

## Issues

# Wonderful Wednesday

As anyone who picked up a copy of the JOHNSON CITY PRESS-CHRONICLE last Saturday knows, Wednesday, April 25, 1973 was Wonderful Wednesday . . . at Lees-McRae College.

The entire front page of the second section was devoted to pictures and a story depicting the day's activities. Wonderful Wednesday at Lees-McRae was sponsored and planned by a campus organization, and the celebration was termed an "overwhelming success." Classes were called off, and the day's agenda included the presentation of awards, medals and scholarships to students for outstanding participation in clubs, sports, and academic activities. Recreational activities were also organized, and a rock group played during the afternoon. The article ended by saying "Lees-McRae prides itself and works hard at being a 'College that Cares.' Wonderful Wednesday is another successful way of showing that they do."

By now everyone is probably aware that the same day was to be a Wonderful Wednesday at Milligan. For several reasons, however, the Dandy Day has been cancelled for this year. Although many are undoubtedly dismayed at this revelation, the rationale behind the decision to cancel Wonderful Wednesday was probably valid. It did rain nearly every day that week.

It is not our intention to disparage those who made the decision; neither do we find it necessary to shed crocodile tears because we have been robbed of a day without classes. But we do think that Milligan College would do well to rethink

its position concerning Wonderful Wednesday.

The general impression one gets from faculty and administration is that this sort of thing is something of a condescension to the adolescent whims of students. If this impression is at all accurate, we hope that a more mature outlook can be adopted in the future.

As the student body becomes diverted simultaneously by warm weather and by completion of the semester's work, a well-planned day of celebration could become an asset to campus morale. A day of recreation, relaxation, and just being together as a community, come rain or shine, would be a beneficial release from preoccupations with final exams and the end of the school year.

If we can glean anything useful from the Lees-McRae piece, it is first of all that Wonderful Wednesday can be a functional, meaningful, and enjoyable part of college life. Equally significant, however, is the fact that such a thing can draw the amount of media coverage that it did.

Public image is justifiably an important concern for Milligan College. Propaganda and specialized recruiting programs are, no doubt, essential aspects of this concern. Yet it seems that Milligan is more cautious about the image it does not want to present than the image it could present with a little effort. A united campus which is enthusiastically participating in something, which really has reason to celebrate, the members of which honestly enjoy each other's company is in itself a superior public relations tool.