him as open, receptive and approachable."

The authors give McClain most of the credit for NMSU's current academic progress.

"His quiet persistence is extraordinary and, perhaps, the most important long-term factor in the school's success," they said.

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Bell's Audio Classroom

"Hello. This is the Sod Father. You're on the air."

Max Bell, alias the "Sod Father," hits the airwaves every Saturday morning to offer an earful of advice to gardeners and plant enthusiasts.

Mild-mannered NMSU botany professor by week-day, Bell becomes teacher on the airwaves on Saturdays at 11:15 a.m.

Topics on the program that airs on KIRX-AM range from sweet corn to shrubs, but the public's reaction is always the same. Bell said he receives so many calls during his program that he seldom has an opportunity to lecture on his topic.

Subjects are not difficult to come up with, Bell said. Usually, recurring topics are discussed, and callers ask seasonal questions, he said.

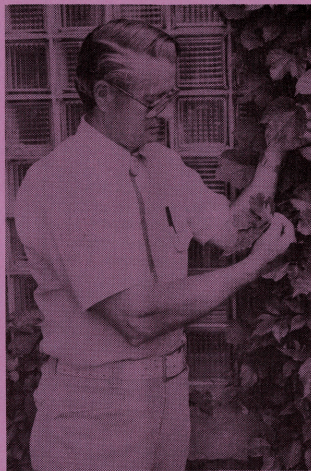
"You do get some strange calls every now and then. One woman told me she had a cucumber growing on her tomato plant," Bell said.

For this college professor who has been teaching for 32 years, the radio program is another opportunity to teach, something Bell has wanted to do all his life.

"I was interested in plants as a child and I always knew I'd be a teacher.

If they didn't pay me, I would pay them. I like people," Bell said, "and that's the important thing."

Bell began making TV and radio appearances before he came to NMSU in 1954. After moving to Kirksville, he was asked to present a topic once a month on



Bell's green thumb allows him to host his own radio show, "The Sod Father Program." Above, Bell examines the ivy to be replanted from Laughlin Hall to the new library extension.

the radio program "Area Scene." He started making regular appearances in the 1960s when people had problems with Dutch Elm

trees. After the Dutch Elms were gone, people were not interested, Bell said.

In 1980, however, KIRX asked Bell to start a radio talk show about gardening. He was nicknamed the "Sod Father."

In addition to botany, Bell has a growing interest in the electron microscope. He recently took a sabbatical where he visited the University of Southern Florida at Sarasota and Miami University at Oxford, Ohio, to study their use of the electron microscope. Microscopes he saw while on leave were used with a computer and, therefore, were more sophisticated, Bell said.

NMSU currently has two electron microscopes: a scanning microscope and a transition microscope. Both are good teaching tools, Bell said.

For Bell, that is the final line, teaching. Whether as a college professor or the "Sod Father," things couldn't be greener.