



NEWS AND EVENTS

February 28 — March 13



AWARDERS AND AWARDEE

Joining in on a proud moment during the presentation of the Nathaniel Rochester Society (NRS) Award for 1977 are from left to right: Harris "Bud" Rusitzky, NRS President; Dr. Paul A. Miller, RIT President; John Wiley Jones, award recipient; and Richard H. Eisenhart, Chairman, RIT Board of Trustees.

RIT honors J. W. Jones

In recognition of his numerous contributions to the advancement of RIT, John Wiley Jones of Caledonia has received the Nathaniel Rochester Society (NRS) Award for 1977.

Dr. Paul A. Miller, RIT president, presented the award at the society's annual awards dinner February 15 at Oak Hill Country Club.

The award, established in 1972, honors outstanding service to the Institute and is the highest tribute presented by the society.

Jones, founder and chairman of the board of Jones Chemicals, Inc. has been a steadfast supporter of RIT since 1971 when he and his wife joined the Nathaniel Rochester Society.

In 1974, to honor its founder, Jones Chemicals, Inc. established the John Wiley Jones Distinguished Lectureship in RIT's College of Science as well as a series of awards for science students.

In 1976, to honor his wife's life-long interest in the arts, Jones established the Helen Lucille Jones Scholarship Fund to aid students from the Rochester area enrolled in the College of Fine and Applied Arts.

Recently, Jones and his company endowed

the William D. Gasser Distinguished Lectureship in Business.

Prior recipients of the award were: Gaylord C. Whitaker in 1973, Trustees of the Mary Flagler Cary Charitable Trust—Edward S. Bently, Herbert J. Jacobi, Helen Lee Stanton, Frank S. Stubbs—in 1974, Mr. and Mrs. Brackett H. Clark in 1975, and Ezra A. Hale in 1976.

The Nathaniel Rochester Society, which

was founded on October 29, 1967, recognizes the importance of a close relationship between leaders of the community and RIT. The society was named after the founder of the city, who also served as RIT's first president in 1829.

The society is sponsored by the Institute's Board of Trustees, and its members represent a major resource of leadership and financial support.

Energy: campus up-date

We may be warmer these days, but the energy crisis isn't over yet. We have only the weather to thank for the extra heat.

As of February 18, RIT's use of gas is still below the amount allocated by Rochester Gas and Electric, said Tom Hussey, director of Campus Services. Although gas has been restored to many more areas of the Institute, continued curtailments are keeping the gas usage way down.

Hussey says that Campus Services is trying to maintain a temperature of 55-65 degrees in the academic areas, and 65 degrees in the

residence halls.

Because of the danger of fumes in science, engineering, fine and applied arts, and graphic arts and photography, ventilation has been restored to these buildings, Hussey says, but only as necessary.

"We've been successful in saving a lot of energy on campus," Hussey said, "and have learned quite a bit about our plant in the process.

"But credit is due to all the creative people around here, without whose cooperation we could never have done it."

Cashing-in on cinema calamity

It's been a bad year for disasters. Blizzard after blizzard in Buffalo. Impending drought in the west. A tragic train crash in Chicago.

It will doubtless be an even worse year in the movie theaters, where grave catastrophes are happening every day, hour after hour, up on the screen.

There's no disaster in the box office, though, as the crowds flock to spend money to revel in two hours of terror and tragedy.

Why? What is the attraction of these films?

It's a combination of forces, says Bruce Austin, who teaches communications in the College of General Studies. Austin, in a recently published paper entitled, "Cinema Catstravaganzas: Reasons for the Popularity of Recent Disaster Films," points out that people are drawn to disaster films because of the same morbid fascination that draws them to fires and traffic accidents.

Another possible explanation is the sense of release, of living out anxiety, that one feels when immersed in someone else's misfortunes.

Still another explanation is that disaster films reinforce society's traditional values. Austin cites theorist Herbert Gans, who points out that in most disaster films, "ordinary people will act unselfishly, the weak will grow strong, deviants will conform, and sinners will sacrifice themselves to save the group."

Austin feels that all these explanations hold true; but that none comes quite close enough to answering the question. He adds his own thoughts on the subject.

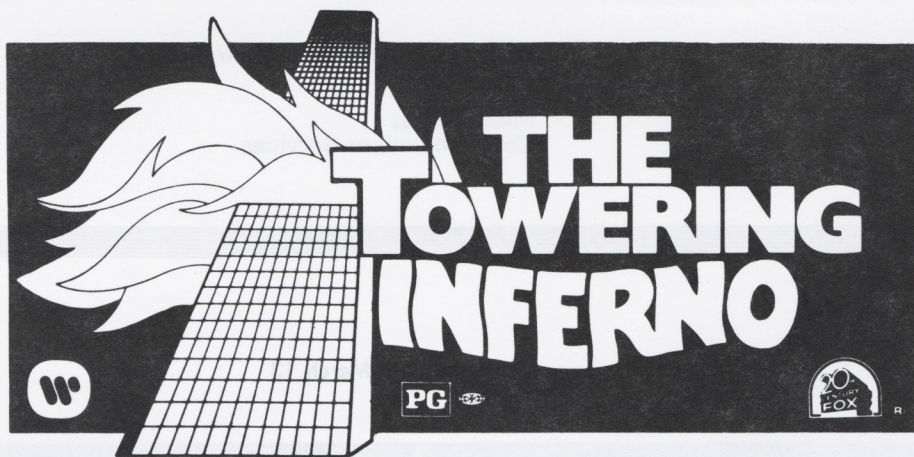
"You don't need a psychologist to tell you that the human psyche craves vicarious titillation," he contends. "And the disaster

Policy Council

The Policy Council will hold its next meeting on March 14. The agenda is as follows:

1. Interim report from Long Range Planning Committee for information and discussion.
2. Position paper on Career Education at RIT for discussion and action.

If you have any questions, comments or opinions, contact your Policy Council representative.



CASTRAVAGANZAS

The Towering Inferno is just one of a recent run of disaster themed films.

film provides a readily available source for that stimulus."

Austin feels that television also plays a part in the attraction to disaster films. He argues that, rather than improving the quality of television programming, producers have pandered to the taste for sensational optics, mundane plots, pat formulas. Austin contends that disaster movies, "catstravaganzas," simply repeat, on a grander scale,

the formulas for which TV has created a market.

"The reason for the popularity of the two media lies in the nature of man," Austin says. "Man has stayed unchanged in his aesthetic tastes, and though the motion picture industry and television have become much more sophisticated technically, they continue to pump out just what the populace wants—and has been conditioned to accept."

CCE and industry create new program

Those who have been concerned about the apparent isolation of RIT's colleges from one another, take heart. A new day may be dawning! There's evidence of inter-college cooperation.

For the past year or more, a committee of chairpeople from the Colleges of Science, Engineering and Continuing Education (CCE) have been working with industry representatives to hammer out a proposal for an associate in applied science (AAS) program in engineering science for part-time students in CCE.

According to the proposal, graduates of the AAS program would be able to transfer to the baccalaureate program of the College of Engineering, which is accredited by the Engineer's Council for Professional Development (ECPD). There they would complete the last two years of study toward the BS degree on a part-time basis.

Having received the blessings of the appropriate committees at the Institute, as well as the support of such local industries as Kodak, Xerox, Sybron and Stromberg Carlson, the proposal has been forwarded to the New York State Department of Education for their information. CCE hopes to begin the program in the Fall Quarter of 1977.

According to CCE's Silvio De Cristofaro, the proposal was developed to help RIT's part-time students obtain licensure as professional engineers in New York State.

"This doesn't mean," said De Cristofaro, "that the engineering science program will replace applied science in CCE. The two will be offered concurrently."

Miller scholarship

A scholarship in the name of Paul Miller, chairman of the board of Gannett Co., Inc., has been awarded to a student in the College of Continuing Education.

Dexter Martinez was the recipient of CCE's Paul Miller Management Certificate Program Scholarship. The award was given for participation in a new full-year course at RIT, "The Management Process," directed at developing effective supervisors and management managers, and leading to a management certificate.

The purpose of the scholarship is to assist a deserving student interested in developing his or her supervisory skills, Martinez was chosen to receive the scholarship on the basis of his adjudged potential to benefit from the management training he will receive in the certificate program.

The establishment of the scholarship was announced in April, 1976, at RIT's 50th Annual Management Convocation, at which Miller presented the major address.

RIT to hold design seminar

If you're interested in the subject of design, March 17 is the day to remember on the RIT campus.

That's the day RIT's College of Fine and Applied Arts is sponsoring a seminar on the past, present, and future of design called "Design Prospectus." The seminar will draw to campus outstanding professionals in industrial, environmental and graphic design.

Arthur J. Pulos, chairman of the Department of Design at Syracuse University and

president of Pulos Design Associates, will kick off the seminar with a slide-lecture on the history of design. He'll be followed by William Lansing Plumb, president of the Plumb Design Group of New York City, who will discuss the state of industrial design. The Plumb Design Group has received national attention for industrial designs like the Dictaphone 10 which has been acquired by the Museum of Modern Art in New York as part of the Permanent Design Collection.

Stephan Geissbuhler will be next with reflections on graphic design. He's a designer for Chermayeff & Geisner of New York City and has been responsible for the graphics used in the Smithsonian Institution's exhibit "A Nation of Nations" and in packaging for Quaker, Swift Foods, and Schaefer Beer among others.

The evening session will include a keynote address by Dr. Peter Reyner Banham, chairman of the Department of Design, College of Architecture and Environmental Design, State University of New York at Buffalo, on the future directions of the design field. Immediately after his address, a panel session on design will begin. In addition to Banham, Pulos, Plumb, and Geissbuhler, participants will be: Ritasue Siegel, president of Ritasue Siegel Agency, Inc., New York City; Arthur Crapsey, manager of industrial design, Eastman Kodak Company; Richard Denatle, creative director for the Carborundum Company, Niagara Falls, New York; Nancy Adler, RIT student; and Scott Stultz, RIT student.

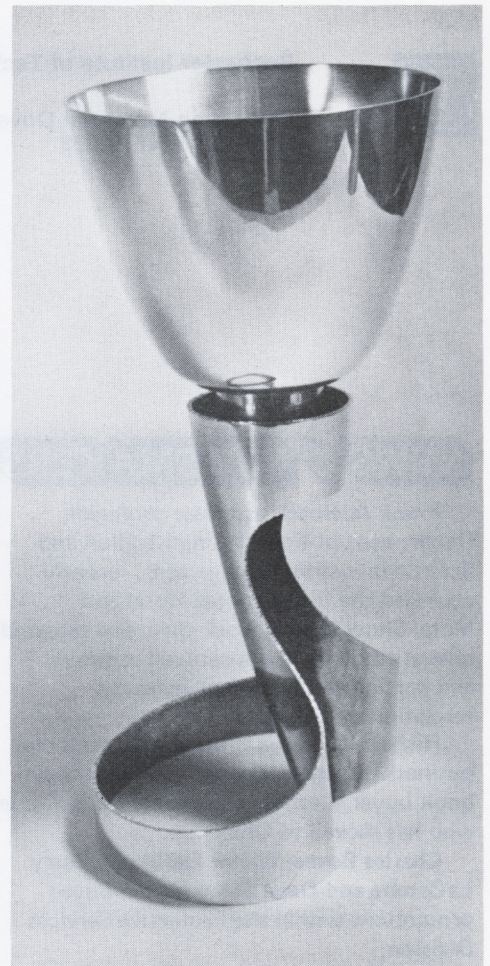
Dr. Robert Johnston, dean of the College of Fine and Applied Arts, and Dr. Todd Bullard, Provost and vice president for Academic Affairs, will welcome seminar participants.

Although primarily planned for RIT students, the seminar will be open to alumni, design professionals, students at nearby colleges, and the community at large.

The seminar was organized by R. Roger Remington, chairman of RIT's Department of Communications Design; Craig McArt, chairman of RIT's Department of Environmental Design; and Kenneth DeLor, graduate student in the Department of Communication Design. DeLor's work on the seminar including scheduling, arrangements, a brochure and posters are part of credit toward his college program.

With this event the College of Fine and Applied Arts begins a series of annual seminars in fine and applied arts. Under consideration for next year is a seminar in applied aesthetics.

More information about the seminar will be carried in the next issue of *News & Events*.



Hans Christensen, Mowris Professor in the School for American Craftsmen, submitted a piece to the Society of North American Goldsmiths' national competition that won one of 183 awards out of 800 entries.

Public Affairs opens gallery

The Office of Public Affairs is displaying the work of its design and photography staff in the reception area on the fourth floor of the administration building.

Currently, color xerographs by photographer Bruce Cook are being shown. The xerographs were made on the Xerox copier in the Media Production Center by projecting a mirrored image of a color slide onto the fresnel lens of the machine. The xerographs will be on display until March 3.

Darkroom Technician Jim Castlelein will show black and white prints made from glass negatives photographed in the 1890's.

Castlelein's prints will be on display until March 31. Future exhibits will include work by designers Randy Ross, Shelley Magnaghi, David Barringer, and John Massey and photographer Diedre Engle.

DESIGN

SEMINAR SYMBOL

Designed by Kenneth DeLor, the letterforms begin with a Roman letterform circa AD 100 (bottom) and progress to one called "Data 75," a contemporary letterform.



Rochester Institute of Technology

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NEWS & NEWSMAKERS

Frank A. Bucci, associate professor, Department of Food Administration and Tourist Industries Management, recently attended the International Hotel and Motel Show in New York City, and escorted several students to educational seminars and participated in complementary education experiences.

Richard C. Legge is the Bookstore's new business manager. Formerly assistant textbook buyer, Legge replaces Patricia McCauley, who has moved to Ohio.

Charles Bovee, **Walter DeRouen**, **Barry LaCombe** and **Dean Sehm** have received promotions within the Protective Services Division.

Bovee, formerly A shift assistant supervisor, is now supervisor of the B shift.

DeRouen, formerly B shift supervisor, is now security specialist.

Former Office Administrator LaCombe has become safety administrator.

Sehm, formerly an investigator, now supervises investigations.

Robert F. Iannazzi, photographer/cinematographer at NTID, has won the A&R Color Labs, Inc. award for excellence in portrait photography in this year's Greater Rochester Professional Photographer's print competition.

Michael Kleper, assistant professor at NTID, has recently completed *Positive Film Make-up*, published by The National Composition Association, a section of Printing Industries of America.

The work deals with the page assembly of phototypeset film materials.



VIRGINIA CASHMORE

Admissions aide

Ms. Virginia Cashmore has been appointed coordinator of operations in the Office of Admission, a position which has been vacant for five months.

In addition to overseeing all clerical functions, Ms. Cashmore will be processing the thousands of inquiries that come into RIT each month.

Admission is striving for a quick "turn-around time," according to Dr. John Humphries, dean of Admission, as an added push to help increase enrollment.

"With these pressing economic times," he said, "there is heavy competition among colleges today. We are now hoping for a five per cent increase, and one of the ways to establish good outside rapport is to effectively communicate with potential students."

"I feel we can help accomplish this with the correct marketing approach," Ms. Cashmore said. "We hope to be able to streamline our procedures so that inquiries are promptly and courteously attended to, without making students wait."

The Office of Admission is expected to assume even greater dimensions in the future. Eventually, all Institute applications and inquiries, including those of NTID, will come under Admission's domain.

CONTINUING EVENTS

Bevier Gallery—Textiles from Pakistan. March 12-31. Reception, March 11, 8-10 p.m. Gallery hours: Mon.-Fri., 9:30 a.m. to 4:30 p.m.; Mon.-Thurs., 7-9 p.m. Closed temporarily on weekends.

Cary Graphic Arts Collection—Variations on Typographic Themes: Interpretations of Literary Classics by the Book Designer. School of Printing, through March 25.

Public Affairs Gallery—Color Xerographs by Bruce Cook, through March 3. Black and white prints from glass plates by Jim Castlelein, March 3-31. Office of Public Affairs, Mon.-Fri., 8:30 a.m.-4:30 p.m.

Dartmouth Glee Club—Concert to benefit the Dartmouth College Scholarship Fund. Ingle Aud., March 15, 8 p.m., \$4. Tickets may be purchased at the door.

Rochester Area Colleges—5th Annual Conference on Computers and Instruction. Dr. Don Bitzer, U. of Illinois, and Dr. Harvey Long, IBM. Science bldg., rm 1250, March 1. Registration, 9:30 a.m.; \$7 includes lunch. For information, contact Jim Von Feldt, 464-6370.

Tailsman Film Festival—
Call 464-6565 for information

Three from RIT are art judges

Peter Giopulos, associate dean of the College of Fine and Applied Arts, **Philip Bornarth**, faculty member and chairman of the college's Fine Arts Department, and **Thomas Raco**, assistant dean for NTID/College of Fine and Applied Arts, were members of the judging panel for the annual Scholastic Art Awards competition.

Celebrating its 35th year at Sibley's, the competition attracts more than 1,400 entries from the 12-county Central Western New York area. An exhibit of the works will be displayed in the Ward Gallery at Sibley's downtown store February 12 through March 5.

Giopulos, who chaired the local Scholastic Art Awards advisory committee, will also be a judge in the National Scholastic Art Awards competition to be held in New York City in mid-March.

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