

# NEWS & EVENTS

Rochester Institute of Technology

Vol. 13, No. 29, September 24, 1981

## Hutchins Elected Chairman Board of Trustees

The RIT Board of Trustees elected a new chairman of the board, officers, and board members at its annual fall meeting on Monday, Sept. 21.

Frank M. Hutchins, chairman of the board of Hutchins/Young & Rubicam Inc., was elected chairman of the board of RIT. He has been a member of the Board of Trustees since 1968, serving as a member of the Executive Committee since 1972 and as vice chairman since 1976. He was chairman of the completion phase of RIT's 150th anniversary campaign, a development effort that raised \$42.2 million for RIT.

He succeeds Richard H. Eisenhart, who has served as chairman for the past five years. Eisenhart, chairman of R.H. Eisenhart Inc., will remain a member of the Board of Trustees.

"During Eisenhart's tenure on the board we increased enrollment from 12,250 to 16,000, began the School of Applied Industrial Studies, undertook the refurbishment of our City Center, acquired Eisenhower College, established the RIT Research Corp., and built new student housing," said President M. Richard Rose. "He's been instrumental in each of these significant areas of growth."

Rose also complimented Hutchins' involvement with RIT, noting, "Frank Hutchins has worked with RIT through its development from a downtown campus to a three campus, 10-college university. His knowledge of RIT and the depth of his community interests are of great importance to the Institute at this juncture."

Hutchins is past president and a member of the board of the Rochester Chamber of Commerce, United Community Chest, and YMCA of Rochester. He is on the board of trustees for the International



Frank M. Hutchins (right), newly elected chairman of the Board of Trustees, accepts the gavel handed over by former chairman Richard H. Eisenhart.

## Asimov Opens Institute Forum



ISAAC ASIMOV

Scientist Dr. Isaac Asimov will discuss "The Future of Man" in the opening lecture of Rochester Institute of Technology's (RIT's) Institute Forum series for 1981-82.

The Russian-born author, professor and lecturer will speak on Thursday, September 24, at 7 p.m. in RIT's George H. Clark Memorial Gymnasium.

Asimov is regarded as one of the major science writers today, with more than 200 books on subjects ranging from science fiction to geography. His science fiction titles include such classics as *I Robot*, *Nine Tomorrows*, and *Fantastic Voyage*. His latest book, *Asimov on Science Fiction*, is an anthology of science fiction writings.

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## Johnston Named Dean of Institute

A new position, Dean of the Institute, has been created and will be filled for the 1981-82 year by Dr. Robert H. Johnston, dean of the College of Fine and Applied Arts and director of the School for American Craftsmen. Johnston will retain both titles during the year he serves as Dean of the Institute.

In his new position, he will develop a marketing and development plan for the College of Fine and Applied Arts, travel internationally on RIT's behalf, supervise RIT's new international project with the Dominican Republic, and enhance his own research efforts in xero-radiography and x-ray techniques in the study of archaeological materials.

Johnston joined RIT in 1970 as dean of the School for American Craftsmen. One of only four paleoceramists in the world, he received his Ph.D. from Pennsylvania State University. He also holds a master's degree in fine arts and fine arts education from Columbia University and a bachelor's degree from Kutztown State College.

Active in the field of archaeology, Johnston has been the ceramics specialist on digs in 12 countries, including work for the last seven years in Tunisia and Jordan. He was a member of the American Schools of Oriental Research-sponsored group that discovered the Dead Sea Scrolls. There is speculation that the site of the group's current dig in Jordan may be the Biblical Sodom.

Johnston has published articles in, among others, the *Annual of the American Schools of Oriental Research*, *The Biblical Archaeologist*, *Great People of the Bible and How They Lived*, *Journal of the National Art Education Association*, and *Handweaver & Craftsman*.

"This year-long appointment will enable Dr. Johnston to concentrate on



**ROBERT H. JOHNSTON**

areas of significance for the long-range planning of RIT and the College of Fine and Applied Arts," commented Dr. Robert G. Quinn, vice president for academic affairs. "It is especially appropriate that Dr. Johnston, our senior dean, should have the opportunity to fill this appointment."

## NEWS & NEWSMAKERS

Lou Spiotti, director of Intercollegiate Athletics, will serve as color commentator for Section Five high school football games to be aired on WHEC-TV, Channel 10, this fall. Sportscaster Rich Funke will handle play-by-play. Spiotti coached football at RIT from 1974 to 1977.

Dr. Igor Mihajlov has been appointed medical director of the Student Health Service. Mihajlov is board certified in family medicine and has been in private practice for the last two years. He was staff physician with Student Health Service from 1976 to 1979.

Marie Giardino and Mary Greely will join the Office of Special Services as counselors. Cynthia McGill, director of Special Services, has been appointed conference chairperson for the Association for Equality and Excellence in Education, Inc. for 1981-82. This association represents educators in New York and New Jersey.

Bruce A. Austin, assistant professor in the College of General Studies, has had an article published in the *Journal of Popular Film and Television* (Vol. 9, Continued on p. 8



Toasting a new educational partnership last Friday, Sept. 18, were (from left): Dr. M. Richard Rose, RIT president; Bishop Adames, Bishop of Santiago, Dominican Republic; Blas Santos, director of Plan Sierra; and Dr. Robert H. Johnston, dean of the College of Fine and Applied Arts, director of the School for American Craftsmen, and Dean of the Institute. RIT will provide technical assistance to Plan Sierra, a regional development program in affiliation with the Universidad Catolica Madre y Maestra (Catholic University) in Santiago. Bishop Adames is a member of the boards of trustees for both Catholic University and Plan Sierra.

## NEWS & EVENTS

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# POLICY & INFORMATION

## Policy Council Meeting 9/16/81

1) Approved 81-82 Plan of Work. Includes study and recommendations on Tenure Policy, Faculty and Staff Renewal, Utilization of Summer Quarter, and Interdisciplinary Activity (academic programs), and call for reports on Goals and Principles of Institute for Next Decade, Academic Computing Facilities and Support Services, Student Housing, Long-Range Planning, Educational Goals, Annual Fiscal Report, Eisenhower College, Institute Writing Policy and Health Services; 2) Acknowledged receipt of and discussed 1980-81 Priorities and Objectives Committee report on Faculty Renewal and approved extension of work into 1981-82; 3) Approved 1981-82 Standing Committees: **Priorities and Objectives**—J. Herman, P. Bernstein, L. Gravitz, R. Hacker, R. Libbey, W. Smith, T. Upson; **Long-Range Planning**—R. Clark, W. Halbleib, H. Maher, S. Mondello, T. Morrill, G. Peterson, R. Thompkins; **Educational Programs**—R. Johnston, N. Kaylani, P. Lebowitz, V. Raman, J. Roberson, R. Unnikrishnan, W. Yust; 4) Approved changes in procedures for Eisenhart Awards for Outstanding Teaching: incorporates Eisenhower faculty, extends time and greater definition to selection procedure, and establishes award as \$1,000 cash grant; 5) Charge to R. Quinn to propose Institute representative committee to develop recommendations on collegial governance, using Faculty Council work as input.

## Faculty Council Meeting 9/17/81

1) Approved appointments to Grievance Committee; 2) Accepted 1980-81 committee reports; 3) Approved 1981-82 Plan of Work: **Academic Affairs**—sponsor awareness sessions dealing with grading concerns and survey issues on administration evaluation, student body size, entrance requirements; **Rights and Governance**—distribute summary reports, hold open forums on issues, and prepare final governance proposal; **Salaries and Benefits**—investigate salary parity, cafeteria style benefits, pension plan, health insurance, and faculty remuneration for credit-by-exam; **Student Relations**—investigate possible faculty-sponsored activity at Brick Day and/or Winter Weekend; **Finance**—prepare budget, develop faculty data base, and increase faculty

participation in Institute budgeting process. Also charged ad hoc committees re conducting faculty seminars, review of faculty termination policies and procedures, inter-college relations, policies on non-tenure-track faculty, and Educational Support Faculty grievance procedure.

Anyone wishing the source or additional information on any of the above, call 2527.

## Reserve Homecoming Tickets Now

“Together '81, RIT's Homecoming/Parents weekend, will take place Oct. 16, 17, and 18. Alumni, parents, and students are invited to participate in events honoring distinguished alumni, special entertainment programs, sports contests, receptions, award luncheons and dinners.

During the weekend, Robert J. Roperti, School of Printing, '66, will receive the Outstanding Alumnus Service Award from the RIT Alumni Association.

Tickets for events requiring reservations must be purchased by Friday, Oct. 2. Ticket order forms and detailed information are available in the Alumni Office, fourth floor, administration building, from 8:30 a.m. to 4:30 p.m., and at various campus locations.

Four former athletes will be inducted

## Dinner Honors Cary Trustees

President M. Richard Rose will host a dinner in honor of the trustees of the Mary Flagler Cary Charitable Trust this evening, Thursday, Sept. 24, in the Clark Dining Room.

The trustees of the charitable trust administer the Melbert B. Cary, Jr. Graphic Arts Fund. The fund supports the Distinguished Professor of the Graphic Arts, the library housing the Cary Graphic Arts Collection, the Cary Librarian, and the Frederic W. Goudy Award and Distinguished Lecture.

## IT'S FOR YOU

Have you returned your department's corrected print-out for the RIT telephone directory? What?! Your department never received one! Call Lorie Hammond, 2750.

into RIT's Sports Hall of Fame after a reception and dinner Friday, Oct. 16.

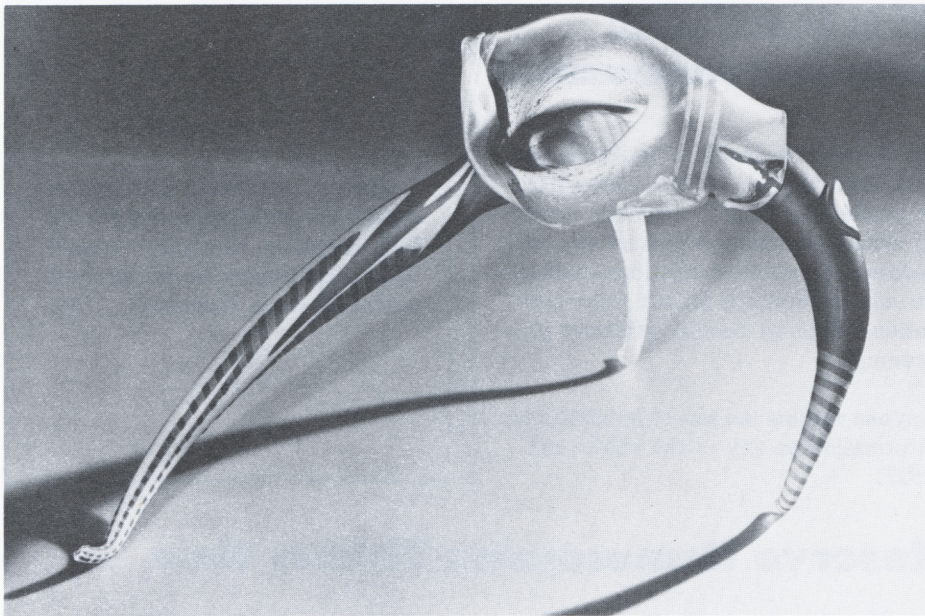
NTID Theatre will present Shakespeare's *The Tempest* on both Friday and Saturday evenings.

Proceeds from a wine and cheese tasting on Friday evening will benefit the International Student Scholarship Fund.

The annual International Buffet, featuring food and entertainment with an international flavor, is set for Saturday, Oct. 17, in the College-Alumni Union cafeteria.

Reservations, by Oct. 2, are needed for: Sports Hall of Fame buffet, reception, Oct. 16; NTID Theatre, *The Tempest*, Oct. 16 and 17 (reservations obtain special rate); President's Recognition Luncheon, Oct. 17; International Buffet, Oct. 17.





"Sea Form," in glass, by Stephen Dee Edwards, in new Bevier show (photo by John Littleton)

## Bevier Show to Feature Penland School Crafts

Crafts will be on display at Bevier Gallery when the "Penland People" exhibit opens Sept. 28. The work of 48 craftsmen from the Penland School of Crafts, oldest crafts school in this country, will include wood, glass, clay, ceramic, porcelain and metal pieces. Items such as woven rugs, batiks, wall hangings, photographic prints, and mixed-media art also will be shown.

Sure to attract attention is a 17-foot-long rowing shell with two 11-foot oars in their oarlocks and two ensolite pads for the car rack for easy transport to a favorite waterway.

This is the first time an exhibit from the Penland School has been scheduled at the Bevier Gallery, and it will be the only one in the Northeast, explains Toby Thompson, Bevier Gallery director.

Thompson describes the exhibit from the Blue Ridge Mountain area in North Carolina as reflective of "an elegant environment—not urban, not desolate, but the result of craftsmen working in a community."

"One is struck with the spiritual nature of their work and its graciousness," he says.

The school was founded in 1929 by the late Lucy Morgan, who came to teach in the Appalachian School at Penland,

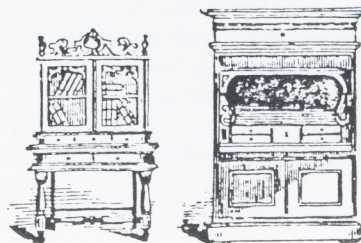
originally organized by her brother, the Rev. Rufus Morgan, under the auspices of the Episcopal Church.

Soon the Morgans made the teaching of the mountain crafts, including spinning and weaving, the purpose of their school. The crafts provided a source of income for the people of the community.

Today the school is in session from March to October, staffed by faculty who work for only room and board in an "atmosphere that is almost explosive with ideas."

Several RIT faculty have taught at Penland, including Douglas Sigler, associate professor in the School for American Craftsmen.

The "Penland People" exhibit runs from Sept. 28 to Oct. 18. Gallery hours are: weekdays 9 a.m.-5 p.m.; Monday through Thursday, 7-9 p.m.; Saturday, 1-5 p.m.; and Sunday 2-5 p.m.



## Tony Winner At NTID

Phyllis Frelich, the 1980 Tony award recipient for Best Actress, will speak on the topic "A Different World, But Equal" next Mon., Sept. 28, at NTID.

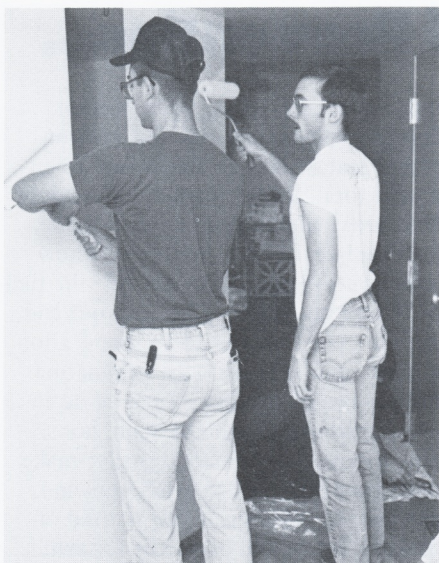
Deaf since birth, Frelich received the coveted Tony award for her performance as Sarah Norman in the current Broadway hit *Children of a Lesser God*. She is a founding member of the Tony award-winning National Theatre of the Deaf and has toured with the company throughout Europe and the United States.

*Newsweek* theater critic Jack Kroll describes Frelich's performance in *Children of a Lesser God* as "extraordinary acting by a remarkable actress. Her signing has a brilliant and precise velocity (she makes you see language, whether she's making a graphically expressive sign...or an elegantly eloquent one)... and she integrates this with the strength, subtlety and sensuality of a totally expressive face and body. She is beautiful."

Frelich's appearance at 4 p.m. in the NTID Theatre kicks off NTID's celebration of the United Nation's World Week of the Deaf, Sept. 28-Oct. 4. Her talk is co-sponsored by NTID's Special Speakers Series and the NTID Student Congress. There is no admission charge.



Mary B. Edelson's "Up from the Earth" is one of 110 photographs and mixed media works in the Women/Image/Nature exhibit in the MFA Gallery. The show of women's contemporary work runs through Oct. 2. Put together at the Tyler School of Art, Philadelphia, the exhibit is on national tour with RIT's MFA Gallery as its first stop. Gallery hours are 9 to 5 weekdays.



When the kids at Horton Day Care Center returned after their summer break, they found that the center had been repainted and the kitchen had been remodeled. ROTC donated some talented painters (shown are Paul Myrich, left, and Andrew Reynolds), and a portion of a \$25,000 bequest from the estate of Fanny Knapp Allen was used to purchase a new stove and sink and renovate the kitchen. Last week JoRoyce Robinson, teacher of the four-year-olds, helped some of them mix up and bake corn muffins. At right, Bryan Kelly (center) and Scott Brown take a peek inside the new oven, while Shayna Siegel stands ready to bake the first batch.

## RIT to Sponsor Cosmos Series

Rebroadcast of public television's weekly science series *Cosmos* will be sponsored by RIT. A grant from John Wiley Jones, founder of Jones Chemicals, Inc. of Caledonia and LeRoy and honorary trustee of RIT, enables the Institute to sponsor 13 episodes of the Public Broadcasting Service's hour-long broadcasts devoted to science and space exploration.

The series will begin at 8 p.m., Tuesday, Sept. 29, on WXXI-TV, Channel 21. Host and principal writer of *Cosmos* is Dr. Carl Sagan, Cornell University astronomer and Pulitzer Prize-winning author.

Jones, a Rochester area resident since 1916, endows the Institute's John Wiley Jones Distinguished Lectureship in Science and the John Wiley Jones Symposium.

In addition, Jones founded the Helen Lucille Jones Scholarship Fund for art students to honor his wife and the William D. Gasser Distinguished Lectureship in Business to honor the former RIT College of Business professor who was his friend and professional colleague.

### DO YOU ALWAYS WRITE WHAT YOU MEAN?

Working through a confusing memorandum, an incomplete report or a disorganized presentation is expensive and frustrating. The Effective Written Communication Seminar offers a practical approach that can be used by managers and supervisors. The course is designed to help participants write clear, concise and well-organized letters, memos and reports. The seminar will begin Thursday, October 15, 8:30-10 a.m., and continue for six consecutive Thursdays.

For additional information or to register, call Joan Cavanna at 6956.

## Dance It Off

What: DanceAerobics  
When: Tuesdays & Thursdays, noon-1 p.m.  
Where: Auxiliary Gym  
Who: RIT faculty/staff women  
Cost: \$15

Register and join class by October 2; class runs 10 weeks and is limited to 40, on first come, first served basis.

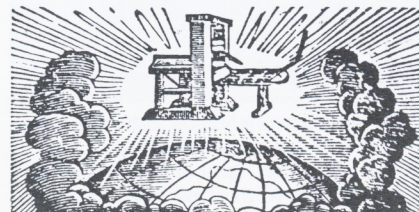
## Old Newsboys To Enliven RIT

One-of-a-kind is RIT! And one-of-a-kind is also the theme for Old Newsboys Day at RIT, Friday, October 2.

Faculty, staff, and students will team up to sell newspapers with the proceeds to benefit Lend-A-Hand, a charity of Gannett Rochester newspapers. Lend-A-Hand provides aid for "one of-a-kind" emergencies for individuals when other agencies are unable to give their support.

Newspapers will be sold at various locations on the campus from 7:30-9 a.m. and from 11:45 a.m.-1:15 p.m. The costumes worn by RIT vendors will be creative, different, and definitely "one-of-a-kind"!

Lend-A-Hand has helped 30,000 people since its beginning in 1965. Funds come from community donations, primarily through the sale of newspapers on Old Newsboys Days. Lend-A-Hand at RIT is coordinated through Community Services with assistance from Personnel and other departments.



## A First at RIT

The first state-wide conference for college students enrolled in human service programs will be held at RIT today and Friday, Sept. 24 and 25. Organized by the Student Social Work Organization of the Department of Social Work, College of General Studies, the New York State Student Human Service Conference is expected to draw nearly 100 students from throughout the state to the two-day event. The student conference will run concurrently with the New York State Human Service Education Association Conference, also on the RIT campus.

The conferences will produce addresses by Gabriel Russo, commissioner of Human Services of Monroe County, and State Assemblywoman Pinney Cooke. There will be a full program of workshops on topics ranging from "Assertiveness Training for the Professional" to "Domestic Violence." Teachers, professionals in the human services fields and students are expected to attend.



## An Ounce of Prevention...

Here you are, back on campus or here at RIT for the first time. Before you know it, you're cramming for exams, catching meals on the run and maybe not getting your usual amount of sleep. It all happens so fast, and it sure is a big switch from living at home. Suddenly you have a lot more responsibility: not only school work but also all the chores of daily living are yours, and you might even be working part time. A combination like this could be hazardous to your health!

But who has time to be sick? It doesn't have to be anything serious—even a simple cold can wear you out and keep you from accomplishing all you must. The strain of a new routine can wear down anyone; in new situations we're all more susceptible to those little germs that we'd normally resist.

These are just the times you need to pay a little extra attention to yourself.

First, remember that your mental, physical, spiritual, social and environmental states play an important role in your total health. Second, give each of these areas the consideration it's due. For example, eat the foods you know make you feel good; they provide the fuel for the energy you're using. Get out and exercise—you don't need to spend a lot of time, and it's mentally stimulating and physically relaxing. Take pride in your environment—this is your home now. Enjoy your friends. Finally, make some time just for yourself—unwind, take time to think or, if you're tired of thinking, let the old brain idle for awhile.

You'll find that you can build up and fortify your body's resources. Just as you feel strain from stress, you will feel the benefits of a healthy life-style.

**Reminder: If you're waiving the school insurance, submit your waiver card no later than Oct. 15.**

## MFA Photo Students Provide New Experience for Psychiatrist

For Joel Walker, a Toronto-based psychiatrist, photographs are a means of getting patients to talk about themselves. As he explained to MFA photography students last Friday, Sept. 18, he uses his own photographs to obtain responses from his patients. "At first my images were sharp, but by accident I discovered that patients were much more willing to talk when discussing a blurred image than they were with a sharp photo of a real thing."

Walker's discussion with the MFA students was the first time he had ever met with a group of photographers. "I've met with anthropologists, sociologists and psychologists," Walker laughed, "but never with photographers." Several of the students expressed irritation with the blurred images, which include abstract photos of a diver, swimmer and running horse.

Walker said he could learn about a person by examining how each one looked at his photos. "Some people turn their heads or try to see something definite. You can also tell something about people by watching what they turn away from."

Ten of Walker's abstract photos, he told the class, are mounted around his office. Patients sit in chairs on casters so they can face or ignore specific photos. Photographs are just one tool he uses as a therapist, he emphasized.

According to the August 17, 1981, issue of *Time*, no one before Walker had systematically collected reactions from as many people, although phototherapy itself has been around since the mid-1800s. Photography, Walker believes, is a more valuable tool than paintings or drawings. "Photography has its basis in the real world, and that's where the patient's problems come from."

A friend of Dr. Richard D. Zakia, chairman of fine arts photography, Walker came to Rochester specifically to talk with the MFA photography students.



*Peter Todd cuts celebration cake following his 400th win as cross country and track coach at RIT. The Tigers defeated Clarkson, 22-39, and lost to St. Lawrence, 25-32 in action at home last Saturday.*

# PROFILE

## A Proper Advocate of Self-Actualization

When Bruce Proper joined RIT as an instructor and coach in 1966, one of his responsibilities was to launch a physical education program. Now director of Physical Education, Recreation and Intramurals, Proper has guided expansion of the program from eight to 67 courses with 16 full-time and 27 part-time PE instructors.

"Our goal in physical education is to offer all our students diversified opportunities for skill development, participation and personal satisfaction through wholesome physical activities," says Proper. "These self-actualizing skills are not limited simply to the college years, but enhance productivity and provide enrichment throughout life."

The Ithaca College graduate is proud of the achievements RIT has made in physical education over the past decade. A milestone was established last year when Proper initiated an adapted physical education program designed and developed to serve the needs of physically handicapped students. Twelve students took part in the initial program. "They clearly enjoyed and profited from the experience," comments Proper. "It's all part of promoting and fostering student respect for the human body."

The innovation of an adapted PE program was due in part to Proper's community involvement as a director at Camp Haccamo, an area summer program for physically and mentally handicapped children. As a member of the Brighton Rotary Club, Proper also has volunteered his services as concession chairman for the Ladies Professional Golf Association (LPGA) Tournament held annually at Locust Hill Country Club. Profits from the tourney, sponsored by the Rotary clubs of Monroe County and Gannett Rochester newspapers, are shared equally with Camp Haccamo and the Rotary Sunshine Camp.

Proper sees his community involvement as rewarding and fulfilling. His responsibilities as concession chairman include bidding for and procuring supplies along with assigning and supervising more than 300 concession volunteers at eight locations. Two years ago,



*Bruce Proper at Camp Haccamo*

the tournament netted \$45,000 for the two camps, and in 1980 the operation generated a revenue of \$75,000. This year, the figure swelled to \$155,000.

He sees physical education, recreation and intramurals as essential parts of college life today. "We're constantly upgrading and refining our curriculum with the main focus on cardiovascular strength, life support, and leisure time activities. In terms of scope and quality, we feel that RIT's physical education program is exemplary—a model for all colleges and universities."

In 1980-81, approximately 3,500 students took part in physical education during fall, winter and spring quarters. Another 400 enrolled in summer PE courses. According to Proper, intramural participation last year increased 17 percent.

Proper practices what he preaches. In addition to jogging each morning, he and wife Jan, an executive secretary at Eastman Kodak Co., enjoy cross country skiing, gardening, bicycling, and watching baseball.

A former All-County football and baseball player at Brighton High School,

Proper later signed a professional contract with the Los Angeles Dodgers as a catcher. Prior to assuming his director's role at RIT, he guided the RIT baseball team for 11 years, posting 154 wins. Under his guidance, several players were signed to professional contracts.

Completing 17 years with the Institute, Proper serves on the Campus Life Committee, is a member of the Board of Directors of the Rochester Baseball Congress and frequently lectures at Little League clinics during the summer.

### PLEASE NOTE

The office of Orientation and Special Programs wishes to state that 1,800 freshmen and transfer students and 1,500 parents attended orientation programs this summer. The figures previously published were far smaller than the actual number who participated in the programs.



## Board of Trustees

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Museum of Photography at George Eastman House and the board of directors of the Rochester/ Monroe County Convention and Publicity Bureau and the Automobile Club of Rochester. He also serves on the board of directors of Armotek Industries Inc., Dollinger Corp., and Sykes Datatronics Inc.

Hutchins is a graduate of Dartmouth College and the Tuck School of Business Administration and Finance, where he received his MBA degree. He has served on the Dartmouth College Alumni Council and as president of his class.

He has been chairman of the board of directors of the Advertising Council of Rochester and is a member of the Organization's public policy committee. He was secretary/treasurer and member of the operations committee of the American Association of Advertising Agencies.

A member of St. Paul's Episcopal Church, he has served as senior warden and member of the Vestry.

The board also elected three vice chairmen: Colby H. Chandler, president

of Eastman Kodak Co., who will also serve as chairman of the Executive Committee; Bruce B. Bates, president of E. F. Hutton and Co. Inc.; and E. Kent Damon, vice president and secretary of Xerox Corp.

Elected board treasurer was Thomas H. Gosnell, president of Lawyers Co-operative Publishing Co. Harris H. Rusitzky, president of Serv-Rite Food Service & Consulting Corp., was elected secretary to the board. Acting as counsel will be Alfred M. Hallenbeck, an attorney with the firm of Nixon, Hargrave, Devans, and Doyle.

Joining the board are four new trustees: Daniel E. Gill, James C. Henderson, Frederick G. Ray, and Jorge Rivas. Gill is president and chief executive officer of Bausch & Lomb Inc. He is also a director of Rochester Telephone Corp. and serves on the Business Advisory Council for the School of Administrative Science at Ohio State University.

Henderson is president and chief executive officer of Rochester Telephone Corp. and directed the United Way campaign of greater Rochester this year.

Ray is chairman of the board, presi-

dent and chief executive officer of Rochester Savings Bank and serves as vice chairman of the board of governors of Genesee Hospital. He is the current chairman of RIT's Nathaniel Rochester Society.

Rivas was elected as the RIT Alumni Association designee. He is president of Offset Multicolor, S.A., in Mexico.

Among those re-elected to the board is Mrs. James C. Duffus, president of the RIT Women's Council. Other trustees re-elected to terms expiring in 1985 are: Francis E. Drake, Jr., retired chairman of the board at Rochester Gas & Electric Corp.; Walter A. Fallon, chairman of the board and chief executive officer at Eastman Kodak Co.; Alexander D. Hargrave, chairman of the board and chief executive officer, Lincoln First Banks Inc.; Thomas E. Husted, retired general manager, Rochester Products Division, General Motors Corp.; Dr. Paul C. Jenks, physician; William J. Maxion, chairman of the board, Case-Hoyt Corp.; and Ronald A. White, president of Graphic Systems Division, Rockwell International Corp.

## Asimov

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He has also published and won critical acclaim for numerous articles in such magazines as *Esquire*, *Harpers*, *Saturday Review*, and the science fiction magazine *Astounding*.

As associate professor of biochemistry at Boston University School of Medicine, Asimov is considered an expert in the areas of enzymology of malignant tissues and irradiation of nucleic acids and has received numerous awards from the science community.

He has lectured extensively on such topics as "Beyond the Moon," "The Science Fiction Writer as Prophet," and

"The Beginning and End of the Universe." His lecture on "The Future of Man" is part of the annual Institute Forum series that examines the balance between technology and values. Admission is \$1.

## NEWS & NEWSMAKERS

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Spring 1981, pp. 43-49). Austin's article, "Film Attendance: Why College Students Chose to See Their Most Recent Film," reports the results of a questionnaire administered to RIT students in which the importance of 28 potentially influential variables in the film-choice decision process were measured.