



Rochester Institute of Technology

Published by
Communications Services

Institute
Publications
R. I. T.
COLLECTION

NEWS AND EVENTS

October 17 – October 30, 1977

Mossien chosen for McClure professorship

Herbert J. Mossien has been named the first J. Warren McClure Professor of Marketing in RIT's College of Business.

Mossien joined the RIT faculty in 1971 when he retired as a vice president of Bausch & Lomb, Inc. and general manager of its scientific instrument and special products divisions. He had spent 32 years at Bausch & Lomb, starting there as a salesman.

As McClure Professor, Mossien will continue his teaching in marketing and general management. His Fall Quarter courses include a distinguished lecture series intended to expose graduate business students to top-notch local executives. Guest lecturers will represent education, a utility, government, a multidivisional company, a conglomerate and a small company.

In addition to teaching, Mossien has served as a management consultant for many of the major industries in Rochester and has had articles published in nationally prestigious business and management magazines such as *Harvard Business Review* and *Akron Business Review*.

Mossien has been active in a variety of civic and business organizations and currently serves on the boards of directors of Carhart Photo, Information Associates, and Ohaus Scale Company.

The McClure Professorship is funded by a gift to RIT's 150th Anniversary Campaign from J. Warren McClure.

McClure, a former newspaper owner and publisher, retired in 1975 as vice president-marketing for the Gannett Newspapers.

He is a director of Gannett Company, Inc.; president of McClure Media Marketing Motivation Company, a Rochester-based newspaper service organization; and vice chairman of RIT's board of trustees.

McClure's interest in RIT developed while he was in the marketing position at Gannett. In conjunction with other professors in RIT's College of Business, he organized several marketing seminars for Gannett personnel.

The McClure Professorship is one of nine endowed chairs at RIT, the first to be established in the College of Business.



MR. AND MRS. J. WARREN McCLURE AND MR. AND MRS. HERBERT MOSSIEN

RIT to receive \$71,250 in Kodak educational grants

Eastman Kodak Company announced grants of \$3.8 million to 280 colleges and universities in the United States through the company's 1977 Educational Aid Program. RIT will receive \$71,250 through this program.

Since the program was formalized in 1955, Kodak has contributed \$61 million to advance the cause of higher education at more than 850 institutions. The grants are financed from the company's current earnings and from funds previously set aside for that purpose.

In making the announcement, Kodak chief executives stated: "The quality of life available to future generations will evolve from enlightened efforts made in the present...educational institutions are confronted with growing economic pressures as they strive to fulfill their obligation to students and remain a major source of capable leaders. We know the value of quality education; are aware of its plight, and acknowledge our responsibility."

RIT is eligible for both direct grants and special grants under Kodak's 1977 educational aid program.

In response to the contribution that college and university graduates have made—and continue to make—to Kodak's business successes, the company makes direct grants each year to institutions from which Kodak employees were graduated. Direct grant payments are made on behalf of those employees who are utilizing their academic training in the performance of their job duties.

Colleges and universities are called on to meet the challenges of an increasingly complex world with new programs and specialized facilities. They are confronted with a demand for graduates who are technically competent and in tune with the times, no matter how fast times and technology are changing. Kodak awards special grants to help institutions revise and interrelate their academic programs to meet this challenge.

Grossman to give Reedy Lecture

The first of three William A. Reedy Memorial Lectures will be given by Alvin Grossman, art director at *McCall's Magazine*, on October 21 at 8 p.m. in the NTID Experimental Theatre.

"The cyclical nature of subject material in women's service magazines puts a special demand on the art director," states Grossman. "Each year, each month, we cover the same subjects. The challenge of solving the same visual problems in a fresh and innovative way makes the magazine fertile ground for the creative use of photography."

Before going to *McCall's* Grossman was art director of *Venture*, *American Home* and *Family Circle* magazines. He is a graduate of Syracuse University, and recipient of 16 gold and silver medals and 85 Certificates of Excellence and Merit from the Art Directors Club of New York, the Society of Publication Designers, the Society of Illustrators, the American Institute of Graphic Arts, the Art Directors Club of Los Angeles, and Printing Industries of America.

Grossman—who likens his work to that of a musical conductor—also does a variety of freelance assignments. One of his recent "orchestrations" is the book *Tutankhamun: His Tomb and Its Treasures* which is circulating with the popular Metropolitan Museum of Art exhibition.

The late Reedy was senior editor of advertising publications for Eastman Kodak's professional and finishing markets division, and editor of the Kodak quarterly *Applied Photography*. This publication was known for its high standards in photography and reproduction. Several of Reedy's friends and fellow photographers established the lecture series last year as a means of perpetuating the Reedy tradition of encouraging excellence in the profession of photography.

Electronics gift

RIT has been given two electronics gifts worth an estimated \$36,000 from Computer Consoles, Inc., (CCI), 97 Humboldt St., Rochester, NY, and RCA Laboratories of Princeton, NJ.

Thomas Matuszewski, a fifth-year electrical engineering Co-op student, provided the initial input for the CCI gift, and Professor Frank J. Bogacki was instrumental in obtaining both contributions.

Professor Bogacki, assistant professor of the College of Engineering's Department of Electrical Engineering, said, "The bulk of equipment is intended for use in RIT's new thin film acousto-optics laboratory. The balance will be used for classroom instruction."



MIDTERMS ARE HERE

This student strikes a familiar pose as midterm exams hit campus this week.

Personnel department offers career development workshops

This fall, the Personnel Department, the College of Continuing Education and NTID's Office of Professional Development have collaborated on an ongoing program to help satisfy certain needs expressed by RIT's support personnel. The series of "conversations" and career development workshops, entitled "If the Key Fits, Turn It," will better acquaint the support staff with their peers, the Institute and additional job skills.

The first workshop will be held October 21 from 9 a.m. - 11 a.m. in the College-Alumni Union. "Notetaking for Secretaries" is designed to introduce secretaries to techniques for improving their listening and notetaking skills.

"Team of Two" will be offered on October 31 and again on November 15. This workshop, for secretaries and their bosses, will emphasize team building and effective management of office time.

The November 14 workshop on "Secretarial Typewriter Proficiency" will feature operation of IBM selectric typewriters, secretarial shortcuts and a question/answer session on stenographic career opportunities.

An opportunity to experience methods of communication used by the deaf will be presented in the December 1 "Communications Workshop."

A three part series of informal discussions entitled "Conversations with ..." will be included in this program. On November 8 Dr. Paul Miller, RIT president, will discuss

"The Development of the Secretarial Role in an Academic Institution." Gladys Taylor, archivist will speak on "The History of RIT" on November 22. Dr. Harold Alford, dean of CCE, will present "Planning for Organizational Change" on December 6.

For further information, call Sandy Parker, X2428 Personnel Department or Dorothy Paynter X2003, CCE.

Pitman Printing sets scholarship

A \$2,000 scholarship to provide \$500 for four years to an entering freshman in the School of Printing has been established by the Harold M. Pitman Company of Chicago and its board chairman.

The scholarship is named for Kenneth W. Martin, retired president and long-time employee of the Pitman firm, a photo-mechanics company. It is funded equally by the company and Board Chairman Paul F. Schmidt and his wife.

Martin, of Islamorada, Florida, and Buzzard's Bay, Massachusetts, is widely-known for his contributions to the excellence of lithography. Over many years, he established a firm relationship with the RIT School of Printing because of his knowledge.

The scholarship recipient must specialize in the lithographic field at RIT.



LET US INTRODUCE OURSELVES

Left to right: Marlene Ledbetter, Peggy Collins, Kay Wickson, Ron Powell, Annalynne Galofaro, Jean Ingham, Jim Castelein, Barbara Fox, Roxie Ziegler, Chuck Mason, Vicki Saulitis, Sharon Spicciati, John Massey, Rick Kase, David Barringer. Missing were: Randall Ross, Ann Bergmanis, Val Johnson, Carolyn Rankin and Shelley Magnaghi.

Communications services. who we are, what we do.

Ever wonder how news gets into *News & Events*? Or newspapers? Or educational journals? Or why TV reporters show up to cover some campus events? Or how brochures and catalogs get produced?

In most cases, RIT's Communications Services office has something to do with it. The department employs a full staff of professional designers, writers, photographers and production people to assist the RIT community in spreading news.

Located on the fourth floor of the administration building, Communications Services is responsible for helping Institute departments plan the most effective way of getting public information distributed both on and off campus.

This information planning includes production of printed material for distribution off campus, placement and production of advertising, and work with both the local and national news media.

The Communications department is responsible for producing the biweekly *News & Events*, distributed to all faculty and staff; the *RITMONTHLY*, mailed to alumni and friends of the Institute, and various special purpose newsletters for other schools and departments.

In addition to these news pieces, the department is responsible for executing all printed material that's produced for off-campus use—anything that is designed to provide public information about RIT's programs or courses of study.

There are simple communication projects and more involved ones. For the less com-

plicated ones, like getting a story in *News & Events*, a call to the publication's editor should be enough. For more extensive programs like major conferences or symposiums on campus, visiting dignitaries, etc., call the writer assigned to your college or department to set up a full staff meeting.

This is how we operate on large projects: Each staff writer is assigned to assist certain colleges or departments with their public information programs. Faculty members or department heads contact that writer when there's a need for public information help. The writer coordinates a meeting with the college people involved and the appropriate designer, photographer, and production person.

At this meeting, the faculty member discusses what his or her perceptions of the communications problems are, and what the objectives of the program being promoted are.

After this initial meeting, the communications staff meets again and brainstorms a variety of methods of meeting the client's needs.

The writer then goes back to the client with these suggestions and a final course of action is agreed on.

The communication planning generally involves both internal and external plans.

Internally it could include preparation of news releases for *Reporter, News & Events*, and other campus media; production of posters or other material for campus distribution; design and production of special signage, invitations, or other support material as needed.

Externally, it could include advertising, news releases to local media, scheduling TV and radio interviews, and preparation of brochures, posters or other mailing pieces.

What makes news?

Interesting classroom demonstrations, noted guest speakers, student projects with some kind of novel twist to them, any kind of human interest story—almost anything that happens on campus can be interesting to some group. The important thing to remember is that it's important to give the Communications department as much advance notice as possible on upcoming events. For events that will require only press coverage, one week is enough. For events that will require production of some publications in addition to news coverage, six to eight weeks is needed.

Do you have news to spread? Call these people for help in Communications projects:

Carolyn Rankin, 464-2613—Institute College, College of Engineering, Division of Student Affairs, College of Fine and Applied Arts; **Marlene Ledbetter**, 464-2967—College of Business, College of General Studies, College of Graphic Arts and Photography, College of Science; **Phil Weinbach**, 464-6283, National Technical Institute for the Deaf; **Marleen Pasch**, 464-2207, College of Continuing Education, **Rick Kase**, 464-2330, general administration.

For information about *News & Events* contact: **Roxie Ziegler**, 464-2750.

Got a question? Call Communications at 464-2337.

RIT creative staff recognized by national designers



CONFERENCE DESIGNERS

John Massey, RIT senior designer and UCDA conference chairman discusses work with RIT designer Shelley Magnaghi.

The University and College Designers' Association (UCDA) was formed about seven years ago to provide contact between designers in educational institutions and to increase their own professional stature and credibility within their respective institutions.

Most colleges and universities were not concerned with design until the early 60s. Until that time, print pieces were steeped in traditionalism. In 1960 the campus scene began to change. The baby boom had come of college age. Schools expanded their enrollments and programs. This increased activity, coupled with the sophisticated visual background acquired by the generation spoon-fed on television, created new outlets for design.

By 1970 the need for good design had become apparent. But the nature of the responsibility changed. With this new decade came an economic depression. Schools now had to vie for students and seek alternative sources of funding. Graphic design took on new direction. Pieces became much more appealing in an attempt to attract the best students and to convey the character of the school. No longer could educational institutions rely solely on their reputations to fill the classrooms. Drab understatement belonged to the past. The growing body of university and

college design work began to rival the quality of corporate publications.

Because graphic designers hold relatively new positions within colleges and universities, they are confronted with special problems. Gaining respect within their schools and working with difficult budgets are among their main concerns. The UCDA unites these designers, opens the lines of communication and gives them professional support. Each year the association holds an annual conference highlighted with lectures given by nationally renowned designers and organizes an awards competition.

This year's University and College Designers' Association conference, held October 13-16, was hosted by RIT under the chairmanship of John Massey, senior designer, RIT Communications Services. A major point of interest for many attending this UCDA conference was the day spent on the RIT campus. It began with a tour of the graphic arts and communications design areas. RIT's College of Printing is one of the most reputable in the country, possessing facilities and capabilities equaled by no other school in the nation. Later in the day, David Barringer, creative director at the Institute, spoke on RIT administrative design operations.

RIT has made a mark for itself in the field of graphic design. It has one of the largest design staffs in the country and has developed one of the most ambitious institutional graphic identification programs in the nation. More than 1,000 corporate identity pieces have been produced by the Institute's creative services department. These include stationary, signage, publications, vehicle graphics and parking stickers. The creative group here functions much as an in-house agency producing well over 150 projects yearly.

Other RIT groups having membership in UCDA include the RIT and NTID Media Production groups.

Bill Williams, director of publications at the University of Oklahoma and national president of UCDA stated: "On behalf of UCDA, I wish to express deepest appreciation to RIT for the outstanding job the Communications Services staff has done in making this conference the biggest and most successful to date. In particular John Massey and David Barringer are to be commended for their non-

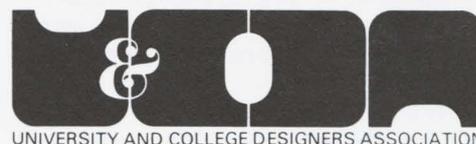
stop dedication and painstaking efforts in organizing this event.

"We are indeed pleased to visit the RIT campus. An institution such as RIT with its tremendous facilities and reputation in the area of design is of interest to all attending the conference.

"This national meeting has gained importance to university and college designers over the past years. It is particularly significant that RIT is hosting the first UCDA conference ever held in the east. Previous conferences were held in the mid- or far-west cities including St. Louis, Wichita, Denver, Minneapolis and Salt Lake City.

"Membership in the UCDA has grown substantially since the organization's inception seven years ago. It has doubled in the past year. We expect our membership to be even further boosted as a result of this conference, for at this meeting it was decided to open membership to students at a reduced rate. These students will be the university and college designers of tomorrow and we feel that early affiliation with the UCDA will be of benefit to them."

The conference was highlighted by nationally known guest lecturers representing various areas of design and the creative process. Among those speaking were WGBH-TV design manager Chris Pullman, graphic artist Mo Lebowitz, illustrator Bob Heindel, photographer J. Barry O'Rourke, designer Robert Burns, animator Don Arioli, and Mercyhurst College art department chairman Ernest Mauthe.



"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.

NEWS & NEWSMAKERS

A photograph by Photography Professor **Douglas Lyttle** was selected for the Permanent Collection of the Professional Photographers of America. Lyttle conducted a week-long workshop at Lansing Community College this summer, and he lectured on photographic portraiture at the Photographic Society of America's national convention in Detroit September 24.

Professors **Kathleen Chen** and **Jerome Wagner** have received grants from the National Science Foundation Program Instructional Scientific Equipment. Professor Chen, Social Science, received \$2,400 and Professor Wagner, Physics, received \$10,100. Their proposals were selected from 1,378 proposals submitted this year.

The National Society of Broadcast Engineers has awarded the rating of Senior Broadcast Engineer to **Robert Gascon**, managing engineer for the Media Production Center's television facility. Gascon is one of only 1,000 engineers whose background qualifies him for this status which is the highest rating a professional broadcaster can receive.

Len Gravitz, director, Social Work Department, is serving as the first president of the newly formed New York State Social Work Educators Association.

Caroline Snyder, associate professor, College of General Studies, has been invited to read a paper for a Technology and Humanities Conference to be held at Southern Institute of Technology later this month.

Three faculty members of the College of Continuing Education have been invited to serve as judges of the 1977 District 1 Awards Program of the International Association of Business Communicators. **Andrea Walter**, chairperson of humanities will judge internal publications; **Andrew Davidhazy**, chairperson of photography and audiovisual will judge illustration and **Gene DePrez**, consultant, staff development will judge one-person operations (including external, internal and special purpose publications and displays).

Dr. Morton Isaacs, associate professor of psychology, College of General Studies was invited by the American Society of Training and Development to organize and lead sessions at its Annual Region III Conference held in Rochester. Isaacs' topic was "Applying Theory to Practice: Using Behavior Modification and Group Theory to Solve Situations in Training and Development."

Dr. Paul Thayne, assistant dean for NTID Communication Programs, recently visited schools for the deaf in Heidelberg, Munich, and East Berlin, Germany and in the Netherlands.



THE PANELS GO UP!

On a recent "unrainy" day in Rochester workers were able to install the 36 solar panels that will absorb solar radiation for the heating of Energy House. Energy House, a solar efficient home being constructed on campus, will be completed early in November. Scheduled tours will be conducted after the first of January 1978. The house is a result of research conducted by Dr. Paul Wojciechowski, a faculty member in the College of Engineering. He and his family will occupy the house after the public viewing is over.

Have you seen bumper stickers in your departmental offices? They are to promote RIT's annual career seminars. Get in the spirit and stick one on your bumper.

Alumni awards given at Homecoming

Homecoming '77 was off to an illustrious beginning this past weekend with the presentation of RIT alumni awards.

The Outstanding Alumni Service Award is the highest citation the RIT Alumni Association confers upon its members. One member is selected annually by the Association's Executive Council. This year's recipient was Donald F. Thomas, EL '32. He was former president of the Alumni Association and has been active in alumni operations for nearly three decades.

The Distinguished Alumnus Award is presented to one alumnus/alumna from each of RIT's nine colleges who has made a noted professional contribution to his or her respective career field. The recipients are chosen by committees within each college.

Promotions

Rose Marie Deorr, former secretary to the dean of the College of Fine and Applied Arts, has been promoted to administrative assistant. Her new responsibilities will include handling special events within the college, budget preparation, assisting faculty and acting as general office manager in the college.

Christine Hall, former RIT admission counselor, has been named director of alumni relations. She will coordinate services for the Alumni Association and visit chapters throughout the country assisting in their activities.

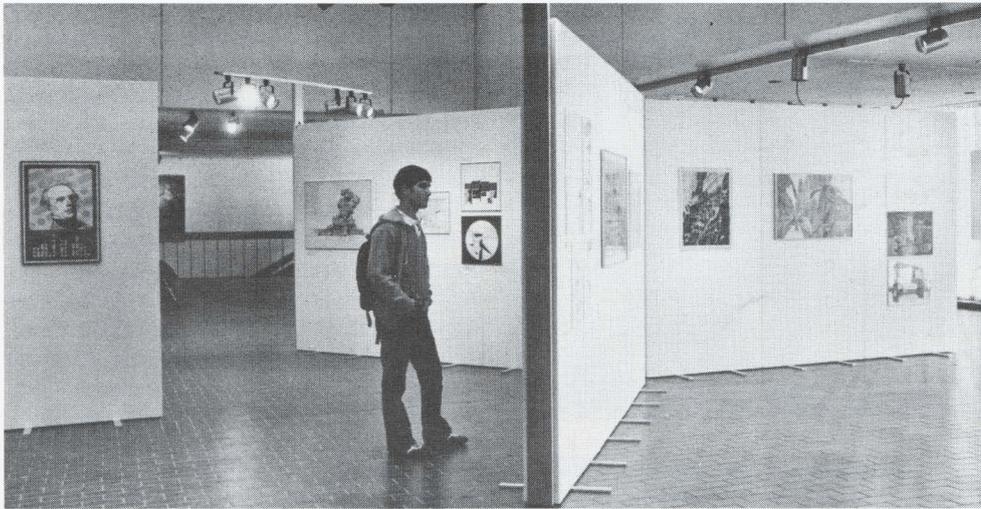
Shelia Maas, former part-time secretary in computer services has become full-time administrative assistant for the operation. Her expanded duties involve budget analysis, supervision of the secretarial staff and responsibility for office management.

Dr. Frederick Gardner, former academic administrator of Humanistic Studies, has been named executive director for Evening College and Summer Session in CCE. In his new role Dr. Gardner will have full responsibility for all planning and programming in the Evening College and Summer Session.

Dr. Hugh Hammett, chairman of history and political science, replaces Dr. Gardner as academic administrator of Humanistic Studies. While continuing in his former role, Dr. Hammett will provide leadership for both full-time and adjunct faculty in curricular planning and special program development.

Mr. Russell Norton, who has been serving in the dual role of associate dean and executive director for Evening College and Summer Session, will concentrate on working with all elements of CCE in the preparation of major reports and studies, including, at the outset, a review of the master of science degree in applied and mathematical statistics, Middle States re-accreditation, and the RIT study on information needs and computer resources.

This year's Distinguished Alumni Awards were presented to: William D. Ferguson, RE '62 (College of Business); Bernard J. Kedian, MG '51 (College of Continuing Education); Russell C. Brostedt, ME '41 (College of Engineering); C. Bruce Unwin, AD '51 (College of Fine and Applied Arts); Douglas J. Welch, CJ '76 (College of General Studies); Arthur E. Gardner, PR '59 (College of Graphic Arts & Photography); Dr. James Mickles, CH '43 (College of Science); Kevin Nolan, BA '71 (NTID); and Daniel J. Minneci, CC '72 (Institute College).



Variety spices art show

The 1977-78 Bevier Gallery exhibition series opened October 1 with "Some People Who Draw." This exhibit, compiled by Gallery Director Toby Thompson, shows that art doesn't necessarily belong in the art room, for as he states, "art is an extension of a person to communicate an idea."

The exhibit shows the variety of ways in which people in many fields employ drawing as a part of their daily work. Among the pieces displayed are sketches done by Rochesterians involved in industry, product development, medicine, advertising, architecture, sculpture, magazine illustration, interior decoration and furniture design. To all these people, drawing is an essential element in conveying concepts.

Noteworthy is the variety of the drawings, not only in the field of origin, but in the method of execution. Examples chosen for display include black-and-white thumbnail sketches done on torn fragments of paper. Others are in a more developed stage and some are full color finished art works ready for reproduction. But each piece, no matter how rough or refined, is able to stand on its own as a piece of art presenting an idea.

This exhibit makes the viewer aware of the diversified outlets for artistic talents.

It will be an encouragement to potential artists and artists seeking new modes of expression.

"Some People Who Draw" will continue through October 21.

Noontime novelty

RIT Downtown is offering people who work downtown something different to do on their lunch hours. "Novels at Noon" is a series of lunchtime talks on outstanding British and American novels, and is offered as a public service to the downtown working community. It is designed to uncover the full range of richness and excitement in both old and new novels.

The fall series which began September 15, consists of five 40-minute talks, from 12:10 to 12:50 every other Thursday.

Billy Budd by Herman Melville will be discussed on October 27 and *Catch 22* by Joseph Heller will be presented on November 10.

The discussions are led by George Bedirian, communications specialist in CCE. He plans to organize another series which will run in the spring.

EVENTS

Reedy Lecture—Alvin Grossman speaking. Oct. 21, 8 p.m., NTID Experimental Theatre.

Notetaking for Secretaries—Oct. 21, 9 a.m.-11 a.m., College-Alumni Union. Contact Personnel

Team of Two—Oct. 31 and Nov. 15, College-Alumni Union. Contact Personnel.

Talisman Film Festival—Ingle Auditorium

Citizen Kane—Oct. 19, 4:30 p.m. (Webb) free

Small Change—Oct. 21, 7:30 and 10 p.m., \$1.25

Sword in the Stone—Oct. 22, 2 p.m., \$.25

You Only Live Twice—Oct. 22, 7:30 and 10 p.m., \$1.25

The Soft Skin—Oct. 23, 7:30 and 10 p.m., \$.50

The Great McGinty—Oct. 26, 4:30 p.m. (Webb), free

Andy Warhol's Frankenstein—Oct. 28, 7:30 and 10 p.m., \$1.25

Horse in the Grey Flannel Suit—Oct. 29, 2 p.m. (Webb), \$.25

Blood From the Mummy's Tomb, Hands of the Ripper, and Madhouse (triple feature)—Oct. 29, 7:30 p.m., \$1.25

Cul-De-Sac—Oct. 30, 7:30 and 10 p.m., \$.50

RIT Sports - Home Games

Cross Country—ICAC's, Oct. 29, 12 noon

Football— vs. Alfred, Oct. 29, 1:30 p.m.

Soccer— vs. Hobart, Oct. 19, 3 p.m.

vs. Hamilton, Oct. 31, 3 p.m.

Women's vs. Keuka, Oct. 19, 7 p.m.

Volleyball vs. Cornell, Fisher, Oct. 20, 6:30 p.m.

Bevier Gallery—"Some People Who Draw" through Oct. 21, Mon.-Thurs., 9 a.m.-4 p.m. and 7-9 p.m.; Fri. 9 a.m.-4 p.m.; Sat. 1-5 p.m., Sun. 2-5 p.m.

Carey Collection—"Laurance Siegfried: Printer, Editor and Educator" through Oct. 28, 8:30 a.m. 5 p.m.

The College Union Board is sponsoring two giveaways. On Wednesday, October 19 it's free ice cream cones and on Tuesday, October 25, it's free cider and donuts. The giveaways will be held in the College-Alumni Union between 1 and 2 p.m. both days.