



MEDIA
RELATIONS
&
EXPERTISE
GUIDE

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FROM THE STAFF

Wayland Baptist University values your role in our region in helping inform citizens of important news and events. Just like any other business, we want to share the Wayland story and involve the community in the activities and news of our university, and we appreciate your help in making that possible.

The staff in the Office of Communications is responsible for providing information, contacts and materials that help you do your jobs efficiently. With backgrounds in media, we know that getting information in a timely manner and with professionalism is of utmost importance to your jobs. We strive to go the extra mile and provide what you need as soon as possible in order to meet deadlines.

Please don't hesitate to call us for help with any information or needs for stories. We are glad to assist you.

Sincerely,

Teresa Young
Director

Jonathan Petty
Assistant Director

USING THIS GUIDE

This publication is intended as a resource clearinghouse of individuals employed by Wayland who can serve as experts on specific topics, for use by media outlets or by community organizations for programs or consultation.

The guide is broken down by broad categories with specifics listed by the individual. Not all the topics are academic; some experts have listed hobbies or other fields of study and interest about which they feel they can speak.

In many cases, a direct phone number is listed for your convenience, and you are welcome to contact them directly. If a phone number is not listed, just contact our offices and we will put you in contact with the person.

GENERAL CONTACT INFO

■ Office of Communications & PR

1900 West 7th Street, CMB 620

Plainview, Texas 79072

Teresa Young, director: (806) 291-3586

Jon Petty, assistant director: (806) 291-3588

■ Wayland Campus - Lubbock

2002 West Loop 289, Suite 120

Lubbock, Texas 79407

Kent Brooks, dean: (806) 785-9285

■ Wayland Campus - Amarillo

4530 Canyon Drive

Amarillo, Texas 79109

David Bishop, dean: (806) 352-5207

TALKING POINTS

The following information is provided for basic reference information about the university.

The Mission

Wayland Baptist University exists to educate students in an academically challenging and distinctively Christian environment for professional success, lifelong learning and service to God and humankind.

The System Approach

Wayland Baptist University is a system with the headquarters in Plainview, Texas. That campus offers a more traditional, residential program geared toward the 18-22-year-old student with the standard semester format and several summer microterms.

Outside Plainview, Wayland has 12 other locations offering degree programs for adult students, with classes offered in the evenings and on weekends on a quarterly basis. Those campuses are located in Amarillo, Lubbock, Wichita Falls and San Antonio, Texas; Clovis and Albuquerque, N.M.; Phoenix and Sierra Vista, Ariz.; Altus, Okla.; Anchorage and Fairbanks, Alaska; and Aiea, Hawaii.

Wayland also maintains an external campus presence and partnership with the Kenya Baptist Theological College in Africa to provide degree programs for ministry students there.

Regardless of location, Wayland prides itself on the integration of faith and learning, caring faculty and a low student-to-teacher ratio where students can succeed.

ADMINISTRATION

The Wayland System is headquartered in Plainview, with administration and offices serving the entire system from that location. The names and titles of those administrators who may be useful to you are as follows:

President.....Dr. Paul Armes
(806) 291-3400
- Chief administrative officer

**Provost/Vice President
for Academic Services**.....Dr. Bobby Hall
(806) 291-3423
- Oversees academic programs, external campus operations, accreditation issues

**Vice President for
Enrollment Management**.....Dr. Claude Lusk
(806) 291-3423
- Oversees student services, admissions and recruiting, athletics, food service and maintenance contracts

**Vice President for
Institutional Advancement**.....Betty Donaldson
(806) 291-3425
- Oversees development and fundraising, communications/PR, alumni services, museum

Department Directors:
Registrar.....Julie Bowen.....291-3470
Financial Aid.....Karen LaQuey.....291-3520
Admissions.....Jennifer Beal.....291-3500
Development.....Martha Cross.....291-3427
Church Services....Micheal Summers....291-1165

EXPERTISE LIST

Academic/Subject Field Areas:

Agriculture

Otto B. Schacht, Ph.D.; Plainview business chair; agribusiness; Contact: 291-1022

Armed Forces

Russ Russell, Lubbock adjunct; retired Air Force officer; contact Lubbock campus

Otto B. Schacht, Ph.D.; Plainview business chair; U.S. Army Reserves (officer), military service; Contact: 291-1022

Charles Starnes, Ph.D.; Plainview business faculty, Navy history, submarines and submarine warfare, national security; Contact 291-1027

Art

Mark Hilliard, Plainview faculty; clay, potter's wheel, firing techniques; Contact: 291-1082

Candace Keller, Ph.D., Plainview art chair; Contact: 291-1083

Jerome Stueart, Ph.D., Plainview adjunct faculty; cartooning; Contact: 291-1110

Harold Temple, Ph.D., Plainview faculty; lapidary arts; Contact: 291-1122

Athletics

Brad Bass, Plainview coach; baseball; Contact: (806) 291-1157

Greg Feris, Ed.D., Plainview faculty; inter-collegiate athletics, youth sports, National Association of Intercollegiate Athletics, National Association of Collegiate Directors of Athletics; Contact: 291-1155

Other experts on athletic training (contact PR)

EXPERTISE LIST

Baptist Denomination

Fred Meeks, Th.D., Plainview adjunct faculty;
Contact: 291-1160

Micheal Summers, Plainview staff; Baptist beliefs and history; Contact: 291-1165

Paul Sadler, Ph.D., Plainview religion faculty;
Contact 291-1160

Bible

Paul Armes, Ph.D., Plainview administrator;
Old Testament; Contact: 291-3400

Glyndle Feagin, Ph.D., Plainview religion faculty;
New Testament, Greek; Contact: 291-1164

Jimmy Fikes, Plainview staff; Old Testament,
New Testament; Contact: 291-3540

Fred Meeks, Th.D., Plainview adjunct faculty;
Contact: 291-1160

Carolyn Ratcliffe, Ph.D., Plainview religion faculty, Old Testament, Biblical Studies, Biblical interpretation; Contact: 291-1167

Randolph Rogers, Ph.D., adjunct Lubbock, New Testament, exegesis, Revelation, Greek, Textual criticism; contact: Lubbock campus (pastor at Shadow Hills BC)

Paul Sadler, Ph.D., Plainview religion faculty;
Contact 291-1160

Kelly Warren, Ph.D., Plainview business faculty; Bible, theology, spiritual disciplines;
Contact: 291-1020

Boy Scouts

Stanley DeMerritt, Plainview staff; longtime leader, participant; Contact: 291-3470

EXPERTISE LIST

Business

Bobby Hall, Ed.D., Plainview administrator; marketing, management; Contact: 291-3407

Otto B. Schacht, Ph.D.; Plainview business chair; Contact: 291-1022

Charles Starnes, Ph.D.; Plainview business faculty, economic development, investment planning, economics, Social Security; Contact 291-1027

Emmitt Tipton, Plainview staff; small business development, bookkeeping, marketing; Contact: 291-3750

Kelly Warren, Ph.D., Plainview business faculty; management; Contact: 291-1020

Don Wicker, Ph.D., adjunct Lubbock; contact Lubbock campus

Career Counseling

Brian McClenagan, Plainview counselor; resumes, job hunting, interview skills; Contact: 291-3765

Cheerleading

Joe Provence, Plainview staff; Contact: 291-3600

Child/Adolescent Development

Perry Collins, Ed.D., Plainview psychology faculty; Contact: 291-1177

Choreography

Teresa Moore, Plainview staff; Contact: 291-3753

EXPERTISE LIST

Christian Education

Gary Manning, Ph.D., Plainview religion faculty; youth, adults; Contact: 291-1161

Churches

Micheal Summers, Plainview staff; intentional interim program, church tune-ups, Baptist beliefs and history, visioning, religious liberty; Contact: 291-1165

Computers

Jimmy Fikes, Plainview staff; basic computing; Contact: 291-3540

Scott Franklin, Ph.D., Plainview math faculty; Computer modeling, web design, web server administration; Contact: 291-1131

James Hogue, Plainview business faculty; computers in general, computer security and identity theft, digital photography; Contact: 291-1024

Kevin Leggett, Plainview staff; web design, hardware, Microsoft Office, Photoshop 5; Contact: 291-3706

Other experts on web design and online learning (contact PR office)

Conflict Management/Resolution

Virginia Myers, Plainview speech faculty; Contact: 291-1085

Debbie Price, Plainview staff; Contact: 291-1045

Micheal Summers, Plainview staff; resolution and mediation; Contact: 291-1165

EXPERTISE LIST

Counseling

Perry Collins, Ed.D., Plainview psychology faculty; individual and group; Contact: 291-1177

Judy Jarratt, Ed.D., Lubbock education faculty; substance abuse counseling; Contact: 785-9285

Brian McClenagan, Plainview counselor; university only; Contact: 291-3765

Criminal Justice/Law

Dick DeLung, Ph.D., Plainview criminal justice faculty; criminal justice issues, law enforcement; public administration; sociology; Contact: 291-1173

Mark C. Hall, J.D., Lubbock adjunct; Contact Lubbock campus

Decorating

Joe Provence, Plainview staff; Contact: 291-3600

Eating Disorders

Perry Collins, Ed.D., Plainview psychology faculty; Contact: 291-1177

Editing/Proofreading

Teresa Young, Plainview staff; Contact: 291-3586

Other experts in proofing and editing

Education/Teaching

Samuel Ayers, Ed.D., adjunct Lubbock, Contact Lubbock campus

Kent Brooks, Ph.D., Lubbock dean; trade and industrial courses for high school, programs for nontraditional adults; Contact: 785-9285

EXPERTISE LIST

Rod Davis, adjunct Lubbock; Contact: 785-9285

Jo Beth DeSoto, Ed.D., Plainview education faculty; teaching music and piano, special education, behavior management; Contact: 291-1045

Bobby Hall, Ph.D., Plainview administrator; higher education; Contact: 291-3407

Patricia Herman, Ph.D., Plainview education faculty; literacy, writing; Contact: 291-1048

Judy Jarratt, Ed.D., Lubbock education faculty; brain-based learning, learning styles, classroom strategies; Contact Lubbock campus

Suzanne Nesmith, Plainview education faculty; elementary education, mathematics and literacy methodology; Contact: 291-1047

Debbie Stennett, Plainview staff; gifted and talented education, teaching students from poverty; Contact: 291-3650

Jim Todd, Ph.D., Plainview education chair; teacher education issues, classroom management, teacher shortages, organizational structure; Contact: 291-1045

Other experts on: math, curriculum management audits, school review process, teaching methods; thinking maps, cooperative learning structures, professional learning communities; instructional technology; instructional strategies and concepts, metacognition (contact PR office)

Educational Travel

Arch Mayfield, Ph.D., Plainview English faculty; Contact: 291-1102

Jimmy Fikes, Plainview staff; Tourism in Israel; Contact: 291-3540

EXPERTISE LIST

English as a Second Language (ESL)

John Elliott, Plainview library staff; teaching ESL, experience overseas; Contact: 291-3701

Europe (France and Germany)

Christa Smith, Plainview language faculty; German and French culture, language, etc.; Contact: 291-1105

Exercise and Sport Science

Greg Feris, Ed.D., Plainview faculty; curriculum, history; Contact: 291-1155

Financial Aid

Karen LaQuey, Plainview staff; Contact: 291-3526

Fundraising

Martha Cross, Plainview staff; Contact: 291-3426

Government

Niler Pyeatt, Ph.D., Plainview history faculty; monarchy, politics; Contact: 291-1175

Geoff Wells, Ph.D., Plainview political science faculty; Contact: 291-1176

Grief/Loss

Fred Meeks, Th.D., Plainview religion faculty; Contact: 291-1160

History

Estelle Owens, Ph.D., Plainview history chair; American women's history, Texas history, Wayland history, oral history, genealogy; Contact: 291-1171

EXPERTISE LIST

Niler Pyeatt, Ph.D., Plainview history faculty; European history, British history and monarchy, German history, modern Europe, food history; Contact: 291-1175

Russ Russell, Lubbock adjunct; contact Lubbock campus

Charles Starnes, Ph.D.; Plainview business faculty, Naval history, Cold War, taxation and public policy, patriotism; Contact 291-1027

Kevin Sweeney, Ph.D., Plainview history faculty; U.S. West, Southern Plains, environment, geography; Contact: 291-1180

Other experts on American History before 1865 (contact PR office)

Human Resources

Ron Appling, Plainview staff; Contact: 291-3451

Institutional Effectiveness

Bobby Hall, Ph.D., Plainview administrator; higher education; Contact: 291-3407

Kenya/Kenya Partnership

Dr. Vaughn Ross, Plainview science/math chair; former missionary there, involved in WBU partnership from inception; Contact: 291-1117

Christa Smith, Plainview language faculty; Education, culture, students; Contact: 291-1105

Leadership

Samuel Ayers, Ed.D., adjunct Lubbock, contact Lubbock campus

Hope English, Plainview staff, Leadership Center; Contact: 291-3422

EXPERTISE LIST

Kelly Warren, Ph.D., Plainview business faculty; Contact: 291-1020

Other experts on: Seven Habits for Highly Effective People, Seven Habits of Highly Effective College Students, Four Roles of Leadership (contact PR office)

Libraries

John Elliott, Plainview library staff; teaching ESL, experience overseas; Contact: 291-3701

Polly Lackey, Plainview librarian; Contact: 291-3700

Literacy

Patricia Herman, Ph.D., Plainview education faculty; early childhood, teaching writing; Contact: 291-1048

Suzanne Nesmith, Plainview education faculty; elementary literacy methodology; Contact: 291-1047

Literature

Other experts on Greek, Roman literature and mythology (contact PR office)

Arch Mayfield, Ph.D., Plainview English faculty; American literature; Contact: 291-1102

Cindy McClenagan, Ph.D., Plainview English faculty; 20th Century American literature, African American literature, postmodern literature; Contact: 291-1106

Jerome Stueart, Ph.D., Plainview adjunct faculty; contemporary American literature, creative writing, science fiction and fantasy, animals in literature; Contact: 291-1106

EXPERTISE LIST

Management

Bobby Hall, Ed.D., Plainview administrator;
Contact: 291-3407

Emmitt Tipton, Plainview staff; small business
management; Contact: 291-3750

Kelly Warren, Ph.D., Plainview business faculty;
Contact: 291-1020

Don Wicker, Ph.D., adjunct Lubbock, contact
Lubbock campus

Marriage and Family

Gary Manning, Ph.D., Plainview religion faculty;
Christian marriage; Contact: 291-1161

Mathematics

Leah Cole, Ph.D., Plainview math faculty;
Contact: 291-1132

Scott Franklin, Ph.D., Plainview math faculty;
Applied mathematics, computer modeling;
Contact: 291-1131

Russ Russell, Lubbock adjunct; contact
Lubbock campus

Ministry

Gary Manning, Ph.D., Plainview religion faculty;
youth, adults; Contact: 291-1161

Fred Meeks, Th.D., Plainview adjunct faculty;
Contact: 291-1160

Other experts on ministry to students, Baptist
Student Ministry programs (contact PR office)

Missions

Teresa Moore, Plainview staff; experience on
missions drama team; Contact: 291-3753

Other experts on student missions programs
(contact PR office)

EXPERTISE LIST

Motivational Speaking

Paul Armes, Ph.D., Plainview administrator;
Contact: 291-3400

Hope English, Plainview staff; Contact: 291-3422

Music

Gary Belshaw, Ph.D., Plainview music faculty;
piano, composing, accompanist; Contact: 291-1064

Jo Beth DeSoto, Ed.D.; Plainview education
faculty; teaching music and piano; Contact:
291-1045

Scott Herrington, D.M.A.; Plainview music fac-
ulty; choral music, conducting; Contact: 291-1062

Timothy Kelley, Plainview music faculty;
instrumental music education; Contact: 291-1063

Jeff Kensmoe, Plainview music faculty;
opera/musical theatre, private voice, vocal per-
formance and pedagogy; Contact: 291-1061

Sandra Mosteller, D.M.A.; Plainview music fac-
ulty; clarinet, saxophone, flute, world music;
Contact: 291-1069

Ann Stutes, Ph.D.; Plainview music faculty;
music technology, string instruments, music the-
ory, handbells; Contact: 291-1065

Parent Teacher Association (PTA)

Debbie Price, Plainview staff; Contact: 291-1045

Personality Theories

Perry Collins, Ed.D., Plainview psychology
faculty; Contact: 291-1177

EXPERTISE LIST

Photography

James Hogue, Plainview business faculty; photography, digital photography; Contact: 291-1024

Teresa Young, Plainview staff; SLR and digital, Photoshop; Contact: 291-3586

Prison Ministry

Patricia Herman, Ph.D., Plainview education faculty; training volunteers, conducting seminars, teaching in prison; Contact: 291-1048

Psychology/Sociology

Peter Bowen, Ph.D., Plainview faculty; brain and psychology, experimental; contact: 291-1179

Dick DeLung, Ph.D., Plainview criminal justice faculty; psychology, human development; sociology; Contact: 291-1173

Russ Russell, Lubbock adjunct; contact Lubbock campus

Public Administration

Dick DeLung, Ph.D., Plainview criminal justice faculty; Contact: 291-1173

Radio

Rod Davis, adjunct Lubbock, deejay at KDAV; Contact Lubbock campus

Steve Long, Plainview mass communications faculty; Contact: 291-1084

Sciences

J. Hoyt Bowers, Ph.D., Plainview science faculty; genetics, vertebrate biology; Contact: 291-1116

EXPERTISE LIST

Adam Reinhart, Ph.D., Plainview science faculty; cell biology, biochemistry, biology, endocrinology; Contact: 291-1124

Harold Temple, Ph.D., Plainview science faculty; organic chemistry; Contact: 291-1122

Other experts in physics/physical science, analytical, physical chemistry, faith and science (contact PR office)

Sexual Abstinence

Gary Manning, Ph.D., Plainview religion faculty; Contact: 291-1161

Spanish

Dr. Jose Rubio, Plainview Spanish faculty; Contact: 291-1100

Dr. Josh Mora, Plainview Spanish faculty; Contact: 291-1100

Speech Communication

Rod Davis, adjunct Lubbock, Contact 785-9285

Virginia Myers, Plainview speech faculty; curriculum issues, process; Contact: 291-1085

Spiritual Growth

Gary Manning, Ph.D., Plainview religion faculty; Contact: 291-1161

Kelly Warren, Ph.D., Plainview business faculty; Contact: 291-1020

Statistics

William Hahn, Ph.D., Plainview math faculty; probability, general statistics; Contact: 291-1127

EXPERTISE LIST

Stress & Time Management

Brian McClenagan, Plainview counselor;
Contact: 291-3765

Substance Abuse

Perry Collins, Ed.D., Plainview psychology faculty; Contact: 291-1177

Judy Jarratt, Ed.D., Lubbock education faculty; substance abuse counseling; Contact Lubbock campus

Theatre/Drama

Jeff Kensmoe, Plainview music faculty; opera/musical theatre; Contact: 291-1061

Chris Moore, Plainview faculty/staff, technical theatre, lighting/sound/costumes, set design and construction, creative arts, music and drama in the church; Contact: 291-1081

Teresa Moore, Plainview staff; experience on drama team; Contact: 291-3753

Marti Runnels, Ph.D.; Plainview theatre faculty; Contact: 291-1086

Theology

Fred Meeks, Th.D., Plainview adjunct faculty; doctrine, sects & cults; Contact: 291-1160

Kelly Warren, Ph.D., Plainview business faculty; Bible, theology, spiritual disciplines; Contact: 291-1020

Writing

Jerome Stueart, Plainview adjunct English faculty; Contact: 291-1106

Teresa Young, Plainview staff; Contact: 291-3586

Youth of Today

Gary Manning, Ph.D., Plainview religion faculty;
Contact: 291-1161

Also Experts in: Evangelism, External Campuses, First Aid, Grief/Loss, Nutrition and World Religions (contact PR office).

For complete listing of experts by subject fields as well as performing artists, visit our Web site at www.wbu.edu and click on News.



Office of Communications & PR

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Plainview, Texas 79072

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