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UCC Campaign opens: 'Let's keep it working'

"Let's keep it working...for all of us."

"Let's keep *what* working...for all of whom?" you may ask.

If you think that it's just another slick slogan from Madison Avenue, get ready for a few surprises.

According to Personnel Director Everett C. Merritt, the United Community Chest

(UCC) and Red Cross Campaign was "working" for over 200 RIT employees last year.

Nearly 48 per cent of every dollar contributed by RIT employees was returned to RIT people in social, legal, recreational, and medical services through UCC supported agencies, Merritt explained.

From Campfire Girls to Convalescent Hospital, more than 26 local United Way agencies aided RIT employees, according to figures released by UCC Coordinator Ira Cooperman. The agencies returned \$13,827.30 in direct support and services during 1976.

But, no less important, are the 425,000 people who will be served by the Red Feather agencies. In fact, better than 160 individual agencies will provide critical human services to residents in a four-county area.

"The United Community Chest supports people, not agencies," says Robert Way a program coordinator in RIT's College of Continuing Education and local UCC campaign training coordinator.

Doing our part in helping the campaign reach its goal of more than \$16 million dollars is no easy task. And Way has trained a group of more than 100 RIT people to canvass the campus for donations.

Noting the good work of the Chest, President Paul Miller has asked for the RIT community's support.

"At RIT, I hope that all of us will keep the good work of these Community Chest agencies in mind. Contributing to this necessary effort is an important way for RIT to demonstrate its continuing concern for the community of which it is a part," Miller said.

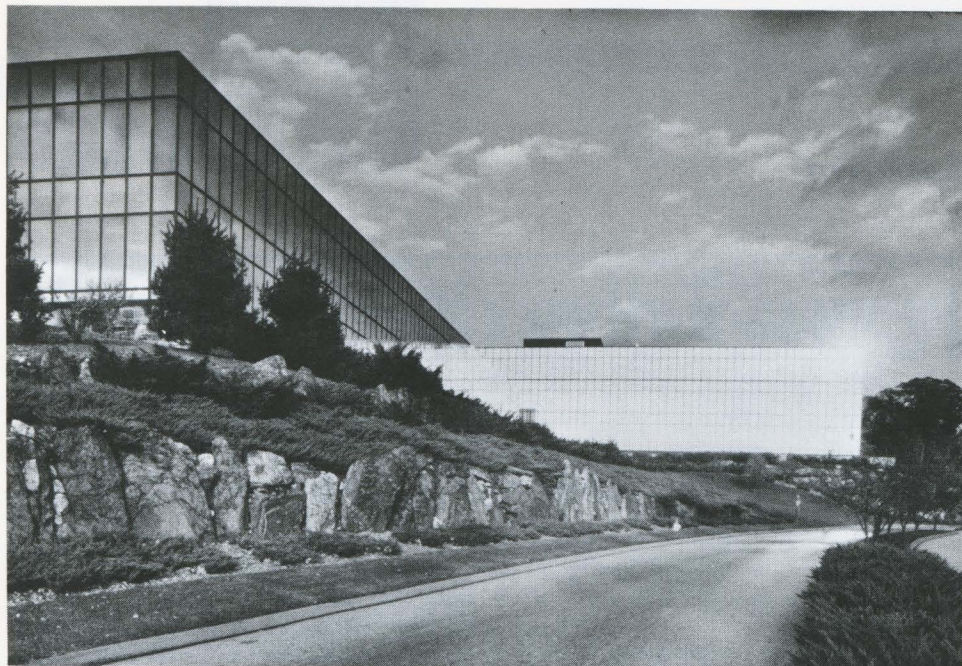
"If you wish you may designate a single agency to receive your donation," he added.

This year, RIT will once again have a payroll deduction plan, and employees will also have the option of making their donation in cash or check, or be billed directly by the Chest.

So, when you are asked this week to "keep it working," give it some thought. One of the hundreds of thousands that you are helping may be the person in the office next door, or even yourself.



Exhibition, lecture series honor late William A. Reedy



"Truth, Beauty & Good," an exhibit of the work and collections of photographer-editor Bill Reedy, and lectures by designer Max Lomont and photographer Vince Lisanti will conclude the William A. Reedy Memorial Lecture series for the year.

The exhibit will run from April 15 through April 29, in the NTID Gallery. Hours are 10 a.m. to 4 p.m., Monday through Friday.

The lectures will start at 7:30 p.m., Friday, April 15, in the NTID Theatre.

Reedy was the founder and editor of the Kodak quarterly *Applied Photography*, a publication recognized for its high standards in photography and printing reproduction. After his death in 1975, several of his friends and fellow photographers instituted the lecture series as a means of perpetuating Reedy's tradition of excellence and of encouraging budding photographers.

The exhibit, planned by NTID Special Events Coordinator C.T. Ferguson, shows how Reedy's work reflected the truth, beauty and good he sought in the creation and presentation of fine photography.

Ferguson, who knew Reedy, explains that Reedy traveled extensively throughout the country looking for dramatic backgrounds for his photos. During these travels he accumulated a unique and comprehensive collection of native pottery, ceramics, weaving, plants, gems, minerals and artwork to use as props in his photographs. Many of these artifacts will be displayed with photographs showing how he used the photographic medium to enhance the artwork.

Max Lomont, who is now vice president, packaging and design at Quaker Oats, was one of the prominent package designers featured in *Applied Photography*, issue 58. In that issue, Reedy dealt with the relationship between designer and photographer and the way they must work together in harmony to produce a package design.

Lomont's lecture will cover the practical aspects and relationships of photographic application to design. He'll also pay tribute to the late Albert Gommi, one of the photographers who established the lecture series, and show examples of Gommi's work.

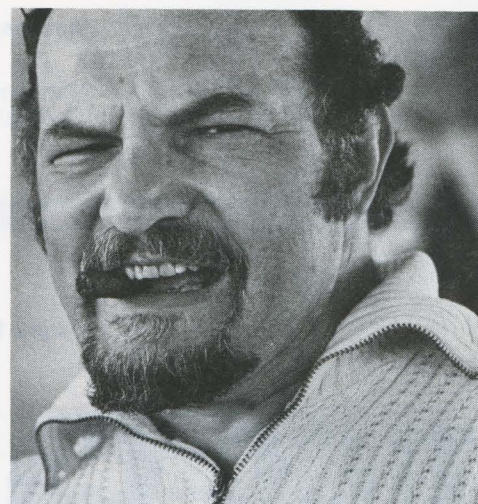
A native of Paris, Lomont started his career 25 years ago at a New York agency. He held design and management positions at American Home Products, General Foods and Pepsi-Cola before joining Quaker Oats.

Lisanti, a 1947 graduate of RIT's School of Photographic Arts and Sciences, will discuss use of 35 mm in architectural photography.

Although he is probably best known for his architectural photography, Lisanti is especially proud of a recent award for sports photography from *Nikon World*. His work has appeared in a variety of publications, including, *Life*, *Look*, *National Geographic*, *Better Homes and Gardens* and *Family Circle*, and he has more than 500 magazine covers to his credit. He was featured in *Applied Photography* three times.

Lisanti has operated his own New York City studio for the past 19 years.

The Reedy exhibit and lecture series are free and open to the public. They are hosted by RIT in cooperation with Kodak's Professional and Finishing Markets Division.



SHOT AND SHOOTIST

At left, architectural photography by RIT Graduate Vince Lisanti was featured in *Applied Photography*, an Eastman Kodak Co. quarterly edited by the late William A. Reedy. Lisanti, above, and Max Lomont, vice president, Quaker Oats Co., will present the final William A. Reedy Memorial Lectures April 15 in the NTID Theatre.

RIT and UR present 18th-Century 'experiments'

Bicentennial fervor isn't dead yet.

It will still be in evidence Wednesday, April 13, when two physicists from the College of William and Mary present "A Lecture in Natural Philosophy," sponsored by the University of Rochester and RIT's Physics Department.

The physicists, Hans von Baeyer and John McKnight, have been touring the country delivering a lecture similar to those presented by traveling speakers of the late 1760s. Enhancing their talk will be a selection of specially restored or reconstructed 18th century scientific apparatus.

"This lecture will give the modern audience an accurate review of the role of science in the lives of the educated populace of 18th century America," von Baeyer said. "At the same time it will introduce people to experiments which, since they are governed by the laws of nature, are as fresh and exciting now as they were 200 years ago."

Dr. V.V. Raman, RIT's Physics Department head, will hold a reception for von Baeyer and McKnight at his home following their presentation.

The program will take place at 4:30 p.m. in Hoyt Hall on the UR River Campus.

Admission is free and open to the public.

WORLD HUNGER WEEK

mon 4/11 tues 4/12 wed 4/13 thurs 4/14 fri 4/15

COLLEGE UNION LOBBY - - - Read & Sign Petition to establish a U.S. Grain Reserve - - -
 To be presented to Congressmen Barber B. Conable and Frank Horton
 Stop by the Information Tables and Visual Displays on Oxfam-America; Nutrition;
 Bread For the World; and Food Waste.

morning
 afternoon
 evening

10:00-2:00 - CU Lobby - Films on	10:00-2:00 - CU Lobby - Films on	Lunch - CU Cafeteria Alternative 3rd World Meal.	12:00-1:00 - CU 1829 Room -
World Hunger and Poverty.	World Hunger and Poverty.	1:00-2:00 - CU Cafeteria - "Food for Thought: World Hunger?" - President Miller heading a panel of experts responding to your questions.	Inter-Faith Service. 3:00 - CU Lobby - Presentation of Petition to Congressmen Barber B. Conable & Frank Horton
7:00-8:30 - Sol Heumann S. Alison Smith - "What is an Oxfam?" A discussion on Oxfam with RHA & Constituent Government Representatives. Open to all of RIT	4:30-6:30 - Grace Watson & Dining Commons - Meal Tickets recorded for participation in Thursday "Fast Day".	8:00 RIT Ice Arena - "Harry Chapin" Benefit Concert for World Hunger	5:30-7:00 - Sol Heumann N. -
7:00-8:30 - NRH N. - "Junk Food." An open forum with RIT students and faculty - talking about you and the food you eat. Open to all of RIT	8:30-10:00 Alpha Xi Delta - Budd Hall "The global Dimensions of Hunger." Open to all of RIT.	"Sharing Supper" of broth, crackers, & your thinking. Open to all of RIT.	All programs interpreted for NTID

"someday you'll be involved, why not now?"

Advertisement Board for Republic

Easter eggs his art form

Zenon Elyjiw, an expert in color printing technology at the Graphic Arts Research Center, has a hobby as colorful as his professional work: Easter eggs.

Ukrainian-born Elyjiw has been coloring and collecting traditional Ukrainian Easter eggs for 30 years.

More than 300 examples from his 500-egg collection will be exhibited in the lobby of the Gannett Building through April 15. Hours are 8 a.m. to 9 p.m., Monday through Thursday, 8 a.m. to 4 p.m. Friday.

Coloring eggs dates back long before Easter was celebrated. According to Elyjiw, almost all ancient people recognized the "magic" of bird's eggs and used them as talismans. The egg's power to avert evil was enhanced by decorating it with magic symbols applied with molten bees wax.

Coloring was done by dipping the egg in successively darker dyes, each time applying more design with the wax. When the dying was completed, the wax was removed, revealing a variety of color and pattern.

The scale of color was dominated by red, symbolizing the rising sun, fire and blood. Yellow represented ripe crops, honey, amber and gold; green, the growing power of plants; and brown and black, earth.

Natural dyes made from plants were used. These, too, were considered magical because they were used in folk medicine.

Eggs were decorated with solar symbols, crosses and stylized plant and animal designs, all of ancient origin. Horses, deer and fish, similar to those used on Easter eggs, have been found in the caves of southern France, attributed to artists of the Ice Age.



EGG DECO

Three of the more than 300 Easter egg designs in Zenon Elyjiw's current exhibit at RIT.

Although eggs were decorated long before the beginning of Christianity, Elyjiw explains the custom was adopted by the Church for the spring holidays of Easter. Some Christian designs were added, but the pre-Christian symbols were carried on by tradition and remain virtually unchanged.

Decorating Easter eggs was popular among the Slavic peoples of eastern and southeastern Europe, but it is the Ukrainians who have made it a highly developed type of folk art. Each area of Ukraine has its own favorite designs and colors developed over the centuries by generations of folk artists. There are dozens of names for various types of Easter eggs, and hundreds of design elements. An expert can pinpoint the origin of an egg by its special design.

Examples of many of these types of Easter eggs will be included in the Elyjiw exhibit, along with the tools and materials he uses to color them.

Packaging text: one of few

Dr. Harold J. Raphael, director of the Department of Packaging Science, and Dr. David L. Olsson, assistant professor in the department, will almost have a corner on the market with their new book *Package Production Management*. As Raphael explains, there are perhaps only a dozen books that deal specifically with the field of packaging.

That's in part because packaging itself is still a relatively new field. Although packaging has been practiced as long as products have been produced, the modern age of packaging is only about 30 years old.

Incidentally, RIT's packaging program is one of only five similar programs in the world.

Package Production Management is an updated and expanded edition of an earlier

book by Raphael called *Packaging: A Scientific Marketing Tool*. He completed that book under a Packaging Education Foundation grant. The hardbound book sold 2,500 copies, which "isn't bad for the packaging field" says Raphael.

The RIT Office of Security Trust Company has established a walk-up window which is open after regular business hours. The window, which is located in the main concourse of the George Eastman Memorial Building, is open from 3 to 4:30 p.m. Monday through Thursday.

NEWS & NEWSMAKERS

Henry J. Cassia, associate professor, College of Business, spoke at the American Academy of Advertising Convention in Minneapolis. His topic was his own approach to teaching national advertising campaign design. At the convention he also attended the first meeting of a 13-college committee which aims, over the next five years, to discover ways to improve basic approaches to teaching Marketing.

Dr. Burt Carroll, consultant and research project advisor in the School of Photographic Arts and Sciences, has been serving as visiting lecturer for the Society of Photographic Scientists and Engineers (SPSE). Dr. Carroll has spoken to local SPSE groups throughout the country on the topic of spectral sensitization. He has published 45 articles and holds 78 patents.

Richard Coble, a graduate student in the College of Fine and Applied Arts, has won the \$1500 first prize in an international design competition. His design for the Coca-Cola Cup will be produced by silversmiths in England and presented as a trophy at the World Youth Soccer Tournament in Tunisia in June.

James E. McMillion, McGhee Professor and chairman of RIT's Photographic Processing and Finishing Management Department, was moderator for a management seminar preceding the Photo Marketing Association's annual convention and trade show in Chicago, March 25 through 30. Professor Herbert Mossien, College of Business, conducted a session on motivation. He has presented similar programs in Rochester; Fort Myers, Florida; Indianapolis, Indiana; and Santa Fe, New Mexico. Photo school faculty Robert Keyser, Jean-Guy Naud, James Bakunas and David Margaretos also attended the conference.

The Greek Advisory Board presented a leadership training program at Nazareth College for RIT Greek presidents, vice-presidents, secretaries, treasurers, rush chairpersons and food stewards. RIT employees who are board members are Joseph Benenate, associate professor, College of Business; William Beatty, associate professor, College of Business; E. Louis Guard, associate director of Admission; Stephen Immerman, assistant director of Student Activities; Charles Layne, Developmental Education specialist, NTID; Beverly Markus, coordinator of Cooperative Education, College of Business; Edward Maruggi, head of Engineering Technologies, NTID; Gregory Slapak, coordinator of Greek Affairs; Robert Witmeyer, assistant to the dean, College of Science; and John Zdanowicz, associate professor, College of Business. Thomas Roche, Greek Council president 1976-77, is also on the advisory board.



Rochester Institute of Technology

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JAZZ RITES OF SPRING

Eastman Jazz Ensemble, under the direction of Rayburn Wright, will perform the last of the concerts in RIT's spring series April 15 at 8 p.m. in Ingle Auditorium. The free concerts were organized by Carolyn Gresham, General Studies, through a Complementary Education grant.

It's World Hunger Week here

A week devoted to the problem of world hunger will begin April 11 at RIT.

Organized around the theme, "World Hunger—You'll be Involved Someday, Why Not Today?," the week will offer students a substantive examination of the problem of food supply and nutrition through classroom discussions and evening rap sessions. Topics to be discussed include explorations of the global dimensions of hunger and poverty, food wastage and usage, junk food, and hunger relief organizations.

Folk-rock singer Harry Chapin will perform a benefit concert in RIT's ice arena Wednesday, April 13 at 8 p.m., with proceeds going to world hunger relief organizations. Another fund raising event will occur on Thursday, April 14, when students will be able to participate in a "Fast Day" on campus. Costs of their noon and evening meals can be donated to Oxfam-America, an independent development and hunger relief agency.

Students and faculty will be offered an "alternative meal" Thursday from RIT's Food Services department. The meal will be similar to meals eaten by undernourished

people in Third World countries.

World Hunger Week at RIT has been organized by the Chaplains' Office and the College-Alumni Union staff with help from faculty, students, administrative officers, Food Services, Communications Services, residence halls staff, and the Media Center.

Allison Smith, director of Oxfam-America, and Budd Hall, executive director of the International Council of Adult Education, with 14 years experience in Africa, will speak in classroom sessions during the week. On Friday, students and faculty can attend a noontime interfaith worship service in the 1829 Room of the College-Alumni Union. Audiovisual programs will be available throughout the week.

The State University of New York at Geneseo is also conducting events related to world hunger during the week of April 11.

A national day spotlighting world hunger will be sponsored by the Center for Science and the Public Interest on April 21.

"News and Events" is published every other Monday during the academic year by Communications Services at Rochester Institute of Technology and distributed free of charge to the Institute community. For information, call 464-2344.

CONTINUING EVENTS

Spring Concert Series—Eastman Jazz Ensemble, Rayburn Wright conducting. Ingle Aud., April 15, 8 p.m. Free. Reception follows performance.

Diabetes Clinic—Free early detection clinic conducted by Rochester chapter of American Diabetes Association, Grace Watson Dining Hall, April 16, 11 a.m. to 3 p.m.

Bevier Gallery—Graduate Student Thesis Show, April 9-29. Mon.-Fri., 9:30 a.m. to 4:30 p.m.; Mon.-Thurs., 7 to 9 p.m.; Sat., 1 to 5 p.m.; Sun., 2 to 5 p.m.

Benefit Concert—Harry Chapin, with proceeds to benefit world hunger relief. Ice Arena, April 13, 8 p.m. Donation \$5. For more information call 464-2307.

Biology Seminar—"Environmental Effects of Nuclear Power," lecture by Douglas Allen, University of Buffalo. Science building, rm 1130, 1 p.m.

Cary Graphic Arts Collection—"The Life and Work of Eric Gill," exhibition of letterforms, March 28-May 6, School of Printing.

Faculty Council—Meeting for all interested faculty to discuss "open faculty files" with Dean William E. Castle, chairman, Faculty Files Committee. General Studies building, rm A-205, April 12, 1 p.m. Call 464-2016 for more information.

Free Film Festival—"It's All in Your Mind," eight short films of recent vintage, including *Orange* and *Coney Island*. General Studies building, rm A-205, April 19, 1 to 2 p.m. Co-sponsored by Dept. of Instructional Technology and AV Services.

William A. Reedy Lecture Series—Max Lomont, vice president, Quaker Oats Co., on practical aspects of photographic application to design, and RIT Alumnus Vince Lisanti, Lisanti Photo Inc., on use of 35 mm equipment in architectural photography. NTID Theatre, April 15, 7 p.m. Session for students, Webb Aud., April 15, noon.

NTID Gallery—"Truth, Beauty & Good," exhibition of work and collections of Rochester photographer-editor William A. Reedy, April 15-29. Mon.-Fri., 10 a.m. to 4 p.m.

Talisman Film Festival—*Olympia*—Webb Aud., April 12, noon and 7:30 7:30 p.m., free.

Obsession—Webb Aud., April 15, 7:30 and 10 p.m., \$1.25.

Family Plot—Ingle Aud., April 16, 7:30 and 10 p.m., \$1.25.

Spellbound—Ingle Aud., April 17, 7:30 and 10 p.m., \$50

Grand Illusion—Webb Aud., April 19, noon and 7:30 p.m., free.

The Romantic Englishwoman—Ingle Aud., April 22, 7:30 and 10 p.m., \$1.25

The Man Who Fell to Earth—Ingle Aud., April 23, 7:30 and 10 p.m., \$1.25

Children of Paradise—Ingle Aud., April 24, 7:30 and 10 p.m., \$50