

College of Business Receives Accreditation

Students and faculty from the College of Business are celebrating. The college recently earned accreditation of its undergraduate and graduate business programs from the American Assembly of Collegiate Schools of Business (AACSB).

"We are elated to receive this affirmation of the high quality of our faculty and programs," said Dean Walter F. McCanna. "Accreditation of our programs is a boon to our graduates seeking positions in a competitive environment. It's the type of recognition that appropriately draws attention to the high caliber of our curriculum, resources and faculty. We see this as an opportunity to celebrate the excellence that has become part of our daily lives here."

Approximately 1,200 colleges and universities in the United States offer undergraduate business degrees, but fewer than 265 are accredited by AACSB. Of the more than 600 master's programs, approximately 240 are AACSB accredited. In accounting, only 70 schools in the country have received accreditation at various degree levels.

To achieve accreditation a business school must meet a wide range of quality standards relating to curriculum, faculty resources, admissions criteria, degree requirements, library and computer facilities, financial resources, and intellectual climate. During the accreditation process, the college was visited and evaluated by business school deans, accounting educators and corporate representatives, who applied standards widely accepted in the educational community.

Announcement of the college's accreditation was made April 12, during the AACSB's annual meeting in Dallas.

"Accreditation of College of Business programs only adds to RIT's growing international reputation," said President Rose. "I join with the rest of RIT in congratulating the College of Business on its accomplishment."

According to Dr. Thomas Plough, provost and vice president for academic affairs, "The growth and quality of the College of Business, recognized through its accreditation, has provided RIT with a great opportunity to lead in an area of increasing significance in today's global economy—the management of technology."

In pointing out the benefits of accreditation, McCanna noted that students may be among the first to see direct benefits. "For budgetary reasons, many employers have cut back on the number of colleges and universities they visit to recruit students," he said. "In many cases, a business school's accreditation status can mean the difference between being on or off the list of schools from which a company actively recruits. We expect that accreditation will create wider career opportunities for our students."

"As higher education becomes more expensive throughout the country, students are becoming increasingly selective about their choice of a business school—some restrict their applications to accredited schools. Given this trend, we expect our accreditation will contribute to our enrollment, particularly at the graduate level."



Everyone, including Dean Walter McCanna, began celebrating April 12th, after announcement of the college's accreditation.

Capital Campaign Success Leads to Goal Increase

With 20 months to go and over \$85 million received or pledged, RIT's Board of Trustees approved an increase to \$100 million in the "Access to the Future" capital campaign goal.

The board also announced that its Community Campaign phase has raised more than \$1.3 million.

"Because of the changing, dynamic needs of the Institute and the excellent response to the campaign, the trustees have adopted an increased campaign goal," said Tom Gosnell, chairman of the Board. According to Burt August, board member and general chairman of the campaign, "The support to date is a vote of confidence in RIT as one of this nation's leading comprehensive universities."

Announced in July 1986, the original campaign called for construction of a \$6.5 million library addition; \$11.5 million for the Center for Microelectronic and Computer Engineering; \$8.5 million for the Center for Imaging Science; \$9 million for the Campus Life Center; and monies to endow scholarships, professorships, and equipment purchases, as well as annual operating support.

The revised plan calls for increasing the library addition goal to \$8.7 million; constructing a new facility for the College of Science at \$6.5 million; increasing the cost of the Campus Life Center to \$10 million; and increasing endowments for scholarships and professorships.

"We're optimistic about reaching the next \$15 million phase," explained Dr. C.J. Young, vice president for Development. "RIT's leadership in imaging and graphic arts and increased potential par-

ticipation from both industries has enabled us to expand the campaign goal."

Young said that often donors choose to support goals that are not necessarily part of original campaign objectives. "We are committed to securing all the funds required to meet 'Access to the Future' goals," he added.

With \$1.3 million pledged, RIT is entering the consolidation of a successful fund-raising initiative from the greater Rochester community. Chaired by businessman Theodore Altier and put into action by more than 500 volunteers, the RIT Community Campaign is the first time an institution of higher education has gone to small- and medium-size businesses

in the Rochester area seeking support with an organized campaign program.

"The overwhelming response from these businesses is a direct reflection of the Institute's impact on the community," explained Altier.

When the capital campaign was announced in 1986, President Rose called it "the most significant step taken in RIT's

history in two decades—since the move to the new campus in 1968."

Ground breaking for the \$8.5 million Imaging Science Center took place last November, and the Center for Microelectronic and Computer Engineering in the College of Engineering was dedicated last year.

Optical Finishing Program Accredited

The Commission on Opticianry Accreditation (COA) has announced the accreditation of NTID's Optical Finishing Technology Program. Douglas Wachter, assistant professor of applied science/allied health, is director of the program.

The COA, an accrediting agency recognized by the U.S. Department of Education, furthers ophthalmic professionalism by instituting high educational standards.



"THE DUKE" DONS BUNNYSUIT... Presidential candidate Michael Dukakis listens intently as Analog Devices Professor Richard Lane explains how equipment works in the clean room of the Center for Microelectronics and Computer Engineering. Dukakis toured the facility as a stop on his campaign trail from Pennsylvania to Dunkirk, N.Y., on Saturday, April 10. Dukakis praised the facility for playing an important role in rebuilding the nation's industrial base. He also noted that NTID's role in educating and training the hearing impaired was "extraordinary."

Business Grad Named Outstanding Alumnus



This year's Outstanding Alumnus Service Award was presented to Robert Witmeyer (center) by Terry Doherty (left), vice president, National Alumni Council, and James Snyder, director, Development.

Robert Witmeyer, a 1971 graduate of RIT and distinguished member of the Alumni Association, received the Outstanding Alumnus Service Award from the National Alumni Council on April 16 for his exceptional service to the Institute. The award was presented in the College-Alumni Union at the annual alumni dinner.

The Council is comprised of an 18-member board of alumni that advises RIT on alumni programs.

Witmeyer, president of the RIT Alumni Association from 1977-78, provided the direction for expanding the association from a Rochester-based group to a national organization with over 55,000 members. He is currently the regional marketing manager for Mobil Chemical Co., Plastic Packaging Division, in Macedon and is responsible for all marketing efforts for Mobil throughout the Northeast.

"Bob Witmeyer is a role model for what an alumnus should be," said Frank Cicha, director of Alumni Relations. "He offers excellent leadership, is a staunch representative of RIT wherever he goes and carries the RIT banner high and with great pride."

Witmeyer earned a bachelor's degree in business administration in 1971 and a master's degree in business in 1976. He has been a member of the leadership group of the Alumni Association for 15 years.

Visiting Professor Presents Photo Lecture

Patrick Nagatani, assistant professor of art in the Department of Art and Art History at the University of New Mexico, will present a photo lecture of his work on Tuesday, April 26. His program, to be presented at 7:30 p.m. in Webb Auditorium, is part of the 1988 Visiting Artist Lecture Series sponsored by the Fine Art Photography Department.

Nagatani will present a slide show of his recent work, including collaborations with artist Andree Tracey that combine photography, painting and stage set-ups in a surreal composition. Their photographic subjects have included "Radioactive Rastplatz," a casual family gathering in the shadow of a mushroom cloud, and "Shangri-L.A.," a parody of the California lifestyle featuring Barbie dolls sunning themselves on a painted beach.

The program, "Patrick Nagatani: Photographic Considerations," is free and open to the public. Next in the series is a May 4 program by photographer and designer Barbara Kruger.

Witmeyer's father, Stan, also an RIT alumnus, received the Outstanding Alumnus Service Award in 1971. A 1936 RIT graduate, he served as the group's president from 1952-53.

"I have maintained a very strong commitment to RIT with a relationship that began when I was a child," says Witmeyer. "My father was a professor, and we lived on the old campus. I still believe very strongly in RIT's mission: a strong commitment to quality career education and the belief that education is a lifetime experience."

"I am thrilled with the emergence of the Alumni Association, from the annual giving program to their participation on the Board of Trustees, which has tripled in less than 10 years."

New Scholarship For Grad Students

Dr. and Mrs. Leo F. Smith of Sun City, Ariz., recently created a \$10,000 Scholarship fund to help support the study of graduate students at RIT. The initial scholarship will be awarded to a student in a different department each year beginning with the Fall Quarter, 1988. The scholarship will be made on the basis of past performance and future potential in the student's major field.

For 30 of his 33 years at RIT, Smith served under President Mark Ellingson, who praised him as "one of the outstanding American educators." He headed the Educational Research Office from 1941 to 1953 and founded the Counseling Center. He was dean of Instruction from 1953 to 1960 and served as RIT's first vice president for Academic Administration from 1960 to 1969. In 1969 he became executive assistant to the president.

In accepting the gift, Dr. Paul Bernstein, dean of Graduate Studies, stated, "From the time I came to RIT in 1966 Leo and Mary Smith exemplified what was best in the RIT tradition. They worked vigorously and sensitively to support the Institute family, its programs and the career-related philosophy that has been RIT's hallmark."

"Dr. Smith was a champion of graduate education as early as the sixties. He recognized the growing importance of postbaccalaureate education by creating the Graduate Council in 1967 and strongly supporting our early programs in fine arts, printing, chemistry, and business. The generous scholarship bequest is a fitting continuation of his efforts to make graduate education a significant presence at the Institute."



DURING THE BIG BASH... More than 50 student volunteers gathered in the College-Alumni Union lobby to construct a giant balloon sculpture—a bouquet of flowers. The full day of activities, created to promote student and faculty friendships, also included a Fifties Revival held in the CAU cafeteria.



HISTORICALLY SPEAKING... David Pankow, curator of the Melbert B. Cary Jr. Graphic Arts Collection, conducts a demonstration on the historic Columbian press in the School of Printing Management and Sciences during a recent visit by production specialists and management executives from The New York Times. The newspaper professionals were at RIT for a special seminar presented by the Technical and Education Center of the Graphic Arts.

Six Students Selected For Honor Society

Six seniors have been selected as members of the Alpha Sigma Lambda Honorary Society. Recently honored at a dinner at the president's home, these students have maintained grade point averages of 3.4 or better and have demonstrated outstanding service to the RIT community through their involvement in student activities.

Students inducted into the society this year were: Gregory P. Benz, Applied Science and Technology; Andrew N. Brennenman, Business; Jennifer K. Bull, Science; Jill E. Pasternak, Graphic Arts and Photography; Michael J. Sciotti and Theresa A. Standish, Liberal Arts.

Over 1,000 nominations for Alpha Sigma Lambda membership have been received since the RIT chapter's founding in 1964. Only 298 students have been selected. The honorees' names are engraved on the ASL plaque near the Fireside Lounge in the College-Alumni Union.

ROTC to Host Review and Tattoo

The Reserve Officer Training Corps (ROTC) will host the President's Review and Tattoo on the varsity soccer field, April 26, at 5:30 p.m.

Ceremonies will feature aircraft fly-bys of a World War II Warhawk fighter plane from the National Warplane Museum in Geneseo, four New York National Guard F-4 Phantoms from the 107th Fighter Interceptor Group, four A-10 Thunderbolt planes from the 174th Tactical Fighter Group and four UH-1 U.S. Army helicopters from D Troop 101st Air Cavalry.

President Rose will review the cadet corps and present sabres to the outstanding graduating seniors from the Army and Air Force ROTC battalions.

Performances also will be given by the 98th Division of the Army Reserve Band, the U.S. Air Force Academy Parachute Team, the Rochester Oratorio Society and the C.A. Palmer Fife and Drum Corps from Palmyra.

In case of inclement weather, the ceremonies will be held in the Frank Ritter Memorial Ice Arena.

Childhood Cancer Topic of Meeting

Children with cancer and the effect it has on families will be the focus of the May 2 meeting of the RIT/CAN Support Group.

Catherine Linfoot, president of the executive committee at Camp Good Days and Special Times, will address the RIT/CAN Support Group at noon in the Skalny Room of the Interfaith Chapel.

The founders of Camp Good Days and Special Times first set out to improve the quality of life for children with cancer. In later years the organization recognized other needs by establishing Camp BEST (Brothers and Sisters Together), Moms and Pops, and the Kris Connection. Moms and Pops realizes the need for parents of children with cancer to take breaks. The Kris Connection is a pediatric hotline that pairs children who have had cancer with newly diagnosed children. Linfoot will discuss these special programs and show a video featuring camp activities.

A question and answer session will follow the presentation.

The RIT/CAN Support Group has sponsored programs on immunology, breast cancer, relaxation techniques and nutrition. Meetings are open to anyone, and participants may bring their lunch. For more information call Sonja Wendt, -2553.

PROFILE

'I Care about What Happens to Today's Children'

Luvon Sheppard, associate professor of design in the School of Art and Design, knows the meaning of community service. A longtime member of the Arts for Greater Rochester Board of Directors and former coordinator of neighborhood services for the Memorial Art Gallery, Sheppard also has been active as an evaluator for several United Way organizations.

"I do volunteer work because I am interested in non-traditional education and the welfare of people," says Sheppard. "I care about what happens to today's children—the problems they face, what jobs are out there for them and what education can do to enhance their life options. I also care about how organizations are serving poor people and various ethnic groups."

His role as a United Way evaluator includes studying the services of organizations, such as the Puerto Rican Youth Development and Resource Center and Camp Fire Incorporated, to enhance their effectiveness.

"I am part of a panel of evaluators who look at the organization's program, budget, administration and staff," he



Luvon Sheppard

says. "We also study the history and profile of the organization and give United Way feedback and recommendations for financial allocation considerations to help

make the agency as service-oriented as possible for its constituents."

A faculty member of the College of Fine and Applied Arts since 1973, Shep-

pard helped to expand the role of the arts in the Rochester community by founding Allofus Art Workshop in 1972 and serving as its executive director until 1980. He also paints, using watercolor, acrylics and oils to create genre paintings of Rochester landscapes. His work has been exhibited throughout the region at the Everson Museum, Brockport University, Nazareth College and Monroe Community College and is in the permanent collection of the Memorial Art Gallery.

Sheppard became interested in community service when he worked as a city playground director years ago in the Puerto Rican community.

"United Way is an amazing community resource," he says. "I am learning how they work with their agencies to strengthen them professionally and do the best possible job to serve people. United Way actually sets up training teams to help organizations with processes such as running a board and managing employees."

He points out that volunteer work gives him personal satisfaction. "I want to accent the city schools' efforts by contributing a little toward social problems and helping to give our next generation a brighter future."

College of Science Students Receive Baldwin Scholarships

Students Dianna Bauer, Pamela Pasciak and Joseph Perrotta have been selected to receive the 1988 David M. Baldwin Memorial Scholarships given annually by the Department of Biology in the College of Science.

"To be recognized as a Baldwin Scholar is to join a very select group of individuals," says Dr. Thomas Frederick, head of the department. "We are very proud of these students for their many accomplishments."

To be considered for the scholarships, students must have completed three quarters of full-time work at RIT and achieved a minimum grade point average of 3.4 in science courses. Service to the department, college, Institute and community is also considered in the evaluation procedure.

Bauer, a third-year biology and pre-med major, is a Dean's List student and a volunteer for AIDS Rochester. She is employed part time at Highland Hospital.

A third-year biotechnology major, Pasciak is a Dean's List student and honors student in the Department of Biology. She is vice president of Alpha Phi Omega, the national service fraternity, a tutor in the Department of Biology, a notetaker for hearing-impaired students in the College of Science and a teaching assistant in the animal tissue culture laboratory.

Perrotta, a third-year biology major, is a Dean's List student, an honor student in the Department of Biology, president of the Life Sciences Club, co-chairman of Parish Council and a member of the Biology Student Advisory Board.

The David M. Baldwin Scholarship in Biology is provided by proceeds obtained from an estate willed to RIT following Professor Baldwin's death in 1975. Baldwin taught biology from 1945 to 1975. The scholarships perpetuate his desire to help students obtain an education at RIT.

Keeping Drugs Out of Country

The most effective way to stop the flow of drugs into this country is to attack both the supply and the demand, not just the suppliers, as we have been doing, says an American foreign policy expert.

"We have to deal with our own country so we do not have such a demand. If people want to use it, they're going to get it," says Dr. Thomas Lobe, who lectures widely on international affairs. Lobe discussed this country's drug problem and Central America—a major supplier of drugs to the U.S.—in his talk, "Drug Traffic and U.S. Foreign Policy: The Central American Connection," at RIT earlier this month. His presentation was sponsored by CCE's Academic Division.

The so-called Central American Connection provides this country with much of its cocaine, which drug traffickers there obtain from South America. "There are a number of conduits for drugs coming from South America through Central America," Lobe says, citing General Manuel Noriega of Panama, the Honduran military, the Nicaraguan contras and American farmer John Hull in Costa Rica.

Although the Reagan administration has vowed to fight Central American drug traffickers through such means as economic sanctions, Lobe says the government has indirectly supported the drug

62nd Convocation To Honor CCE Grads

The College of Continuing Education will honor the hard work and achievements of this year's certificate and diploma graduates at the Sixty-Second Annual Management and Communication Convocation on May 5.

Dick Burt, former WOKR, Channel 13, broadcaster, will speak at the program, to begin at 6 p.m., followed by dinner at 6:30. It will be held at the Marriott Hotel-Airport.

"The convocation is held to acknowledge the ambition of these students who want to get ahead, acquire more skills, be of more value to their companies and broaden their capabilities," said Lynda Rummel, former director of CCE's Business and The Arts.

Rummel said students typically attend the event with the family members and work supervisors who supported them. It's also a time to talk with their faculty and college coordinators.



FUMING OVER SMOKERS... Cigarette litter has become a growing problem for groundskeepers at RIT, including Rene Ezzell (left) and Nancy Clelland, who report that they spend nearly a quarter of each day picking up cigarette butts from sidewalks and lawns. Cigarette material thrown into bushes and flower beds is a particular problem, because it must be removed by hand.

Phi Kappa Phi Honor Society Inducts 58 Seniors, Juniors

RIT's chapter of Phi Kappa Phi honor society recently inducted 58 students into its ranks. Dedicated to recognition and encouragement of superior scholarship in all academic disciplines, Phi Kappa Phi admits only seniors and juniors who have shown outstanding academic achievement and good character. Seniors must be in the top 10 percent of their class, while juniors must be in the top 5 percent. Faculty members and alumni who have achieved scholarly distinction may also be elected.

Inducted at the spring meeting were: **Applied Science and Technology**, Scott D. Bellows, Susan L. Coene, Thomas William Crowell, Joseph Darby, Chris J. K. Gennaula, James J. Glennon, Robert A. Kalka, Jr., Lloyd P. Mills, Elizabeth S. Olsen,* Michael R. Spinak, Thomas J. True, Joy Lorraine Veradt, Tracy L. Wightman; **Business**, Christopher J. Bawden, Annette Galloway, Carmen Martorana, Jr., Julie M. Miller, Theodore N. Monohon, Robert L. Pierson, William C. Ravenal, Dirk A. Robinson, Bidenia B. Simmond, Brian D. Spindler, Diana W. Tsang, Jane M. Wentworth; **Continuing Education**, Ronald G. Yeskey;** **Engineering**, Scott D. Auer,** Michael R. Boyack, Timothy Allen Giberson,

Christopher J. Payson, Thomas B. Worth, **Fine and Applied Arts**, Mary A. Fiore, Bridget M. Fitzpatrick, Georgia A. Herbst, Lisa Michelle Ireland, Marina Kosoi, Thomas E. Rholl,** **Graphic Arts and Photography**, Steven D. Barger, Daniel Marvin Burge,* Loretta Ann Colleran, Bruce M. Javits, Kenneth D. Kostel, Barry Allen Lee,* Randall J. Rotermond, **Liberal Arts**, Paul G. Barden,* Sherry R. Bruce, Holly M. Norton-Smiley,* Michele Pietra-Grome, Sheila A. Ryan, Judith A. Sloan,** **Science**, Lori A. Fizz, Jeffrey David Hofer, Kristine B. Lawrence, Daniel Ari Mendelson, M.A. Mycek, Melisa A. Tanger,* Patricia A. Titus, Steven A. Van Slyke,**

The RIT chapter was founded in 1969. Officers are: F. Kingsley Elder, College of Science, president; Peter Giopulos, College of Fine and Applied Arts, president-elect; Thomas Upson, College of Science, secretary/treasurer; Carole Sack, College of Science, past president; Paul A. Haefner, Jr., College of Science, public relations officer; and Douglas Sutton, student, honorary vice president.

*Junior
**Graduate Student

Perspectives: A Look at College Costs

While this column usually reflects the opinions of those within the Institute, this perspective on the costs of a college education, by Christopher Connell, *Associated Press*, seems particularly worth sharing. It was submitted by Jack F. Smith, associate vice president for Institutional Advancement.

A former top federal education official has some news for parents struggling with college tuition bills.

Harold Howe II, who was U.S. education commissioner from 1965-68 under President Lyndon B. Johnson, says at \$12,000 a year, or roughly \$60 a day during the academic year, a college education is "a bargain." Howe, writing in the March 9 issue of the *Chronicle of Higher Education*, offered what he called

"an incomplete list" of all the things that \$60 buys, including:

- "A room and bath (often semiprivate) and three meals, plus heat and electricity."
- "Special student facilities for socializing and meeting members of the opposite sex."
- "What amounts to a club membership for recreation, including swimming, tennis, golf (except in cities) and other sports."
- "Access to...libraries, laboratories, museums, field trips and guest lectures."
- "The personal attention of faculty members with a wide range of skills and knowledge, whose main job is to pass on what they know to their students."
- "Free advice from a distinguished group of presidents, provosts, deans and other functionaries who believe that colleges

should turn out graduates with both a moral compass and a body of knowledge." "That's not bad for \$60 a day," said Howe, who is now a senior lecturer at Harvard University's Graduate School of Education.

Howe said Secretary of Education William J. Bennett, who has often accused colleges of being overpriced and underproductive, should consider changing "his tune and (urging) colleges to raise tuition, so that the goose that lays the golden eggs can continue to do so."

RIT Earns Positive Comments

The learning disabled population is growing at colleges nationwide, and educators must be prepared to help these individuals, says Dr. Linda Buehner-Brent, director of the Demonstration School Project at Norman Howard School.

Buehner-Brent was the featured speaker at a recent workshop on learning disabilities sponsored by the Institute Committee on Effective Teaching and the Disabled Students Advisory Group.

The learning disabled are often above average, she added, and are impeded not so much by their own disabilities but by educational systems.

"The response to the program was positive," said Marie Giardino, director of RIT's Special Services Office. "We hope to find ways to bring more of these programs to the RIT community."

"Dr. Buehner-Brent had positive comments for what RIT continues to do to uphold universal access for all students and complimented RIT as the only college in the Rochester area that has visible support services for the learning disabled."

Of 223 students involved in Special Services' programs, 48 are learning disabled. Some learning disabilities make it difficult for students to calculate mathematical problems or to write legibly. "This does not make them incapable of the work itself," Giardino says. "They may need to do things differently, but they are just as capable as any other student."

"Reflecting national trends, the number of learning-disabled students at RIT has quadrupled in the last six years," she added, "and RIT has a 91 percent retention rate for learning-disabled students."

At RIT learning-disabled students are encouraged to become self advocates, express their needs to professors and to use the services available to them, Giardino said.

Bookstore Design Awarded Citation

Campus Connections has received a Citation of Merit from the Rochester Chapter of the American Institute of Architects for a design that RCAIA called successful not only for selling merchandise, but for its compatibility with surrounding facilities.

Project architect was Edward S. Butcher of SWBR Architects, P.C.; RIT's representative on the project was Roy Dementin, assistant director of Physical Plant.

The award was one of six presented locally out of 52 entries.



Close as You Can Get to Homemade

Students have no right to complain anymore that dorm food just doesn't taste like home cooking. Food Service has decided to use recipes supplied by students.

A recently sponsored contest resulted in more than 50 recipe submissions by students and a meal called the Students Choice Meal featuring recipes from home.

"The contest was a big success," said Janet Lee, manager of Grace Watson Dining Hall. "We're planning to incorporate some of the recipes in our menus."

Judged for taste, as well as the ability to be served in quantities of 1,000 or more, the recipes ranged from entrees like Chinese Chicken Salad to such desserts as Peanut Butter Pie.

The winners, who received \$25 for each recipe, were Anne McCandlish, Curtis Inoue, Marc Raco, Jeff Beranek, Jeff Barbour, Eric Neulight, Brian Lavallee, Andy Jensen and Linda Levitan.

"We're hoping to make this an annual event," Lee said.

Did TV Alter Our Viewpoint

Americans watched the Vietnam War unfold before their eyes each night on television news. As the emotional wounds of the war heal, media experts and scholars are questioning if TV coverage was biased and if it aided the anti-war movement.

Barry Sherman, associate director of the Peabody Awards and head of the Telecommunications Department at the University of Georgia, will explore how television coverage of the war evolved. He will show highlights of "The Peabody Collection: Vietnam on Television, Television on Vietnam," a compilation of news stories and specials about the war taken from the University of Georgia's Peabody Archives. The event will be held from 2-4 p.m., April 28, in the College of Liberal Arts, Room A100.

"This is the first longitudinal study of TV's coverage of the war from a number of points of view," says Sherman. "Prior to this showcase, there has never been a presentation of how local markets presented the war."

"Vietnam on Television, Television on Vietnam" includes 24 hours of war coverage with 10 programs from major networks and 13 from local stations nationwide. The series depicts the evolution of TV coverage of the war, pros and cons, from 1962 to the fall of Saigon. Sherman also plans to bring footage of one of the earliest examinations of amnesty for draft evaders, produced by Rochester television station WOKR in 1970.

Excerpts include: "Anderson's Platoon," a 1967 documentary critical of America's participation in the war; "The World of Charlie Company," a 1970 CBS documentary with a pacifist message; "Grunt's Little War," WCCO-TV's 1969 examination of soldiers wondering why they're fighting; and "The Big Red One," a Birmingham station's view of the American First Infantry.

Continued on page 5



Robert Kahute, associate professor of industrial and packaging design (left), with first-place award winners in the Borg-Warner Design Grant Competition: Mayre Monserrate, Steven Dahl, Francis Skop and Rockwood Roberts III.

Student Design Teams Win \$3,500

Twelve seniors in industrial design have won \$3,500 in the fourth annual Borg-Warner Design Grant Competition.

As teams, the students created designs in thermoset engineering plastics for blood analyzer products. The awards were based

on meeting design, engineering and marketing objectives and are part of a five-year grant from the company.

First-place team winners are Francis Skop, Mayre Monserrate, Steven Dahl and Rockwood T. Roberts III; second-place winners are Sebastian Scripps, Kim Hungerford, Steven Casino and Derrick Hobbs; and third-place winners are David Abkowitz, Hollie Kanagawa, Mark Stella and Katerina Wasilewski.

Second Thesis Show To Open April 30

"Graduate Thesis 2," the thesis artwork of 20 graduate degree candidates from the College of Fine and Applied Arts, will be on exhibit at the Bevier Gallery, April 30 to May 15.

The work, including media such as ceramics, painting and glass, represents the students' culminating thesis projects.

Students featured in the show are: Vesta Adu-Gyamfi, Sooyun Ahn, Jeanette Marie Arosemana Achurra, Ruth Cohen, Moi Dugan, David Eckstein, Elliot Friedman, Mary Lou Heilman, Eyda Jove, Michelle Katz, Andrea Kundin, Bobby Louis Pitts, Peter Mark Plante, Robert Reichhardt, Thomas Rholl, Aminta Romaguera-Ramos, Charles Sorrels, Jo Timmerman, Jeanne Ungemach and Deborah Young.

A free, public reception will be held on April 30 from 7-9 p.m. in the gallery.

Security Briefing Team to Visit RIT

The Air University Air Force National Security Briefing Team will visit RIT for a presentation and lecture in Webb Auditorium from 6-7 p.m., April 21.

Team members inform the public of U.S. Air Force goals and explain the national security mission. They will present a slide show on the Soviet military build-up and their progress during recent years in areas such as defense spending, the arms race and arms control.

The event is open to the public and sponsored by RIT's Air Force ROTC.

Newspapers: Reading the Future

Newspapers have a changing, but firm, niche in the news industry's increasingly electronic habitat, the man behind one of journalism's stalwarts told School of Printing Management and Sciences students and faculty.

Warren H. Phillips, chairman and chief executive officer of Dow Jones & Co., publisher of *The Wall Street Journal*, received this year's Isaiah Thomas Award for outstanding contributions to newspaper publishing, April 7, in Ingle Auditorium.

"I was honored by your invitation to receive the 1988 Isaiah Thomas Award. At the same time, I was struck by the symbolism of this school, Rochester Institute of Technology, dedicated as it is to educating men and women to advance the frontiers of publishing technology, making an award in the name of a man who lived 200 years ago, in the days of hand-set type. On the surface, that seems a paradox," he said during the ceremony.

"In fact, it points up one of the greatest strengths of the American press, of the successful publishing companies you have honored here over the years and of educational institutions such as yours: all are committed to pioneering innovation and improvement, while at the same time holding fast to those enduring values of the past on which their success has been based. Those values mostly involved serving the public well."

During a question-and-answer session earlier in the day at the RIT newspaper laboratory, Phillips said, "The key in the years ahead is going to be new types of information, new packaging to meet new needs in a more appealing, better organized form. There is a premium today in presenting the information in an easily digestible, more absorbable form."

The first newspaper to use electronic remote control typesetting and satellite transmissions, *The Wall Street Journal* is printed in 18 domestic plants and five overseas facilities.



Warren H. Phillips

The flip side of new, labor-saving technology is loss of jobs, but "in the end, more jobs are created. We couldn't have expanded if we didn't have new technology," Phillips said. Technology enabled circulation to increase from 100,000, when Phillips joined the newspaper in 1947, to two million today.

The paper has no plans to add color to its pages—only a fraction of its advertisers have requested color—or to regularly use photographs, Phillips said. Charts and bar graphs, however, accompany many stories. There is a greater focus on stories about lifestyles, careers and regional issues, along with the utilitarian business news that dominates *The Wall Street Journal* editorial columns.

For Your Information

PHONE CORREX CHANGES/ CORRECTIONS

Benati, Eder NTID Industrial Tech. EMBNTL (VAX) 2736 Johnson	-6388
Brown, Paula NTID Ed. Res. & Dev. 1120 Peterson	-6593*
Daley, Elaine Payroll 6008 Eastman	-2382
Herzberg, Susan M. Co-op Ed. and Placement 2261 Eastman	-2301
Hughes, Florene NTID	-6489
Kathan, Kenneth assoc. bursar 645 John St.	-5305
Voelkel, Joseph G. CQAS 1083 Link	-2231
Inside front cover: WITR-FM	-2000

ADDITIONS

Areson, Ann NTID Instr. Design & Eval. 3604 Johnson	-6243
Bryant, Marcia secretary, graduate statistics CQAS 1018 Link	-2033
Eshleman, Gretchen Co-op Ed. and Placement 2284 Eastman	-2301
Hopkins, Jonathan NTID Interpreting Serv. 1040 Link	-6887
Huston, Sarah Co-op Ed. and Placement 2274 Eastman	-2301
Kraska, Mark NTID Sci. & Eng. Support 1516 Johnson	-6068
Napoli, Karen NTID Applied Sci./Allied Health 2410 Johnson	-6453
Nash, Elizabeth Ann Co-op Ed. and Placement 2278 Eastman	-2301
Sorochty, Patricia NTID Educ. Support Serv. 1028 Ellingson	-4642
TESTING SERVICES	-5701.
Counseling Center 1240 Watson	-5702
Wheeler, Larry NTID Instr. TV & Media 2641 Johnson	-6435
Wood, Julie Personnel 5036 Eastman	-2427

International Business Major Proves Successful

The College of Business has been pleasantly surprised at the popularity of its newest major, international business.

First-year projections for enrollment were set at 10 students. However, the program attracted 23 when opened to students last fall, and the momentum continues to build. "We're anticipating that about 45 students will enroll in the program next fall; that's more than double our original estimates," said Eugene Fram, chairman of the college's Marketing Department, which administers the program.

International business students take a double major, teaming international business with either marketing, finance or management.

Groundwork for the program was begun several years ago in response to a demand from business and industry for entry-level managers, marketing specialists and financial analysts skilled in the components of international trade.

"We created a very strong program, and I'm pleased to say that the response to that program from leaders in business and industry has been excellent," said Dean Walter F. McCanna. "As more U.S. companies develop markets, build new facilities, participate in global financial

networks, create licensing agreements, negotiate joint ventures and plan technology exchange programs, their criteria for new employees shift. Our ability to educate managers to meet these new criteria is one of the major strengths of our college."

"The students we're seeing are a very able group," Fram says. The program, offered in cooperation with the College of Liberal Arts, requires students to develop proficiency in another language and knowledge of a particular region outside the U.S. It was designed for highly motivated students with strong academic credentials. Graduates must complete 192 credit hours, compared to 180 required of graduates in other areas.

Fram attributes the popularity of the program to a resurgence of interest in

language and a new awareness among students of a global economy. "There's also an element of glamour to the major. Students see themselves posted overseas or in the international division of a domestic operation."

Students in the program have already begun cooperative education assignments in England and Germany, as well as in the U.S., for companies involved in retailing, advertising and manufacturing.

Guide Offered For Visually Impaired

The Association for the Blind and Visually Impaired of Greater Rochester, Inc., has published a resource guide for people who are visually impaired. The 35-page, large-print resource book, titled *The Guide*, is the first of its kind in this area and contains information on Rochester resources for braille transcription, publications and transportation as well as telephone and mailing information useful to the visually impaired.

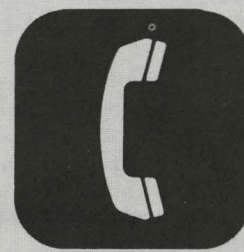
The Guide also contains sections on such consumer resources as large print materials, magnifiers, books, and equipment. Addresses and telephone numbers are included for all resources.

Individuals interested in obtaining a copy of *The Guide* should send one dollar to cover the cost of shipping and handling to: *The Guide*, ABVI, 422 South Clinton Ave., Rochester, N.Y., 14620.

TV...

Continued from page 4

"Vietnam on Television, Television on Vietnam" recently ran at the Smithsonian Institution and American Film Institute. The RIT program gives Rochester audiences the first opportunity to view highlights of the archival material. Sherman's visit is sponsored by the William A. Kern Professorship in Communications and the Professional and Technical Communication Program. The presentation is free and open to the media and public.





INSTRUCTIONAL TECHNOLOGY STUDENTS HONORED... Students Kim Bashaw and David Eggers were recently honored by Junior Achievement of Rochester for their efforts in creating a multi-image presentation. From left are: Willis Sprattling, Junior Achievement board chairman and Xerox Corp. vice president; Dr. Rose Marie Beston, president, Nazareth College; Bashaw; Robert Dalberth, president, Junior Achievement; Eggers; and Reenie and Stan Feingold of Visual Horizons and RIT Alumni of the Year for 1987. Stan, a 1969 graduate of the College of Graphic Arts and Photography, is a Junior Achievement board member, and Reenie, a 1971 graduate of the College of Fine and Applied Arts, is an active volunteer.

Consultant to Top Artists Shares Hints for Success

For a group of photographers and other creative artists gathered at RIT last month, Elaine Sorel became, in one participant's words, the "Dr. Ruth" of photography.

During a T & E Center workshop on effective portfolio presentation, Sorel generated a lively rapport with the audience of nearly 100, sharing her strategies for success and urging participants to commit their creative energy to the work for which they feel a passion.

An agent-turned-consultant, Sorel has spent almost 30 years helping photographers and artists approach the world of agencies, galleries and publishers and leave them dazzled. Among her clients

have been top photographers and illustrators such as Ernst Haas, Paul Davis, Roger Hane, Harold Krieger, Phil Hays and Gil Stone.

She has become widely known in recent years for her course, "The Workshop," in which she extends her action-demanding career guidance to other creative professionals.

The RIT workshop, sponsored in cooperation with the Rochester Society for the Communicating Arts and the Western New York Chapter of the American Society of Magazine Photographers, was an intensive session focusing on the portfolio—the photographer's entrée into the business world.

"Find out what you love to do as an artist, and show in your portfolio the work that you feel passionate about. Don't put in the things you think the art director wants to see—that's certain death," Sorel advised the group. "Your book is how you see the world. If you believe in what you're showing, the energy will be contagious."

Video Guide For Decorators

If you like PBS's popular "This Old House" series, chances are you will like this.

"Introduction to Designing Home Interiors," a new telecourse being offered this fall by the College of Continuing Education, is a video guide for the aspiring interior decorator. The credit course will also benefit those interested in art and architecture.

Designing Home Interiors will cover the basics of interior design: designing on a budget, creating themes and moods, mapping out floor plans, achieving color schemes and arranging furniture. The course will also explore the options in home fabrics, wall coverings, window treatments, furniture styles and decorative accessories.

Practical and consumer conscious, Designing Home Interiors will include interior planning for the mobile home, apartment, single-family dwelling and condominium. You will see hundreds of examples of interior design, hear experts in the field, visit manufacturers and watch demonstrations of design principles and theories.

The course will examine current trends and new products and forecast what's ahead in the 1990s. It will also discuss the responsibilities and opportunities available in the interior design field.

For more information, call -5083.

Drugs...

Continued from page 3

runners by looking the other way while doing business with them. Lt. Col. Oliver North, for example, dealt with Gen. Noriega, Panama's military strongman, who acted as an intermediary with the Nicaraguan contras. "We knew he [Noriega] was a drug runner then," says Lobe. "We have to start dealing with honest human beings and not deal with such corrupt people. The word around is that we'll do business with anybody."

Hopes to Foster Faculty/Student Interaction

Clint Fern is helping RIT students develop closer ties with their professors.

Fern, the student/faculty relations coordinator for Student Directorate, has distributed a letter to all faculty—and staff—asking them to name the activities they would enjoy participating in with students. Fern also decided to solicit faculty comments this year because of poor attendance at events sponsored by both students and faculty.

"We asked for faculty input since it is harder to plan around their lives than students'—since college is our life," Fern said.

RIT's emphasis on career preparation is one of the reasons students are interested in more than a classroom relationship with professors, Fern says.

"I like to go in a professor's office and feel comfortable. We have to be prepared to go out in the job world. It's nice to have faculty talk to you on a personal basis."

In response to Fern's letter, some faculty have suggested that: selected student and faculty intramural events be incorporated; students ask or write personal invitations to faculty to attend events; and an annual event be developed that encourages faculty-student participation, such as the Big Bash.

"There are faculty who are interested in building relationships with students, but we haven't known what direction to go in," said Fred Wilson, president of Faculty Council. "We are willing to try."

Departmental activities encourage student/faculty interaction and have been successful in developing students' sense of belonging with their departments, Wilson added. The Faculty Council will work with Fern to continue a dialog between students and professors.

Questions or comments should be directed to Fern at -2203.

Volunteers Cheered This Week at RIT

They play games with children, deliver meals to the elderly and make tough decisions in board rooms to fund essential programs.

They make a difference in the lives of others by volunteering. The Office of Complementary Education in the Division of Student Affairs is saluting RIT student, faculty and staff volunteers in recognition of their contributions during National Volunteer Week, April 17-22.

The Complementary Education office has placed a scrapbook display of photographs in front of its office, charting student volunteer projects for the 1987-88 academic year.

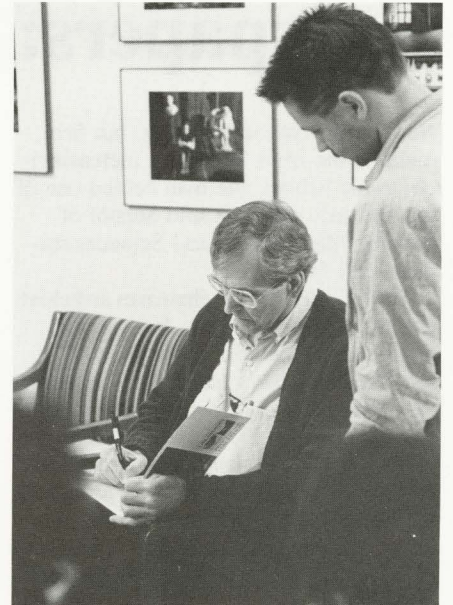
Registration by Phone

Register by telephone; call 475-6717

Year Level	6	April 18-July 29
	5, 4	April 19-July 29
	3	April 26-July 29
	2	May 3-July 29
	1	May 10-July 29

Week of August 1—Bursar's Office mails bills

August 18—Tuition due



Jerry Uelsmann (seated) autographed copies of his book of photographs for students while visiting his alma mater. Now a professor at the University of Florida, Uelsmann spoke highly of his RIT education but joked that the weather had not changed in Rochester.

Uelsmann Wants To Challenge Our Perceptions

Jerry Uelsmann is not satisfied with creating technically perfect photographs composed in the camera's viewfinder. He and his innovative darkroom artistry challenge viewers' perceptions of reality.

Since graduating from RIT in 1957, he has been a pioneer in surreal images: trees that float above a landscape; a nude woman soaring over chairs lined up along a beach; a wood-paneled library with a ceiling of clouds. Yes, Jerry Uelsmann's photographs lie.

"My images play off that inherent believability of the photograph," he said Thursday, April 14, in a return visit to RIT for the William A. Reedy Memorial Lecture in Photography. The lecture, presented semiannually by Eastman Kodak Company, brings noted photographers and designers to RIT.

"We are conditioned to believe in photography. That creates a tension when you look at perceived reality," said Uelsmann, a graduate research professor at the University of Florida.

People often ask what his photographs mean and why he has chosen this unique form of creativity. Uelsmann said he got "restless" with the straight approach to photography.

But he will not—cannot—explain his photographs, saying they come from his subconscious and that viewers have a tremendous responsibility to bring their own point of view to a photograph.

"I feel I have failed when the first question people ask is how I did it. The impact of the image is of supreme importance. If you say out loud what you see, [the image] doesn't make sense," he said. "But if you relax, maybe it has an internal logic."

Uelsmann gives RIT credit for his inventiveness, counting among his mentors former RIT faculty Minor White and Ralph Hattersley. He came to RIT wanting to be a commercial photographer but left challenged by photography's possibilities.

"I came with questions that were answered by even more beautiful questions," he said.

Annual Campus Event Supports United Way Drive



Kids, fruit bars, balloons and bake sales recently helped to kick off the 1988 United Way Campaign on campus and at City Center. The campaign goal of \$100,000 will be assisted by pledges collected from the May 6 United Way Run/Walk Day.

The fifth annual United Way Run/Walk Day will offer prizes and surprises galore on May 6. A parade with children from the Horton Child Care Center, prizes for participants who collect the highest amount of pledges and final raffle drawings will be featured at the event. Prizes also will be awarded to the slowest walker and runner; the fastest walker and runner; the committee favorite; and the most unusual runner, and the most miles walked.

Runners will follow a three-mile route; walkers will have a separate one-mile course, but will have the option to repeat it for gaining distance.

"This event is designed to support the 1988 United Way Campaign and to have fun," says Sue Provenzano, run coordinator. "We hope to top last year's participation with at least 150 faculty, staff and students."

Check-in time is noon in front of the College-Alumni Union, and the race begins at 12:15. Registration and sponsorship forms are available at the recreation equipment cage, Clark Gymnasium, Monday to Friday, 8 a.m.-10:45 p.m., and Saturday and Sunday, 1-10:45 p.m.

To receive an official number, submit a registration form to the Food Service office, College-Alumni Union, room A300, Monday to Friday, 8:30 a.m.-4 p.m.

Participants who submit at least \$20 in pledges will receive a campaign t-shirt by returning their sponsorship form and collected pledges to the office by May 13 at 4 p.m.

For more information, call Sue Provenzano, -6614, or Howard Ward, -2578.

CALENDAR

April 23—concert: the orchestras, chamber music groups and Suzuki repertoire graduates of the Family Suzuki School; 3 p.m., Ingle Auditorium; free and open to the public. For more information, call 381-9416.

April 24—concert: vocal chamber music by RIT Thursday Afternoon Consort; 3 p.m., College of Liberal Arts Auditorium, A205; free

April 26—lecture: Martina J. Bienvenu, ASL lecture, 1-2 p.m., Johnson Bldg., Rm. 1510; discussion group to follow in Visitors' Center

April 26—lecture: "Patrick Nagatani, Photographic Considerations," photo lecture by Patrick Nagatani, Webb Auditorium, Booth Memorial Building, 7:30 p.m.; free

April 29—program: "Democratic and Republican Perspectives of the 1988 Presidential Election," Michael Miller, chairman, Monroe County Democratic Committee, and David Lovenheim, former administrative assistant to Congressman Frank Horton; 7:30 p.m., Skalny Room, Interfaith Center; free and open to the public. Sponsored by the Hillel Foundation, the program follows a 5 p.m. service and 6 p.m. dinner. For more information, call Simeon Kolko, -5171.

May 1—concert: Haydn's oratorio, "The Creation," by RIT Singers and members of the RIT Philharmonia; 3 p.m., Allen Memorial Chapel; free

May 2—"Mindscapes: A Mexican Experience in Words and Pictures," photographs and discussion by Jack Slutzky, NTID professor of visual communications support, 7-9 p.m., Switzer Gallery, Johnson Bldg.

May 4—meeting: "Teaching Women's Studies in 1988," by Phyllis Collier, University of Rochester School of Nursing, RIT Women's Network, noon-1 p.m., CAU, 1829 Room

May 11—support group: the last RITCAN Support Group informal session of the quarter; noon-1 p.m., CAU, Alumni Room

Joint RIT Program to Improve Teachers' Economics Skills

RIT's faculty are helping area high school teachers brush up on their economics lessons.

Beginning in the fall of 1988, New York State high schools are required to teach economics to twelfth grade students. To help educators meet the challenge, RIT and the University of Rochester have formed the Rochester Consortium for Distance Education to present "Economics for Educators," a series of four teleconferences focusing on the new economics curriculum.

Free Teleconference Offers Useful Info

A teleconference focusing on classroom use of electronic bulletin boards, electronic mail, and some types of data bases will be presented in Liberal Arts, A205, on April 21 from 4 to 7:15 p.m. Broadcast via satellite by the Oklahoma State University College of Education, the presentation at RIT is jointly sponsored by Instructional Media Services (IMS) and Information Systems and Computing (ISC).

RIT faculty are already making use of facilities provided by ISC—the NOTES electronic conferencing system and VAX MAIL and ALL-IN-1 for electronic mail to support in-class instruction. Find out how others are using these types of tools to enhance communication with students.

There is no charge for attending the teleconference nor is there pre-registration. For further information contact Joan Green of IMS by phone, -2556, or electronically, JSG1628RITVAX or GREEN JS in ALL-IN-1, or Bob Weeks of ISC, -6970 or RCWACCRITVAX or WEEKS RC in ALL-IN-1.

Michael Vernarelli, chairman of the Economics Program in the College of Liberal Arts, will present two segments in the teleconference series, which will be delivered live via satellite to sites across the nation. Vernarelli will present "The Consumer in a Market Economy" on April 20 and "Measuring the Economy" on May 4, both from 3:30-4:30 p.m. He will discuss major topics to be covered in the twelfth grade economics curriculum.

Vernarelli also will offer a free workshop for high school teachers, "Teaching Strategies for the Twelfth Grade Economics Course," from 4-5:30 p.m., April 27, in Room 2214, College of Liberal Arts. The workshop, offered through RIT's Institute for Economic Education, will help teachers develop lesson plans for their economics lessons.

In addition to workshops, the Institute for Economic Education makes economics faculty available to high schools through its speakers bureau and through individual planning sessions with high school teachers.

Economics for Educators is funded by Eastman Kodak Company.

Dinner to Honor Award Recipients

A dinner will be held to honor recipients of the Eisenhart Awards for Outstanding Teaching at 6:15 p.m., Thursday, May 12, in the Clark Dining Room. The annual event is sponsored and subsidized by Faculty Council and will be preceded by a 5:15 reception to honor RIT's international faculty members.

A limited number of tickets will be available at \$5 each. Faculty members wishing to purchase dinner tickets should contact Gerry Krenzer, Faculty Council secretary, at -2016.

Grant Monies Allow Library to Load Data Base

With \$24,695 from New York State Regional Bibliographic Databases and Interlibrary Resources Sharing Programs, Wallace Memorial Library will be able to load over 90,000 of RIT's most recent machine-readable monographic records into OCLC, a large bibliographic database.

This will enable libraries in the Rochester Regional Library Council network to see at least half the records of RIT's 181,000 holdings. The project should prove valuable to library users because of Wallace Memorial Library's concentration of resources in high specialized subjects: deafness and deaf education; handicapped awareness; printing technology; applied art; applied graphic arts and photography; imaging science; applied computer technology and applied engineering technology. Wallace Memorial Library is recognized as having the strongest collection of materials in these disciplines in the region.

The project should be completed by December 1988.

Spring Conference Focuses on Jobs

Jobs, jobs, jobs will be the focus of the 1988 Spring Conference, sponsored by the Minority Alumni Advisory Committee (MAC) and the National Society for Black Engineers (NSBE). The conference will be held from 10 a.m.-4 p.m., Saturday, April 30, in the College-Alumni Union.

Highlighting the conference will be a job fair, from 10 a.m.-2 p.m. in the union cafeteria, which will present a select group of companies that are interested in offering career opportunities to a strong base of qualified minority students.

A reception for job fair participants, alumni and participating companies will be held from 2-3 p.m. in the Fireside Lounge. A forum, comprised of minority alumni and members of NSBE will be held from 3-4 p.m. in the 1829 Room, with a discussion focusing on the concerns of the work environment and related experiences.

Meeting the needs and addressing concerns of minority students has been the primary focus of MAC during the past two years.

There is no charge for companies who wish to be represented at the job fair. For more information call 475-ALUM or contact Timothy Atkins on the day of the event.

It's a Hit! You Can See It in Toronto

RIT's baseball fans will get their annual opportunity to root for a major league team from the stands on June 15. The Athletic Dept. and Development office will sponsor the third annual trip to Toronto when the Blue Jays host the Cleveland Indians.

The bus trip, dinner and the game cost \$45. Checks should be made payable to RIT Athletics. For more information, contact Gary Smith at -2107.

NEWSMAKERS

- **John Morreall**, philosophy professor, College of Liberal Arts, has published the essay, "Humor and Freedom," in *Writing and Reading Across the Curriculum*. His writings were included along with those of Woody Allen, James Thurber and S. J. Perelman.
- **Salvatore Mondello**, history professor, and **Pellegrino Nazzaro**, history, are co-authors of "The Origins of Baptist Evangelism in Italy, 1848-1920," which will be published in *American Baptist Quarterly*.
- **Tony Palmeri**, professional and technical communication, will present "Division, Unity and Consciousness Raising: Burke and Ong on Technology" at the annual meeting of Central States Speech Association in Chicago.
- **John Ballard**, associate professor, Criminal Justice Program, and **Richard Lewis**, program chair, have been awarded a \$10,000 grant from the Institute Committee on Projects Related to Productivity to create a non-traditional format criminal justice course. Using new technologies, this experimental course will be used by students in a variety of distant learning settings through several flexible schedules.
- **Sheila Mitchell**, **Joe Letwin** and **Bruce McLellan**, RIT instructors, have completed teaching the first offering of Variable Slot Basic Electronics for the Eastman Kodak Company. Working with **Elizabeth Frey**, senior program director, RIT Training and Professional Development, they designed a unique training program that assesses students' skills in math, physics and electronics, and modularizes the instruction so students can "slot" into the instructional program based on their individual needs.
- **Elizabeth Frey**, senior program director, RIT Training and Professional Development, spoke to the secretarial staff of the Fairport Central School District about continuing education.
- **Betty Conley**, chairperson of communications in the College of Continuing Education, presented the final session, "Achieving Clarity and Precision in Writing," in a management development series for Columbia Savings Bank. The six-session series was developed by **Elizabeth Frey**, senior program director, RIT Training and Professional Development.
- **Lita Boudakian**, a teacher at Horton Child Care Center, has been chosen to present her master's thesis at the Graduate Symposium at Nazareth College. The thesis, "Toward a National Child Care Policy," focuses on the need of families in our country for quality child care.
- **Dr. Mysore Raghuvver**, assistant professor, electrical engineering, has received the IEEE Acoustics, Speech and Signal Processing Society's Paper Award for his paper, "Bispectrum Estimation: A Parametric Approach." The award, which will be presented at the ICASSP-88 meeting in New York City, is given to the author of an especially meritorious paper published in the society's transactions. The recipient must be under 30 years old. Raghuvver has been invited to present a paper, "High Resolution Estimation of Quadratic Phase Coupling in Non-Linear Systems," at the American Control Conference in Atlanta in June.
- **Henry Cooke**, director of science and technology, and **Victoria Foote**, coordinator of telecourses, both in the College of Continuing Education, have received a \$9,700 RIT grant to develop a two-quarter, VAX and video-based algebra course. The course will meet the instructional needs of a variety of students: those learning at off-campus sites, telecourse students working toward a degree, students who need the reinforcement of media materials to aid their learning, Learning Development Center and NTID students, and students preparing to take calculus.
- **Charles A. Layne**, director of industry education at the T&E Center, will be one of six in-plant training experts to take part in a round-table discussion at the 36th annual conference of the Web Offset Section, Printing Industries of America in San Francisco. The group will discuss ways of meeting the training needs of employees in heatset web plants.
- **Peter Anderson**, chairman of graduate computer science; **Stanley Bissell**, career and human resource development; **Robert Kushner**, photographic arts and sciences; **Richard LeRoy**, NTID support team for liberal arts; **Barbara Letvin**, International Student Office; and **Dr. Jasper Shealy**, industrial engineering, presented papers and exhibited photography at a recent Chinese Culture Exposition sponsored by the Rochester International Friendship Council. Additional presentations were made by visiting professors from Chinese universities.
- **Dr. Bruce Austin**, Kern Professor in Communications, College of Liberal Arts, has had a chapter entitled "Film and the New Media" published in *Film and the Arts in Symbiosis: A Resource Guide*.
- **Dr. William A. Nowlin's** article, "Arbitrator Development: Career Paths, a Model Program, and Challenges," was published in the March issue of *The Arbitration Journal*.
- **David Methé**, assistant professor of management, College of Business, was among 12 international guests invited to participate in a Colloquium on Strategic Content, sponsored by the Strategic Management Society at Northwest University. Methé also presented a paper at the Association for Public Policy Analysis and Management in Washington, D.C., titled "Incremental Approaches to Strategic Management." He spoke before the Rochester Patent Attorneys Association January meeting on "Patent Activities in Japan."
- **Dr. Robert Warth**, accounting, College of Business, will spend eight weeks teaching production accounting to graduate students at Shaanxi Institute of Technology in Xian, People's Republic of China, beginning in mid-March.
- **Professor Marcia Birken**, Department of Mathematics, presented her paper, "Writing and Mathematics: A Partnership for Learning," at the annual joint meeting of the Mathematical Association of America and the American Mathematical Society in Atlanta. Her lecture was in the special session titled "Writing as Part of the Mathematics Curriculum."
- As a representative of the Mathematical Association of America's Program of Visiting Lecturers and Consultants, **Professor David Farnsworth**, Department of Mathematics, visited Mohawk Valley Community College, where he delivered a lecture, "The 55 MPH National Speed Limit and Changes in Highway Death Rates: A Statistical Case Study."
- **James Carbin**, adjunct faculty professor, School of Computer Science and Technology, recently taught a contract training program in COBOL to programmers at Paychex, Inc. The customized, on-site training was arranged through Steve Quinn, senior program director, Training and Professional Development.
- **Dr. Bruce Austin**, William Kern Professor in Communications, College of Liberal Arts, delivered five lectures at the University of Georgia's Henry W. Grady School of Journalism and Mass Communication (Athens, Ga.). The lectures, to graduate and undergraduate classes in mass communication, included: "Seminar in Communication Research"; "Seminar in Public Opinion"; "Critical Writing"; "Survey of Mass Communication"; and "Film History." In addition, Austin met with Dr. Barry L. Sherman, chairperson of the radio-TV-film sequence and curator of the Peabody Collection, to develop plans for a national conference on moving image preservation to be held at RIT in April, 1989. Entitled "Fast Rewind: The Archaeology of Moving Images," the conference will bring together archivists, curators and scholars interested in issues related to the preservation and use of moving image media.
- **Ronald F. Amberger**, chairman, Mechanical Engineering Technology Department, has been certified as a cogeneration professional by the Cogeneration Institute of the Association of Energy Engineers. The certification program was established in 1986 to recognize cogeneration professionals who have demonstrated a high level of competence and ethical fitness in the field.
- "Securing Qualified People," a speech given by **President Rose** last summer at Comprint International in Vienna, Austria, has been included in the March issue of *The Executive Speaker*. The speech has also been reprinted in a number of important printing trade publications—*Graphic Arts Monthly*, *PrePress Bulletin*, *American Ink Maker*, *Printing News*, and *Training*.
- RIT's cooperative education program was spotlighted in a several-page feature story in the *New York Times* Education Supplement, Sunday, April 10. The story includes photographs and several interviews with RIT students and faculty.
- **William Keyser**, chair of crafts in the School for American Craftsmen, will exhibit models and photographs of his subway benches at the national convention of the American Institute of Architects, May 5-18 in New York City. The benches are installed at the Alewife Station in Cambridge, Mass. The models will also be exhibited at the "Art Transportation" show in Cambridge, May 20-22. Keyser co-juried the recent "Call to Praise" Festival of Religious Arts at the Ward Gallery with Nancy Buckett, director of the Oxford Gallery.
- **Richard Hirsch**, associate professor in ceramics and ceramic sculpture, was one of four artists featured in the recent Dowd Fine Arts Gallery exhibit, "Works by Four Ceramic Artists," at the State University College at Cortland.

The artwork of Hirsch, **Bill Keyser**, chair of crafts, and **Michael Taylor**, associate professor of glass, was included in the "Collect New York" benefit auction at Steuben Glass in New York City.

● **Dr. David Methé**, assistant professor of management, College of Business, presented his paper, "Strategic Alliances in Technology Intensive Industries: The Case of the U.S.-Japan Integrated Circuit Industry," at the Eastern Economics Association Annual Meeting in Boston.

● The Foundation for Accounting Education recently named **Jose A. Rullan**, instructor in accounting, College of Business, among the 10 highest-ranking seminar discussion leaders for the previous year. He recently taught a seminar entitled "Reporting Problems of the Local Firm."

● **Walter F. McCanna**, dean, College of Business, announced the recipients of the 1988 Summer Research Stipend Awards: Robert Barbato, associate professor of management, "Correlates of Success Among Dislocated Entrepreneurs"; Donald Chambers, associate professor of finance, "The Application of the Duration Vector for Hedging Options and Securities Which Contain Options"; Francis Kearns, assistant professor of accounting, "The Impact of Financial Reporting Deadlines on the Quality of Audits by Independent Public

Accountants"; William Nowlin, assistant professor in management, "A Study of Satisfaction as Perceived by Engineers in High Technology and Low Technology Jobs"; Karen Paul, associate professor of management, "The Influence of Business on Government in South Africa in the Development of Housing and Education Policy."

● **Dr. Andrew DuBrin**, professor of management, College of Business, recently published two textbooks, *Human Relations: A Job Oriented Approach* and *Human Relations for Career and Personal Success*.

● An article entitled "Selecting Sampling Plans by Expected Average Outgoing Quality," by **Dr. A. Erhan Mergen**, assistant professor of Decision Sciences, College of Business, and Donald Holmes, Union College, was presented at the annual meeting of the Northeast Decision Sciences Institute in Newport, R. I.

● **Dr. James F. Burke**, associate professor, School of Food, Hotel and Tourism Management, was elected president of the Society of Travel and Tourism Educators at their recent annual meeting in New Orleans.

Burke also has been appointed chairman of the Tourism and Commercial Recreation session of the National Recreation and Parks Association "Symposium on Leisure Research," to be held in Indianapolis in October.



STRATEGIC ADVANTAGE... Alvaro De Vasconcelos, founder of the Portuguese Institute for Strategic and International Studies, talks with students in a political science class about Europeans' view of the proposed U.S.-Soviet INF Treaty. De Vasconcelos was a guest of the College of Liberal Arts through the Atlantic Council's European Speakers' Tour. De Vasconcelos says Europeans view the INF agreement as a strategic win for the U.S., but a political loss.

NEWS & EVENTS

Rochester Institute of Technology

One Lomb Memorial Drive
Post Office Box 9887
Rochester, NY 14623-0887

LIBRARY
GLADYS

M. TAYLOR