

# NEWS & EVENTS

Rochester Institute of Technology

Vol. 13, No. 16, April 23, 1981

## Coffee Announces Retirement



JOSEPH D. COFFEE, JR.

Chancellor Joseph D. Coffee, Jr., of Eisenhower College announced today that he would retire at the end of the academic year. He stated that his plans had been made known months ago to President M. Richard Rose and the Honorable Robert B. Anderson, chairman of the college Board of Overseers.

Coffee, who was appointed chancellor in 1980, served as president of the college from 1975 to 1980. One of the driving forces in the founding of Eisenhower, he has been associated with the college since 1965. Following are excerpts from his statement to the Eisenhower faculty:

"Fifteen years is a long tenure in today's world to hold a leadership role in an American college or university, and my wife and I now look forward to release from heavy responsibility. That wouldn't be possible, though, if it weren't for the confidence I have in the overall commitment and support of RIT.

"Truly the high point in the development and achievement of security and new purpose for the college has been the association with President Rose and the trustees of RIT. Indeed, so many from the Rochester campus have demonstrated unusual dedication to fulfillment of the dream of building a college with an innovative curriculum appropriate as a national memorial to the 34th president of the United States.

"My added major reason for confidence in the future is the decisive and committed style with which Dr. Thomas Plough has undertaken his leadership role here. I am proud that he is in charge and I hope he will be for many years to come. He and his wife Monty are strong advocates of Eisenhower College, and the college will prosper under their joint care.

*The Annual Presentation  
of the  
Eisenhart Outstanding Teaching Awards  
Monday, May 11, 4 p.m.  
Ingle Auditorium  
(Reception following)*



"My enduring gratitude goes to the trustees, now overseers, of Eisenhower College whose faith, determination and generosity have carried us so far; to the  
Continued on p. 12



Governor Hugh Carey (right) visited RIT recently with his wife, Evangeline Gouletas-Carey (on his right), stopping to tour renovations at the City Center and School of Applied Industrial Studies (SAIS) facilities, where they talked with President M. Richard Rose and James Forman (left), the Russell McCarthy Professor and director of SAIS. (RIT officials were also host to two Regents and met with Monroe County officials; see photo stories on pages 6 and 7.)



## RITISA to Sponsor Arab Program

International students at RIT will present a free, day-long Arab cultural program that will include exhibits of art, calligraphy, food and customs; an award winning film; and an educational discussion. The exhibits will open at noon Wednesday, April 29, in the College-Alumni Union.

A 50-minute color film, which was produced by the United Nations and won the 1980 Red Ribbon Award from the American Film Festival, will be shown at 7 p.m. in Ingle Auditorium. The controversial film, "Palestinians Do Have Rights," traces the history behind the Arab-Israeli conflict. It has been rejected as biased by both the Israeli government and the Palestine Liberation Organization.

Three RIT political science professors—Dr. Nabil Kaylani, Louis Andolino and James Troisi—will lead an educational discussion following the film at 8:15 p.m. Both the film and discussion are open to the public.

"The reason we are sponsoring this program is to help bring about a better understanding of other cultures. If you know something about a group of people, you can deal with them much better," says Al Muna, an Arab student and coordinator of the program. Muna is also a member of the Cultural Committee of the RIT International Student Association (RITISA), which is sponsoring the event.

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### LOMB LUNCHEONS

**April 24**—Spaghetti and Meat Balls, Tossed Salad, Garlic Bread or Soup & Deluxe Tuna Sandwich, Gelatin Cake

**April 29**—Swiss Steak, Rice, Green Beans or Soup & Double Salad Club Sandwich, Coconut Peach Crunch

**April 30**—Mushroom Baked Chicken, Baked Potato, Snow Peas, or Soup & Deviled Egg and Ham Sandwich, Baked Pears with Marshmallows

**May 1**—Sweet and Sour Meatballs, Buttered Noodles, Broccoli and Cauliflower or Soup & Miss Piggy's Speciality Sandwich, Vanilla Pudding with Strawberries

For reservations call 2351; \$2.50 per person.



"Water Work," an exhibit of 43 paintings dealing with "land and water confrontations," is on display through May 1 at the NTID Gallery. The show features the work of Bruce Sodervick—shown here before one of his works—an assistant professor of drawing in the College of Fine and Applied Arts. Sodervick gained inspiration for his paintings while sailing the Thousand Islands, Chesapeake Bay and Braddocks Bay in a Swampscott dory he constructed. The gallery is open Monday-Friday, 10 a.m.-4 p.m.

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## Top Designer to Deliver Lecture

Some people know George Lois as the man who's given Arby's a new image. Some people know George Lois as the man who originated *New York Magazine*. Some people know George Lois as the man who helped Lee Alexander's re-election campaign by pointing out that Alexander was considered one of the six best mayors in America. But everyone who knows George Lois knows that he's one of the most creative people in advertising today.

He'll be on the RIT campus next week from Tuesday to Thursday, April 28-30, discussing all facets of advertising design with faculty and students and at an open lecture.

The lecture will be at 8 p.m., Wednesday, April 29, in Webb Auditorium. Lois will explain the what and why of his approach to advertising in a slide-illustrated talk.

On Tuesday evening, April 28, Lois will meet informally with faculty members in the Fireside Lounge to look at current and future directions in advertising. He's also scheduled to meet with classes in studio, fine arts and video photography and with students in communication design.

Lois, the youngest person to be admitted to the Art Directors Hall of Fame, has been involved with the creative end of advertising for almost 30 years. He began his career at Doyle Dane Bernbach as an art director and presently is chairman of the board and creative director of Lois Litts Gershon.

He's written two books about advertising, *George Be Careful* and *The Art of Advertising*.

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## NEWS & EVENTS

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# Celebrate May at Comm Arts Festival

The biggest weekend of the year is coming up at Eisenhower College. The Communications Arts Festival, May 1-3, is the traditional time for alumni and parents to come back to campus, and over the years it has developed into a fun-filled celebration of the arts and good times.

This year, the student Comm Arts Committee, headed by seniors Sue Egan and Carole Porter, have organized a full slate of activities, ranging from "Anything Goes" games to the semi-formal Cotillion. All members of the RIT community are invited to attend any or all of the following events:

## POLICY & INFORMATION

### Policy Council Agenda for 4/29/81

- 1) Report on Research Corporation—for information and discussion;
- 2) Report on status of Student Directorate—for information and discussion;
- 3) Report on Writing Committee—for discussion and action;
- 4) Educational Goals Summary—for discussion and action;
- 5) Faculty Exchange status report—for information and discussion

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

### Friday, May 1

3-6 p.m. Concert: "Autumn Skies and Virginia Creeper"  
10 p.m.-1 a.m. Casino Night, North Dining Hall

### Saturday, May 2

8-9:30 a.m. Sailing  
9:30-11 a.m. Open House, alumni/students, Career Development Center  
10:30 a.m. Annual Alumni Meeting, Gould Theatre  
11 a.m.-noon *Wizard of Oz*  
11:30 a.m. Chancellor's Reception for Eisenhower Alumni and RIT National Alumni Council and Program Coordinators, Overseers Room  
12:30 p.m. Executive Dean's Luncheon (for same group as above), Dining Hall  
10 a.m.-4 p.m. Peddler's Fair, tunnel of MDEH  
1-3 p.m. International Cafe, patio of Rosenkrans Hall  
2 p.m. Concert, "Music By Women," Concerted Effort, Inc., Delavan Theatre  
3:30-5:30 p.m. Cocktail Party, Jacobs Lounge  
5-7 p.m. Banquet, Dining Hall  
7-11 p.m. *Gone With the Wind*  
10 p.m.-2 a.m. Cotillion, (semi-formal) "Back Street's" Band

### Sunday, May 3

10 a.m.-noon Anything Goes games  
10 a.m.-noon Sailing  
11 a.m.-noon *Wizard of Oz*  
2-6 p.m. Bluegrass Festival, Red Barn  
7-11 p.m. *Gone With the Wind*

### Other Events of the Weekend

Lacrosse Game  
Photography Exhibit  
Waterfront Activities  
Things for Children to Do—Saturday p.m.

# Women's Weekend: Music, Talk, Workshops

"Our Creative Energy" is the theme of Women's Weekend at RIT. Open to the public, Women's Weekend, May 1-3, feature workshops, discussions, films and live entertainment in the College-Alumni Union. Free child care will be provided.

Second Hand Rose, an all-woman contemporary music group from Ithaca, will kick off the weekend Friday at 9 p.m. in the Ritskeller. A donation of one to three dollars is requested.

A special Women's Weekend feature is a day-long consciousness raising workshop for men on Saturday at 9 a.m. The workshop is free and provided by the Men's Network.

Free seminars and workshops will also be offered on Saturday. Two morning sessions, from 9:30 to noon, are for women only. "Role Modeling," with RIT counselor Joyce Herman, is a discussion of mentors, models, peers and creating

a support network. Joanne Jacobs, RIT assistant professor, will present a session on "Female Sexuality and Feminism."

Other morning sessions will address issues of rape and battery with RIT criminal justice faculty member Sherry Widmer; pornography in the media with Rochester Women Against Violence Against Women; and dual career families with Elaine Spaul, assistant to the vice president for Student Affairs at RIT.

Saturday afternoon programs include film showings of "Emerging Woman" and "Women In Business," and Pat Moore speaking on "Our Creative Energies" from 1 to 3 p.m. in the Fireside Lounge. Moore is president of Moore and Associates, a New York City consulting firm in design marketing and research. She holds a master's in psychology and social gerontology and has done advanced studies in biomechanics.

"Women's Achievements—How Far Have We Come?" is an open panel discussion with Dr. Barbara Hodik, professor in RIT's College of Fine and Applied Arts; Sheila Leavitt, M.D., physician in RIT's Student Health Services; and Mary Guhin, senior personnel consultant at Xerox Corporation.

An exhibit of RIT women artists and photographers will be on display in the 1829 Room, Friday from 7 to 9 p.m. and all day Saturday. A women's health seminar at 10 a.m. and an open softball game at 12:30 p.m. are scheduled for Sunday.

To register for workshops or for more information call Karen Pere, 5735, or Media Resource Center, 6198. Women's Weekend is being organized by women students at RIT.



# New Name, Expanded Services: T&E Center

GARC (Graphic Arts Research Center) has a new name and new priorities. GARC has served the graphic arts community, as part of the College of Graphic Arts and Photography, for 30 years. Its new name—the Technical and Education Center of the Graphic Arts—reflects changes in its structure.

According to its director, Herb Phillips, the T & E Center will be better able to serve the graphic arts industry by expanding its seminars, testing programs, information dissemination and quality control tools.

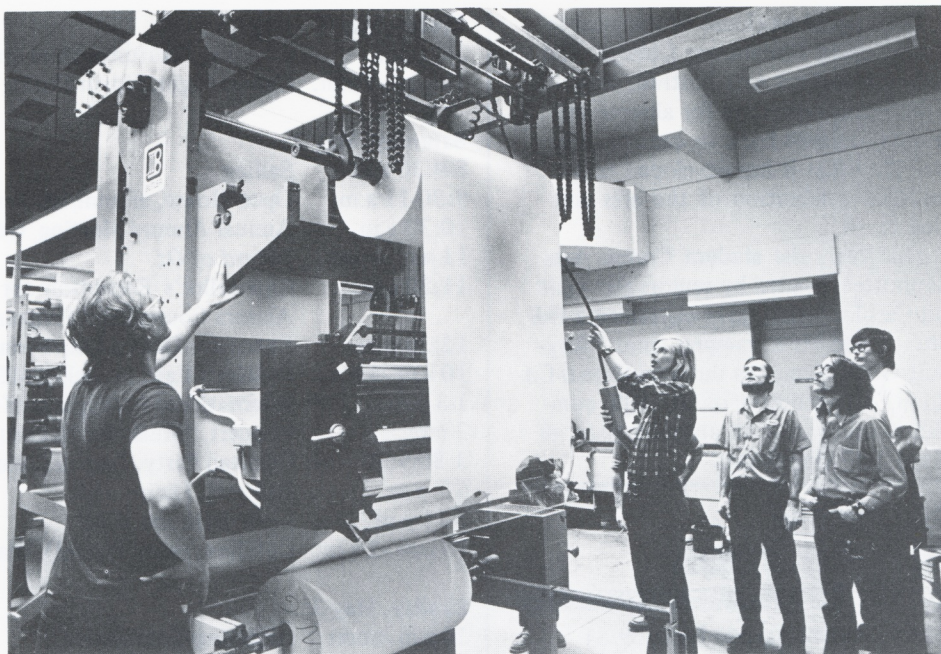
Expansion in some areas already has taken place. The T&E Center has increased the number of on-campus seminars it offers and will take some of its seminars—including Color Seminar for Pressmen, Photographic Science Seminar and Black and White Tone Reproduction—to other cities. Phillips is presently negotiating for additional sites and facilities in areas outside Rochester.

Phillips sees these seminars as a great service to the industry. "With all the changes in printing these days, industry people have to make more decisions and face more problems than ever before. We help in-plant managers and personnel keep abreast of the latest techniques and developments in the graphic arts industry."

Testing for the graphic arts is another major function of the T&E Center. Because their web offset press is the only one of its kind in the country available for testing on a full-time basis, manufacturers who want to try out new papers or inks come to RIT. There is a list of companies waiting to use the press for testing.

In conjunction with testing, the web press also is used during industry seminars to teach pressmen and supervisors web offset operating procedures and quality control techniques. The press is also used one day a week in cooperation with the School of Printing to teach one of the most advanced printing courses available anywhere. The web press crew teaches students and industry seminar participants in these various programs.

Information dissemination by the T&E Center keeps industry personnel aware of new developments in their field. The center publishes abstracts of graphic arts research (and will supply the articles on a fee basis); a monthly newsletter dealing



with significant developments and upcoming seminars; a quarterly newsletter, *photographiConservation*; and bibliographies on such topics as lasers in graphic arts applications, screen printing, quality control, color reproduction techniques and electronic publishing. The information section of the T&E Center also does literature searches for companies and individuals.

Such quality control tools as color control bars, charts and palettes are developed by the center. Their use is taught in seminars and the tools themselves are marketed to industry and sold along with specific directions. Phillips foresees expansion in this area, among others.

The T&E Center's added emphasis on industry service occurred when the research function of the division moved under the umbrella of RIT's Research Corporation and became the graphic arts division of the Research Corporation. Dr. Lothar K. Engelmann, dean of the College of Graphic Arts and Photography, will head up this division when he moves to the Research Corporation effective July 1.

The T&E Center has a staff of 32 full-time and 14 part-time employees as well as the cooperation of 37 School of Printing and 55 School of Photographic Arts and Sciences faculty.

"With our resources we can help the graphic arts industry keep up to date and learn to use these new techniques to each company's best advantage," says Phillips.

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## Deaf Achievers To Speak

Philip Bravin and Bonnie Tucker, two deaf Americans who have achieved outstanding careers, will speak on "Important Experiences in Our Career Development," at NTID Theatre on Wednesday, April 29, from 4-5 p.m. (for students) and Thursday, April 30, 3:15-5 p.m. (for faculty and staff). Their presentations will include a premiere showing of a 30-minute videotape on career achievements and the barriers they've had to overcome to achieve success. Following the Wednesday presentation, they plan to meet students informally at a reception.

The program for faculty/staff will be shown in conjunction with the presentation of the National Advisory Group (NAG) Outstanding Service Award and farewell to outgoing NAG members.



## Miller Addresses World Hunger

"Children go to bed hungry, families continue to wonder about tomorrow's bread and countless people with poor nutrition are stunted in mental growth," Dr. Paul Miller recently told his Institute Forum audience. Miller, former RIT president and professor in the College of General Studies, spoke on "Technology and Hunger" as part of the 1980-81 Institute Forum series.

Forty percent of the Latin American people, 80 percent of the Asian people and 70 percent of the African people are undernourished, Miller said, and these numbers are expected to escalate.

Although technology has dramatically increased food production, there is an intense debate over the use of such technology. According to Miller, the debate revolves around five issues: distribution of benefits; distribution of food; the relation of technology to food; the impact of chemical fertilizers, herbicides, and pesticides; and the use and cost of energy.

Philosophical arguments, said Miller, "play against a much larger tapestry of global forces that bear upon both technology and hunger." Conditions of poor

health, illiteracy, unemployment, crowded housing and unsanitary living areas; poor distribution resources and income distribution; low farm worker productivity; high population growth and an unstable food supply necessitate global responses, Miller contended.

"Of one thing we may be sure," he concluded, "it is possible to confront and win over hunger. It calls for widespread public understanding and cooperation in regard to perhaps the greatest challenge in the world today—to remove hunger as the ultimate depressant to human dignity and social justice."



## ALOHA

The RIT Alumni Association is offering a charter flight to Hawaii from June 2-12. The trip, costing \$999 + 15 percent per person, double occupancy, includes round trip jet transportation by United Airlines to Honolulu, deluxe accommodations for seven nights at the Prince Kuhio Hotel at Waikiki Beach, and interisland jet transportation to Kona on the island of Hawaii with three nights on the water at the Kona Lagoon Hotel/Resort. Low-cost optional tours are available. Open to all faculty/staff, alumni, students and friends.

For additional information call the Alumni Relations Office at 2601.

## Where Am I?

The New York State Department of Transportation recently approved inclusion of guide signage for RIT on Route I-390 at Exit 17. It was felt that, since RIT is a major traffic generator, inclusion of such signage at this exit would be beneficial to motorists. The existing guide sign, which faces southbound traffic, includes only the U of R. This will be changed to include both RIT and U of R. On the advance exit and exit direction sign, which faces northbound traffic, the Route 383 shield will be moved to one side and an RIT sign will be added. Markers will also be located at the exits of routes 252 and 383.

## Commission Meets On Campus

The Commission on Higher Education (CHE) is holding one of three regional meetings today (Thursday, April 23) at RIT. The agenda includes review of the statement on "The Characteristics of Excellence in Higher Education."

Dr. R. Lee Hornbake, vice president emeritus of the University of Maryland, is chairing the meeting. Also in attendance are commission members, trustees and staff of the Middle States Association of Colleges and Schools.



*These high school students were among the more than 400 students from Monroe and adjacent counties who competed in the recent Monroe County Math League contest at RIT. RIT sponsored the day-long competition and awarded a one-course tuition waiver as first prize for the top individual competitor. Dr. George Georgantas, head of RIT's mathematics department, coordinated the competition.*



# State, Local Officials Visit RIT



*(Above) Governor Carey and his wife, touring the SAIS facilities at City Center, temporarily distracted the normally industrious students. (Right) At NTID, the Careys talked with Dr. William E. Castle, director of NTID (at left) and President Rose about RIT's role in the International Year of Disabled Persons.*







wise from top left: During the reception for visiting members of the Board of Regents at Bevier Gallery, Willard Genrich (right), chancellor of the Board of Regents, viewed student work on exhibit and talked with other representatives, including Dr. Thomas Plough (left), executive director of Eisenhower College, and G.E.D. Brady, dean of Records and Informational Research. 2) Mary Alice Kendall (left), the Regent for RIT and the Rochester area, discussed educational issues with Marcia Dugan, manager of publications, in NTID's Public Information Office, and Bill Williams, director of Development and Government Affairs. 3) RIT also hosted Monroe County officials and legislators at a reception in the exhibit area of the Center. President Rose and Ted Spong (right), career development director, explained the SAIS program to County Manager Lucien Morin, County Don Scott, acting vice president, Finance and Administration, and with Andrew Meloni (right), Monroe County sheriff.



## Plenty of Chances for Exercise

Coach Ray Rostan's lacrosse team hosts University of Rochester in the first annual RIT Faculty/Staff Day this Saturday (April 25) on the main athletic field.

The Tigers were 4-2 on the season and were scheduled to play Colgate University this past Tuesday.

As part of this week's promotion, students are encouraged to bring a member of the faculty or staff to the game. Those students attending with a faculty/staff member will be admitted free to a reception following the game.

Along with the game and reception, half-time entertainment will feature a pie-eating contest open to all faculty, staff and students. The first person to consume an entire pie will win a cash award. Individuals desiring to enter the pie-eating contest must register with the sports information office in the basement of the athletics building by Friday, April 24.

### Shoot, Run and Slam

Several recreational activities are scheduled during the coming weeks for

faculty, staff and students. Under sponsorship of the Department of Intramurals, the events include a foul shooting contest, the annual Run in the Sun and a tennis tournament.

The foul shooting contest is scheduled for Monday, April 27, in the main gymnasium at 5:30 p.m. Contestants must register at the equipment cage in the basement of the physical education building by Friday, April 24.

The annual Run in the Sun takes place Tuesday, May 5, starting at 5 p.m., on the main track. Competition is offered in both men and women's divisions. The three age brackets include: 25 and under, 26-34 and 35 and over. Advance registration is not required. Rain date for the Run in the Sun will be May 7.

The tennis competition is scheduled for Saturday and Sunday, May 2-3. There will be men's and women's singles competition as well as mixed doubles. Deadline for registration is Monday, April 27, at the equipment cage.

All events are open to men and women of the RIT community. For additional information contact Daryl Sullivan, coordinator of intramurals, 6559. Trophies will be awarded to winners in each event.

### PRERETIREMENT PLANNING

The Personnel Department's Staff Training and Development Office is sponsoring the Institute's annual Preretirement Planning Seminar on May 5, from 9 a.m. to 3 p.m. Guest speakers will be presenting information on myths and realities of aging, RIT retirement benefits, financial planning, Medicare and Blue Cross/Blue Shield. If you are considering retirement this year and have not received an invitation to the seminar, please call Leslie Berkowitz at x6124.

## RIT Sponsors Programs for Elderly

RIT will sponsor a new series of community programs for the elderly during April, May and June as part of the local observance of the "Year of the Aging."

The series will draw upon the knowledge of faculty members from many of the Institute's colleges for such topics as "Security for the Elderly," "Hearing Loss," "Creative Writing" and "Fun with Phototechnology."

Under the direction of Acting Associate Dean Robert E. Golden of the College of General Studies, the series has been designed in two parts: one for elderly persons living on their own and another for those who reside in nursing or proprietary homes.

April programs at the Garson Meyer Downtown Senior Center will be led by Professor Kijana Crawford, Department of Social Work, and by Adjunct Professor Charles Pangburn of the Criminal Justice faculty.

Also at Garson Meyer will be "Hearing Loss and the Elderly," conducted by Christina Stocking and Charlean Raymond, audiologists on the staff of NTID.

RIT also will sponsor three programs at the Town of Webster Nutrition Center during April.

Professor Sam Abrams recently presented a creative writing workshop for the residents of St. Ann's Home, the third in a series conducted by the Institute this month at St. Ann's. Next month RIT will present a similar series at the Westgate Nursing Home, and in June at the Blossom Nursing Home.



RIT's delegation at the recent annual Photo Marketing Association (PMA) convention in Miami Beach included (from left) Bob Kayser, Andrea Pape, Pat Reagan, Tom Welsch, Stacy Baier, Ellsworth (Mac) McCune, Bob Clark and Ed Costello. Kayser and McCune are both faculty members in photographic processing and film management; Baier is coordinator of alumni relations. Attending the PMA, according to McCune, gives the students a chance to become acquainted with the state of the industry. All the students are in photographic processing and film management and all are members of RIT's student chapter of the PMA. RIT students have been attending the convention for the past six years.



# PROFILE

## Communication Specialist With Flair

When Stephen R. Schultz talks about "the vibrant community" at NTID he is his own best example. He signs his name manually by fingerspelling **Steve**, then **S**, and finally cutting the air with a bold **Z** in the fashion of the mark of Zorro. He is enthusiastic, alive and involved.

Schultz looks forward to August, when he expects to represent NTID at the World Conference of Jewish Deaf in Tel Aviv, Israel.

"I was thrilled when Dr. Castle (vice president of RIT and director of NTID) asked me to represent the Institute," Schultz says. "I'll be taking some of our telecommunication equipment with me, so others can see what they can do."

He is chairperson of Chavurah, a Hebrew word that refers to a group (of hearing impaired, in this instance) helping each other. He recently served as facilitator at a retreat of NTID Hillel members who came together at the local Jewish Community Center to establish their identity as Jewish deaf. These and other efforts demonstrate his commitment and point his way toward the summer conference in Israel.

An NTID student in its pilot year, Schultz has grown up with the college, envisioning its potential, witnessing its growth and feeling its impact. He joined NTID as an employee on July 1, 1975, and presently serves as manual/simultaneous communication specialist in Communication Instruction Department III.

Born into a hearing family, Schultz spent his formative years in an oral environment and thus manages well in spoken conversation. He attended classes with hearing students at Rochester's Harley School and Brighton High School and also attended the Rochester School for the Deaf.

Typical of many young people approaching college, Schultz was unsure of his vocational bent. Liking the outdoors, he first thought that he might like a civil engineering career. Then, searching further, he spent a year at Gallaudet College in Washington, D.C. When he heard that NTID would be located at RIT in his hometown, Schultz was "first in line."



STEPHEN R. SCHULTZ

He was able to begin immediately his business administration major and then to participate in RIT's traditional co-op program. To his surprise, he felt too limited at the banks at which he worked. "I didn't have the patience to wait for opportunity," he explains.

He next earned an MS in education from the State University College at Geneseo and launched his career in education. He recalls, "I was able to see immediate results of my efforts."

He was a specialist for the Inservice Teacher Training in Cognition in Perry, N.Y., for two years, working with participants who were mostly from New York State schools for the deaf. Then he joined the NTID staff as associate education specialist, College of Business Support Services.

It was his friendship with another deaf person that led him to learn to sign. He chuckles, "I'm still learning. It's a constant challenge to improve." He explains that a critical portion of communicating with others is the development of a sense of visual field, to look at the whole presence of the people and to concentrate on the rudiments of the conversation.

Schultz loves teaching. He loves people. His outgoing personality shows the benefits of a summer at the National Theatre of the Deaf in 1969. His business administration knowledge prepared him for some of his many community activities. He's on the board of directors of several organizations; a past president of the Greater Rochester NTID Alumni Club; advisor to 242 House, a community residence for developmentally disabled deaf adults in Rochester; and recently also headed a scholarship fund drive committee to raise money to award four yearly NTID scholarships.

His excitement is infectious. His limitations are few. He's a man of many talents whose achievements seem to know no bounds.

### CLIO AWARDS!

April 23, noon-1 p.m., 2-3 p.m.  
April 24, 10-noon; 1-3 p.m.  
Webb Auditorium



## RIT Benefactor Dies in Florida

Sarah Margaret Gillam, a 1916 graduate of RIT's predecessor institution, Mechanics Institute, and long time benefactor of RIT, died Thursday, April 16, in Ormon Beach, Fla.

The 1967 Outstanding Alumnus of RIT, Gillam was enrolled in the Normal Domestic Science program in the Department of Household Arts, the predecessor of RIT's School of Food, Hotel and Tourism Management, part of the College of Business.

Gillam provided scholarships to a large number of students in the school every year, and since 1969, the Sarah Margaret Gillam Award has been presented to an outstanding alumnus of the school in her honor.

Gillam last visited RIT in June 1980, touring the facilities of the School of Food, Hotel and Tourism Management and meeting with its director, George Alley.

According to Alley, "Miss Gillam was not only a lovely lady, but a dedicated educator and a professional administrator throughout her career." Alley added that she took great interest in the students in the program and the recipients of scholarships in her name and often commented on letters she received from them.

A member and former president of the American Dietetics Association (ADA), she was honored by Michigan State University and was the recipient of the Marjorie Hulsizer Copher Memorial Award, the highest honor bestowed by the ADA.

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## Women's Council

The RIT Women's Council held its annual luncheon meeting recently at the Chatterbox Club. Mrs. James C. Duffus, president, opened the meeting with a brief description of the council's purpose and an overview of its achievements during the past year.

Council members voted to donate additional funds to the Horton Child Care Center and to award a special grant to the RIT branch of the Distributive Education Clubs of America (DECA).

Immediately following lunch, Richard M. Eisenhart, chairman of the Board of Trustees, spoke on many aspects of the Institute.



*William Mackey (left) and Ronald Esposito, Rumrill-Hoyt vice presidents, talk with students Joel Lukacher and Brenda Reilly.*

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## Advertising VPs Present Lecture

To succeed in advertising, one must relate to clients, produce meaningful ideas and execute them with impact, Rumrill-Hoyt vice presidents William Mackey and Ronald Esposito recently told RIT students.

Mackey, vice president/director of media planning, and Esposito, vice president/director of graphic services, spoke to School of Printing students as part of the lecture series that is jointly sponsored by the School of Printing and the Magazine Publishers Association.

Advertising agencies are expected to serve as marketing counselors, preparers of and placement counselors for advertisements and executors of the ideas that will sell their clients' products, Mackey and Esposito said. To fulfill these expectations, an agency must first determine what kind of communication will best sell the product and then deliver a quality advertisement that is priced competitively.

To determine what kind of communication—radio, television or print advertisement—will be most successful, agencies must begin by asking questions. "We have to determine what the people need to know to buy the product," Mackey explained. Armed with that

kind of information, the agency then suggests the kinds of approaches and promotions it feels will be most effective.

The key factors in determining what kind of campaign to run are the reach (how many and what kind of people the client is trying to reach; the frequency (how often the ad will run); the impact (what size, color and shape the ad should take); and the timing (how long the client wants the campaign to run), Mackey said. Esposito added, however, that "the product defines the market."

Mackey and Esposito are employed in the Rochester office of Rumrill-Hoyt, Inc. The firm also has a New York City office and specializes in advertising, computer marketing services, public relations, and directory management, or Yellow Pages, advertising services. Approximately 20 clients are served by the advertising division of Rumrill's Rochester office. Rumrill-Hoyt's parent company is Compton Advertising, located in New York City.



# News & Events Reader Survey

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1. Do you read News & Events:  
 regularly       occasionally       seldom
  
2. What is your primary source of campus information?  
 memoos       News & Events       Reporter Magazine  
 informal contacts       formal contacts       WITR
  
3. Which best describes your method of reading News & Events?  
 usually read entire issue       skim it; look at headlines  
 read a few favorite features       look at photos and captions
  
4. a. Do you think News & Events serves (check as many as apply):  
 the entire RIT community       faculty and staff  
 administration       students
  
- b. Who do you think it should primarily serve?  
 the same as checked above       entire RIT community       faculty and staff  
 administration       students
  
5. Please rank in order of preference five of the following News & Events standard features (give your **top** preference a 1; **least** preferred a 5):  
 Profile       Datebook       News & Newsmakers       Policy & Information  
 photos       sports       general news
  
6. Check the description that is closest to your opinion:  
News & Events does a good job of keeping me informed about policy, events and changes at RIT  
News & Events does pretty well in these areas, but (please elaborate) \_\_\_\_\_  
\_\_\_\_\_  
I don't find News & Events very helpful because (please elaborate)  
\_\_\_\_\_  
\_\_\_\_\_
  
7. News & Events should be published:  
 daily       twice monthly       twice weekly       once monthly  
 weekly
  
8. Have you perceived any differences in News & Events over the past year? If so, it would be helpful to us to know what differences you've found and how you feel about them. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
9. Is there anything about News & Events that really annoys you? What is it? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
10. What new or additional information would you like to see in News & Events? \_\_\_\_\_  
\_\_\_\_\_





**READER SURVEY**

11. Where does News & Events come from?  
 one of the colleges  a cabbage  Instructional Media Services  the Communications Dept.
12. What do you think about the use of photos in News & Events?  
 good quality  dull  perfect  poor quality  
 too few  interesting  too many
13. What about "balance"? Please indicate for each area listed whether you think coverage is too great, inadequate, about right:  
 Too great  Inadequate  About right
- Upcoming events
  - Faculty/staff news
  - Sports
  - Institute news
  - Administrative activities
  - VIPs at RIT
  - Employee benefits
  - Student news
  - Development activities
  - Fund-raising activities
  - Other
14. How does News & Events usually get to you?  
 pick it up in the Union or elsewhere on campus  delivered  other
15. Are you  
 staff  faculty  student  administration  
 alumna(us)  other
16. Anything else you'd like us to know? \_\_\_\_\_

Thank you. We appreciate hearing from you, and we'll publish the results of this survey in a future issue. PLEASE RETURN THIS TO: News & Events, Communications, Bldg. 1 (without changing your answer to question 11)!

Continued from p. 1

members of the President's Council, now Chancellor's Council, who did so much to make the role of the college understood in the local community; to the countless donors whose admiration and respect for President Eisenhower motivated unusual personal, corporate and foundation philanthropy; to President M. Richard Rose,

for his initial openmindedness and courage in considering and, then concluding, to bring Eisenhower within the RIT family of schools and colleges, for his constancy in advancing the concept and the academic character of Eisenhower and—of great significance—retaining and enhancing the memorial

commitment to President Eisenhower; and to the trustees of RIT for establishing the policies that have given new life and permanence to Eisenhower College. "President Rose has requested that I serve as a consultant to him for a year and I have gladly accepted."