

NEWS & EVENTS

Rochester Institute of Technology

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Reedy Lecture:

SAUL BASS . . . 'On Purpose'

The man who directed the famous shower sequence in *Psycho* and the racing scenes in *Grand Prix* will be on RIT's campus May 3.

Saul Bass, whose other credits include an Oscar for his short film *Why Man Creates* and corporate identity programs for companies like United Airlines, Alcoa, The Quaker Oats Company, AT&T, Hunt-Wesson and Warner Communications, will give the spring William A. Reedy Memorial Lecture in Photography.

Bass is an award-winning filmmaker and graphic designer known for his versatility as an imagemaker. He did the epilogues for *Around the World in 80 Days*, and *West Side Story* and the prologues for *The Man With the Golden Arm*, *Walk on the Wild Side*, *It's a Mad, Mad, Mad, Mad World*, and *Such Good Friends*, among others. In 1974, he did *Phase IV*, a full-length feature film for Paramount Pictures that *TIME* magazine called "...good, eerie entertainment, with interludes of such haunted visual intensity that it becomes...a nightmare incarnate."

His firm, Saul Bass & Associates, is headquartered in Los Angeles and is also involved in packaging design. Virtually every supermarket shelf in the country has examples of Bass designs including packaging for Wesson Oil, Dixie Cups, Devoe Paints, Lawry's Seasoning and Salad Dressing Mix, and Quaker Oats products.

Bass has won numerous awards including Art Director of the Year by the American National Society of Art Directors; the Silver Medal of the Tokyo Metropolitan Government for his contribution to Japanese design; appointment as Honorary Royal Designer for Industry



of the Royal Society of Art in London; and election to the New York Art Directors Club Hall of Fame.

His *Notes on the Popular Arts* received an Academy Award nomination, his film *The Searching Eye* won the Grand Award at the Venice Film Festival, and another short film, *From Here to There* received the Special Jury Prize from the Chicago Film Festival. Bass has received many other international film festival awards and holds honorary doctorates from the Philadelphia Museum College of Art and the Los Angeles Art Center College of Design.

Saul Bass' topic for the Reedy lecture is "Saul Bass on Purpose." Bass will show a film and slides of his work and will set time aside following his lecture for a question and answer period. The lecture is in the NTID Theatre at 7:30 p.m. and is open to the public.

The Reedy Lectures honor the memory of Rochester photographer and editor, William A. Reedy, and are hosted by RIT in cooperation with Eastman Kodak Company. Reedy was senior editor of advertising publications at Kodak and created and edited the Kodak quarterly *Applied Photography*.

NEWS & NEWSMAKERS

James Fox, director of Food Services, was recently the recipient of the Helping Hand Award from the Department of the Army. The award was the result of Mr. Fox's efforts in a program involvement in improving Army food service, specifically the International Food Service Executives Assn.—sponsored Army Connelly Awards Program for Excellence in Army Food Service.

Stanley Dye, lecturer in accounting, recently was elected to serve on the board of directors of Rochester Area Foundation, the community foundation serving the greater Rochester area. As a member of this board, Mr. Dye will be working to develop and encourage the community foundation concept. Rochester Area Foundation is funded and directed locally and supports projects which benefit the local community.

During the week of April 23, **Mary Brown** and **Claire Hurst** are attending the Association for Equality and Excellence in Education Conference in Puerto Rico.

Paul Taylor and **Michael Miller** of the NTID Engineering and Computer Science Support Team will be presenting two papers about student/employer process steps for cooperative employment at the 1979 Annual California Cooperative Education Association at Newport Beach, Calif., April 25-27. The paper deals with the support team's procedures in developing hearing impaired student's employment skills through cooperative employment.

At a seminar on evaluating library collections sponsored by the Special Libraries Association, Upstate New York Chapter on April 7, **Janice Linehan**, Wallace Memorial Library, discussed how she used the Statistical Package for the Social Sciences (SPSS) to analyze circulation of monographs by subject fields. **Dean Siewers**, acting director of Graduate Studies in the College of Business, discussed expanded applications of SPSS to support library decision making processes.



INSTITUTE FORUM

Supreme Court Justice William Rehnquist will conclude the 1978-79 Institute Forum program on Tuesday, May 1, at 7 p.m., in Ingle Auditorium. His speech will deal with the question, "Who Will Regulate the Regulators?" In an advance statement from the talk, Rehnquist expresses concern that over-reaction to recent scandals in government will result in laws that will keep a good number of capable people from choosing to run for public office. Rehnquist, a Nixon appointee, has been on the Supreme Court since 1971.

Dr. Mark Ellingson, president emeritus, has been named 1979 Civic Medalist by the Rochester Museum and Science Center. The prestigious award has been given annually since 1938 to community leaders whose long and distinguished careers have contributed to the betterment of civic life. Dr. Ellingson will receive the Civic Medal for Educational Development at the 40th Convocation on Monday, April 30 at 8 p.m. in the RMSC's Eisenhart Auditorium.

Fred L. Wilson, professor in NTID's Academic Department of General Education, was elected secretary-treasurer of the New York State Section of the American Physical Society at the recent 41st symposium of the society held at Syracuse University.

DATEBOOK

to April 27—Bevier Gallery. "RIT Graduate Thesis Show I." Open 9 a.m.—4 p.m. and 7-9 p.m., Mon.—Thurs.; 9 a.m.—4 p.m. Fri.; 1-5 p.m., Sat.; 2-5 p.m. Sun.

to April 27—A collection of photographs by Mike Riedlinger depicting the effects of exposure to nuclear radiation on a young man. Faculty Center, Library

to April 30—"Prints," by Carlos Torres. Library Gallery.

to June 1—"In Celebration of Our Marriage." Photographs by Judy Sanchez and Tom Weber Galleries 1½ & 2, Wallace Library.

April 26—Chemistry Dept. Seminar.

"Microbes, Nature's Original Chemists," presented by Dr. Stuart Tanenbaum. Noon-1 p.m., 12-1452.

April 26-27—NTID's 4th Annual Mini-Convention. "Sharing Perspectives," is the theme.

8:30-4:30, NTID Academic Bldg.

April 27—Institute Forum. "The Future of Capitalism in a Regulated Society," presented by Irving Kristol. 3 p.m., Ingle Auditorium.

April 27—Physics Dept. Seminar. Einstein Symposium with Dr. Stanley Goldberg and Dr. John Stachel. 3-4 p.m., reception to follow, 08-3130.

May 1—Lecture Dr. Robert O'Mara, head of Nuclear Medicine at the U of R Medical School will speak on "The Role of Nuclear Medicine in the Diagnosis of Disease," 1 p.m., 8-1154.

May 1—Institute Forum. "Who Will Regulate the Regulators?" presented by Justice William H. Rehnquist. 7 p.m., Ingle Aud., \$1 admission

May 1—Alumni Lecture Series. "Climbing the Organizational Ladder," presented by Dr. Andrew DuBryn, Rm. A-100, Wallace Library.

May 1—Physics Dept. Seminar. "The Josephson Effect," presented by Mr. Philip Reiner. 1 p.m., 08-3130.

May 1-June 3—"Bobbin Lace and Relief Stitchery: Recent Textile Works," by Marian Haley Beil. Library Gallery.

May 3—William A. Reedy Lecture. Saul Bass, filmmaker and graphic designer, in lecture entitled "Saul Bass on Purpose," 7:30 p.m., NTID Theatre.

May 3—Chemistry Dept. Seminar. "DNA Polymerization," presented by Dr. Robert Bambarra. Noon-1 p.m., 12-1452.

May 3—Novels at Noon. *Song of Myself*, Walt Whitman. 12:10-12:50 p.m., Rm. 203, 50 W. Main St.

Talisman Film Festival

(I)=Ingle Aud. (W)=Webb Aud.

The Land of the Dead & When Worlds Collide & The Day the Earth Stood Still—April 26, 7:30 p.m., \$1.50 (W).

High Anxiety—April 27, 7:30 & 10 p.m., \$1.50 (I)

80 Steps to Jonah—April 28, 2 p.m., \$.50 (I)

The Cheap Detective—April 28, 7:30 & 10 p.m., \$1.50 (I)

Angela Davis—Portrait of a Revolutionary—April 29, 7:30, \$1.50 (W)

The Fiery Abyss, The Time Machine, & War of the World—May 3, 7:30 p.m., \$1.50 (I)

Newspaper Production Lab Dedicated

With a snip of the scissors, RIT President M. Richard Rose and Dr. Lothar K. Engelmann, dean of the College of Graphic Arts and Photography, formally opened the School of Printing's Newspaper Production Laboratory last Wednesday. They cut a "ribbon" made up of the mastheads of all the newspapers throughout the country where RIT graduates are employed in management positions.

Nearly 100 graphic arts industry leaders attended the dedication ceremony which was highlighted by the announcement of the Paul and Louise Miller Distinguished Professorship in Newspaper Production Management. Dr. Robert Hacker, coordinator of the School of Printing's graduate program since 1972, was named the first recipient of the award, which is funded by the Gannett Newspaper Foundation. As Distinguished Professor he will administer and teach in the program in addition to serving as a liaison between the newspaper industry and RIT.

Dr. Hacker, who joined RIT in 1961, spent 1976-77 as a Fulbright professor at the University of Technology, Helsinki, Finland, where he taught the use of computers in the graphic arts. He holds a Ph.D. in mass communications from the University of Iowa, an MS in printing management from South Dakota State University and a bachelor's degree in industrial education from Chicago Teachers College.

The ribbon cutting ceremony was part of a day long series of activities at the School of Printing, which included a meeting of the Graphic Arts Advisory Committee, a lecture by Dr. Hacker and the formal recognition of equipment manufacturers and others who have donated equipment and support to the newspaper production management program which got underway last fall.

An after dinner talk by Ronald A. White, president of the Graphic Systems Division of Rockwell International Corporation, Chicago, (which manufactures and supplies Goss newspaper presses, phototypesetting equipment and Miehle

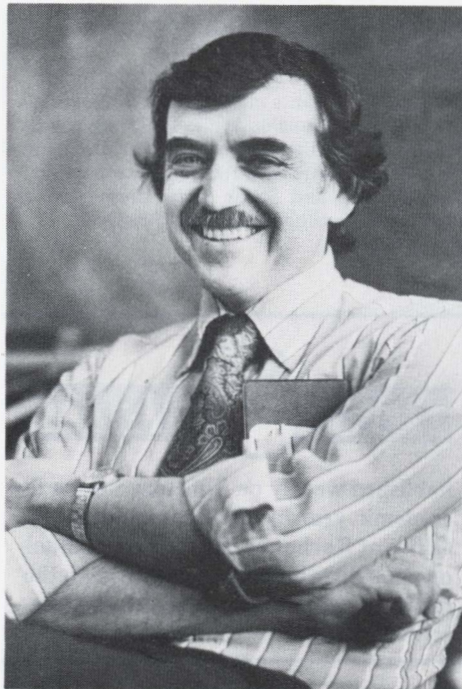


LET THE PRESSES ROLL

With a snip of the scissors Dr. Lothar Engelmann (left), dean of the College of Graphic Arts and Photography, RIT President M. Richard Rose (center) and Associate Professor W. Frederick Craig, clipped a banner made up of the mastheads of newspapers throughout the country where RIT graduates are employed as managers, officially dedicating the School of Printing's Newspaper Production lab.

sheet fed presses), concluded the day's activities.

White was awarded the first Isaiah Thomas Award in Newspaper



ROBERT G. HACKER

Management by the School of Printing. "We selected Ronald White for this award because of his outstanding management work for the Oklahoma Publishing Company, *Chicago Daily News*, *The Charlotte (N.C.) Observer*, *Miami Herald*, Scripps Howard Newspapers and the Gannett Organization," said Mark Guldin, director of the School of Printing.

The award is named for Isaiah Thomas, one of America's great patriot printers and publishers, who published *The Massachusetts Spy*, known in the 1770s as the mouthpiece of the Sons of Liberty. Thomas also was the founder of the American Antiquarian Society.

White was vice president/production with the Gannett Organization from 1972-1976 when he was named president of Rockwell's Graphic Systems Division.



FIRST CLASS

GRANTS DEADLINES

Please note: **GUIDELINES FOR ALL PROGRAMS ARE ON HAND OR HAVE BEEN REQUESTED.** Please call the Grants Office for additional information, 50 West Main Street, 262-2719.

PROPOSALS SHOULD BE SUBMITTED TO THE GRANTS OFFICE ONE WEEK PRIOR TO DEADLINES FOR ADMINISTRATIVE APPROVALS.

FUND FOR IMPROVEMENT OF POST-SECONDARY EDUCATION

May 21—Adapting Improvement-Better Strategies for Education of Adults.
May 21—Examining the Varieties of Liberal Education.

NATIONAL INSTITUTE OF EDUCATION

May 10—Women's Educational Equity Research Grants. Grants will support research on social processes influencing girls' and women's achievements in mathematics, science and technology. Ten to 20 grants ranging from less \$10,000—\$55,000 annually are available. Projects up to three year's duration will be funded.

May 11—Studies of Issues related to Staff Development. Multiple year awards in each topic area listed below-up to 3 years possible but shorter periods are encouraged. (1) The Teaching Occupation and Staff Development, (2) Successful Schools and Staff Development, (3) The Issue of Criteria for Staff Development.

DEPARTMENT OF LABOR

June 1—"Small Grant Research Program" (maximum of \$15,000 direct cost/year up to 2 years.)

COMPLEMENTARY EDUCATION

Grants are being offered to all faculty, staff and students who wish to develop unique kinds of experiences. Complementary Education's fundamental purpose is to further the professional development of RIT students by involving them in learning situations both inside and outside the classroom. Assistance will be given in preparing grant proposals and structuring ideas. Deadline for proposals will be May 1, 1979 for grants to be awarded in the fall. For further information and grant applications, contact Elaine Spaul, Student Affairs office, 475-2267 or 2202.

OFFICE OF HUMAN DEVELOPMENT SERVICES

May 21—Teaching Grants \$2.04 Million, to develop degree orientated curricula organized into specific course sequences related to child welfare for schools of social work.

May 21—Trainingship Grant, \$3.26 million for seniors and MS students to develop their skills and qualifications for services to their families.

AMERICAN SOCIETY OF HEATING, REFRIGERATING & AIR CONDITIONING ENGINEERS, INC.

June 1—Latent loads in low humidity rooms due to moisture—starting date Jan. 1, 1980.

OFFICE OF NAVAL RESEARCH

May 1—Informal proposals (letters of interest) for grant ranging from \$100,000 to \$500,000 per year in following areas—(Formal proposals must be received by ONR by 15 May)—(1) Geophysical processes, (2) Millimeter Waves, (3) Biochemical Definition of Stress, (4) Microstructure Electronics, (5) Optical Materials Processes, (6) Interfacial Processes, (7) Distributed Processing, (8) Additional Research Areas.

DEPARTMENT OF INTERIOR-WATER RESEARCH TECH. OFFICE

May 1—Four-page preproposal summaries are encouraged. Grants ranging from \$20,000 to \$200,000 are available in the following areas: Water Conservation Research, Water problems of Urbanizing Areas, Water reuse research or development, and Saline water conversion research or development. Total funds=\$11.4 million.

NEWS & EVENTS

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LOMB LUNCHEONS



Menus for noon luncheons in the Henry Lomb Room during Spring Quarter have been announced as follows:

April 26—Classic baked fish fillets ala creole, steaming rice, elegant buttered spinach; or savory split pea soup, spicy Italian sausage sandwich.

Dessert: Louisiana molasses gingerbread.

May 1—Mexican-style chili con carne, mixed green salad with Italian dressing; or traditional cream of chicken soup, tender sliced roast beef with all the trimmings on a hard roll.

Dessert: Luscious strawberry Bavarian cream.

May 3—Fettuccini Alfredo, cool crisp spinach and mushroom salad with Italian dressing; or hearty bean and bacon soup, corned beef on rye bread.

Dessert: Refreshing lemon snow pudding.

May 8—Tender sweet and sour pork, velvety white rice, stir fry vegetables; or steaming cream of mushroom soup, hot pastrami on rye.

Dessert: Feathery popover with vanilla pudding.

Luncheon prices are \$2.25. Reservations may be made by calling extension 2351. Please notify the department in advance if you must cancel any reservation.

POOL HOURS

Steve Walls has announced that the pool will be open for faculty and staff recreational swim from 4 to 5 p.m. daily for the remainder of the spring quarter (through May 16).