

Arts and Lectures programming changes announced

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Relevancy will be the key word for upcoming Arts and Lectures events at the University of California, San Diego, said James S. Lombard Jr., newly-appointed manager of UCSD's Committee for Arts and Lectures.

"Changes are planned for the types of programs we've offered in the past," he said. "We want to direct the events, especially the lectures, more toward the students as well as the community."

Other changes planned include a more attractive price schedule for UCSD students and other students in the community and a reduction in all season ticket prices. In addition, plans have been made to introduce a new series, the Series Internationale, which will include the former Keyboard Series as well as new events.

Prior to his appointment at UCSD, Lombard served as part-time Concert Advisor at the University of Minnesota, where he was also attending school. He has also served as a booking agent for the Agency for the Performing Arts; Public Relations Director at Clowes Memorial Hall of Butler University in Indianapolis, Ind.; manager of the Minneapolis Orpheum Theatre; and West Coast Representative of Broadway Theatre Alliance, Inc., a subsidiary of Columbia Artists Management, Inc.

Lombard received his B.A. degree in Speech - Theatre Arts and History from the University of Minnesota earlier this year.