

# NEWS & EVENTS



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Rochester Institute of Technology

## RIT TV Center: Unlimited Future As 'One Of The Best'

No, Johnny Carson's Tonight Show isn't produced at RIT. But an awful lot of good TV programs are produced in the Institute's TV Center.

"We can do anything that anyone can do in TV except for color capability. This is probably one of the best (college or university) TV installations in the country."

If that sounds like boasting, William F. Lehman, head of the TV Center and associate director of Instructional Research and Development, appears to have reason to boast.

The TV Center in the lower level of the Wallace Memorial Library has three broadcast-quality black and white cameras in one studio, three closed-circuit cameras in another studio and full-color capability in recording on half-inch videotape and video cassettes. (RIT was the first school in this area to get video cassette.)

A two-camera remote rig will go anywhere there's an AC outlet to plug it into. Portable TV equipment is available for faculty and occasional student use.

The center has every tape format-half-inch, three-quarter-inch, one-inch, and two-inch quadraplex. Any format can be transferred into any other format for use in the tape library.

The dorms and academic areas of campus are nearly completely wired for cable TV, which transmits three campus channels in addition to the four Rochester TV stations. It's possible for RIT to be a feeder for any cable system in the Rochester area.

With two-way capability, the cable system can originate programs from other areas. Close cooperation in this way with the television system in the new NTID complex is planned.

Dedicated to campus news, RIT's Channel 6 previews programs, promotes events by slide and runs an information crawl.

The closed circuit system can also carry all local FM radio stations if there's an FM radio on the receiving end.

A microwave system (called Instructional Television Fixed Service) links RIT's Henrietta campus to its Metropolitan Center at 50 W. Main Street and to Rochester School for the Deaf, Rush-Henrietta's Sperry High School, Monroe Community College, St. John Fisher College, Nazareth College and the Monroe County Department of Social Services.

TV transmission of courses and events among St. John Fisher College, Nazareth and RIT is still viable, though little used recently.

With access to every videotape library in the country, the videotape selection in the TV Center contains more than 1,000 titles.

The priority for use of all that  
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## Tuition, Room And Board Fees Hiked For '74--'75

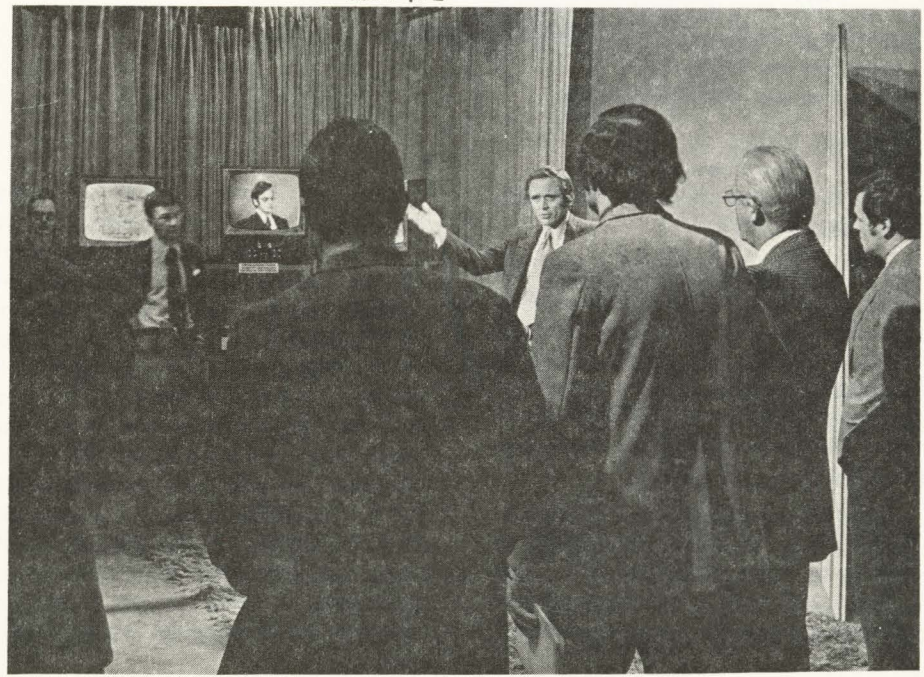
Undergraduate tuition and room and board charges will be increased in the 1974-75 year, President Paul A. Miller told students and their parents in a letter last week.

Miller attributed the increases to inflationary changes in the economy. His letter read:

"At every turn these days we are faced with the news of increasing costs due to inflation. Here at Rochester Institute of Technology we too see the daily impact of sharply rising prices for food, fuel, and the many other goods and services that are necessary for campus life.

"As the cost of education goes well beyond the amount paid by students, the Institute seeks increasing amounts of support from its friends. Accordingly, we are in the midst of implementing a major fund-raising ef-

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TV Center director Bill Lehman on recent tour explains the Center's capabilities to visitors.



# 'Easy Streak', Regional Transit's New Route, Will Provide Hourly Service To RIT

The "Easy Streak," the Regional Transit Authority's new transit line from Riverton to Rochester, will provide hourly service between RIT and downtown, transit officials said last week.

The service, scheduled to begin Monday, March 25 with the beginning of

Spring Quarter, will connect Riverton, Kodak's Riverwood Marketing Center, RIT, and the University of Rochester with bus service from 6 a.m. to 7 p.m. weekdays.

At RIT, the bus will stop at the Administration circle, a new Park and Ride parking lot (to be established), and

near the dormitory complex.

Cost of the increased service is being shared by RIT, Riverton, and the Transit Authority.

Announcement of the service came after months of negotiations between RIT and Transit Authority officials.

Effective March 25, 1974

## W E E K D A Y S

FROM ROCHESTER								TO ROCHESTER							
	Main and Clinton Eastbound stop	Main and State Southbound stop	University of Rochester Loop	R. I. T. Park & Ride Stop	R. I. T. Administrative Loop	Kodak Riverwood	Riverton Drumlins Square Neighborhood Center	Riverton Drumlins Square Neighborhood Center	Kodak Riverwood	R. I. T. Administrative Loop	R. I. T. Park & Ride Stop	University of Rochester Loop	Main and State	Main and Clinton	
AM	# 625R	---	633R	645	---	650	655	705	714	---	721	734	742	745	
	# 655R	---	703R	715	---	720	725	735	744	---	751	804	812	815	
	# 725S	---	---	751	755d	---	---	---	---	d755S	751S	---	---	822	
	830	834	842	854	855	---	---	825	834	842	844	857	905	908	
	930	934	942	954	955	---	---	---	---	905	906	919	927	930	
	1030	1034	1042	1054	1055	---	---	---	---	1005	1006	1019	1027	1030	
	1130	1134	1142	1154	1155	---	---	---	---	1105	1106	1119	1127	1130	
PM	1230	1234	1242	1254	1255	---	---	---	---	1205	1206	1219	1227	1230	
	130	134	142	154	155	---	---	---	---	105	106	119	127	130	
	230	234	242	254	255	---	---	---	---	205	206	219	227	230	
	350R	354R	402R	415	---	420	425	---	---	305	306	319	327	330	
	405	409	417	430	432	---	---	---	---	440	441	454	502	505	
	445R	449R	458R	511	---	517	521	---	---	521	530	543	555	602	
	515R	519R	528R	541	---	547	551	---	---	551	600	608	621	629	
	605R	609R	617R	630	632	638	642	---	---	642	651	658	711	718	
	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---

† - Leaves Main and St. Paul St. southbound stop

S - Via W. Henrietta Rd. and Southtown Plaza. Buses operate locally via South Ave., Cypress St., Mt. Hope Ave., W. Henrietta Rd. to Southtown Plaza. Continue via Jefferson Rd. to Rochester Institute of Technology.

d - Bus stops at RIT dorm complex at 7:57 a.m.

R - Riverton Express

Buses operate express, making stops listed on the table and the following intermediate stops: RIT and Riverton Trips:

Park and Ride stop at Broad and Exchange

University of Rochester Dorms (Wilson Blvd. at Railroad overpass)

E. River Rd. and Helen Rd.

E. River Rd. and Remington Pkwy.

## Tuition Hike

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fort in commemoration of our 150th Anniversary in 1979."

"To ever improve the quality of education and to further seek economies of operation is the job of the faculty and staff. Though our record in this regard is exemplary, we are continuing many initiatives in this area which hold significant promise for next year and beyond.

"Understandably, inflationary changes in the economy also influence costs to students. Accordingly, we see no alternative but to raise charges for the 1974-75 academic year to partially

offset the inflation which we have experienced. Therefore, undergraduate tuition will increase \$120 to a total of \$2,400, except for the College of Business which will be \$2,325. Room and Board will increase \$126 to a total of \$1,488. Undergraduate fees will remain at \$130. Charges in the College of Continuing Education will be \$43 per credit hour, an increase of \$2. These increases will still leave the cost of an R.I.T. education below the median of New York State private institutions of higher education. We think that this is significant in view of the expensive nature of career oriented technical education.

## TV Center

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equipment is academic instruction, says Lehman, although some specialized programs for local industry are produced.

During the day, nearly all the producers, directors, engineers, artists and photographers associated with the center are staff professionals, although a few students are employed as cameramen and engineering assistants.

The future of the TV Center is "unlimited," Lehman believes, as instructors and communicators turn more and more to videotape for transmission of information.

Lehman doubts, though, that the TV Center could compete with commercial broadcasting even if it offered continuous original programming.

"We're not in the entertainment business and there's no way we're going to compete with the commercial stations," he says. "You can't force culture and education on people, but they'll watch us if they have a real need to know. That's what we're into."



# Institute Introduces Identification System , Plans New Signs, Stationery

RIT's letterheads, memos, and all other printed and audio visual material produced by the Institute will get a new look starting this quarter as a new graphic identification system is introduced.

Eventually, the new system will alter the look of campus signage and all materials produced for events such as Commencement.

Created after 18 months of study by a special committee composed of faculty, students and staff, the new identification system is to be introduced to deans and department heads beginning next week.

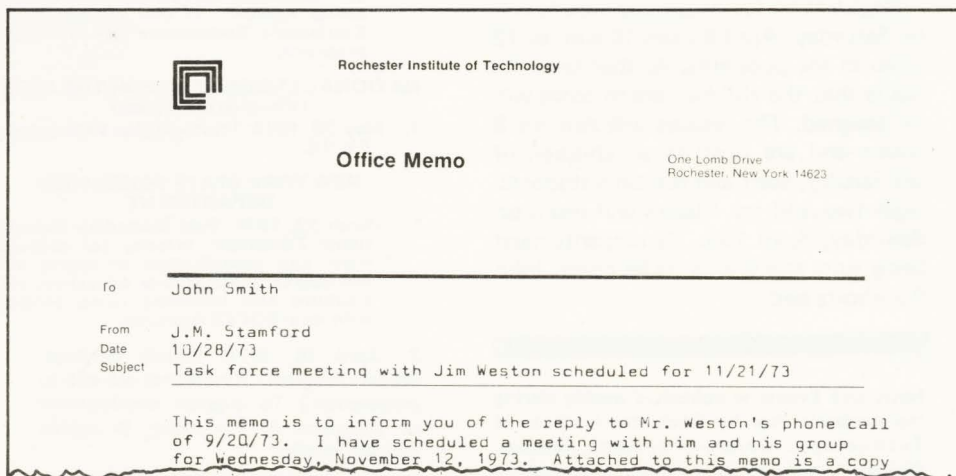
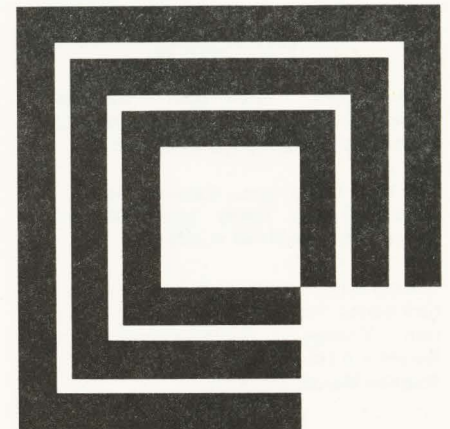
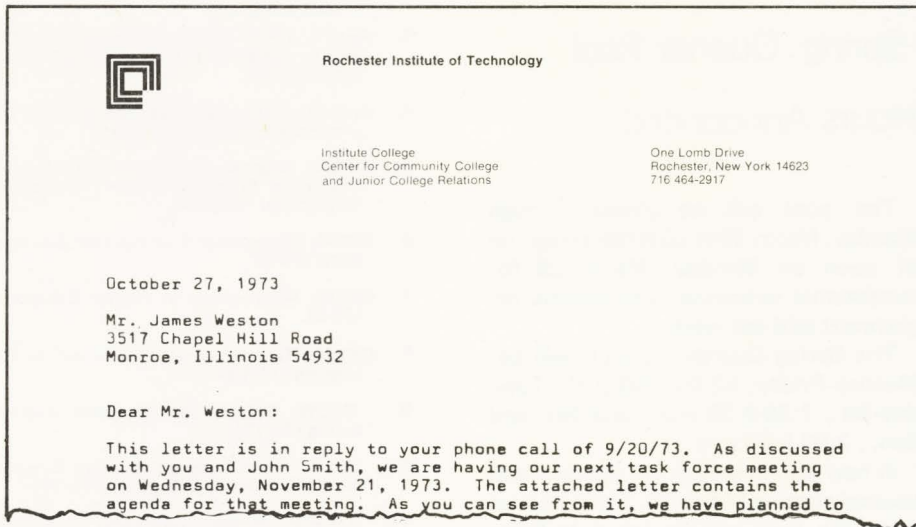
A guidebook designed to identify the basic components of the system will also be distributed.

"What the Institute comes to mean in the years ahead as we move towards our anniversary year in 1979 will, to a great extent, be supported by the success of this program," President Paul A. Miller said.

"We have grown rapidly and moved into new areas over the past few years, but at the same time inter-relationships among our educational activities have increased," Miller said. "One important way to communicate these relationships

is to relate graphically our several colleges, divisions, and special services. Not only will this give us a greater unity and expression within the RIT community; it will also help us to interpret the Institute to many others," he said.

"A special task force of faculty and staff members, assisted by several students, has worked for the past 18 months to review the whole matter. Their recommendations formed the basis for this system which is an extension and comprehensive application of the graphic mark and signage now in use. It has been modified to better meet functional requirements and to suggest the spirit of the Anniversary years," he added.



*The graphic identification mark (above) is the official graphic representation of RIT. It is a redesign of the original mark, which was developed when RIT moved to the Henrietta campus in 1968. Developers of the new mark say it represents the ideas of progressiveness, confidence, and academic orientation which are characteristic of the Institute. Institute stationery (left, above) will look like this, and memos (left, below) will look like this. New stationery will be printed only as existing supplies are depleted.*



# EVENTS

## Meetings

### Tuesday, March 26

10 a.m.- 12 noon—Student Affairs Staff Meeting; Alumni Room.  
 1 p.m.-2 p.m.—Student Association Meeting, Multi-Purpose Room.  
 1 p.m.-2 p.m.—BACC Meeting; 06A-201.  
 1 p.m.-2 p.m.—Christian Science Counseling; Conference rm. C.  
 1 p.m.—WITR Board Meeting; Mezzanine Lounge.  
 1 p.m.—Civil Technological Engineers Fellowship; NRH  
 6:30 p.m.-10:30 p.m.—RIT Band; Multi-Purpose Room.  
 7 p.m.—RIT Jazz Ensemble Rehearsal; Multi-Purpose Room.  
 7 p.m.-11 p.m.—Delta Sigma Phi—Room M-1 & M-2.  
 7:30 p.m.— Christian Science Organization; College Union Mezzanine.

### Wednesday, March 27

6:30 a.m.—Meditation Classes, Kate Gleason North Lounge, Everyone welcome, bring some fruit.  
 8 p.m.—Outing Club Meetings; Plans for future escapes from the land of brick; NRH South Lounge.

### Thursday, March 28

11:00 a.m. - 2:30 p.m. - Gannett Management Seminar; Conf. Room C; Contact: Bill Siegfried at 2758 and

6:30 - 11:00 p.m. - Gannett Management Seminar; Henry Lomb Room; Contact: Bill Siegfried at 2758.

3:00 p.m. - College of Business Lecture Series "Politics of Permanent Inflation"; College of Business Conference Room 01A-2000; Contact: Prof. Stephen Marder at 2323.

## Exhibits

### March 18 through April 11

Wallace Library Gallery - "African Textiles"; Daily, 8:30 - 4:30; 2nd floor.; Free.

## Wine Party Planned For Women Students

A wine and cheese party for women students is scheduled for 4 p.m. Wednesday, March 27, in the multi-purpose room of the College-Alumni Union, according to Joyce Herman of the Counseling Center.

A possible topic of discussion will be whether to affiliate with the Intercollegiate Association of Women, Ms. Herman said. Other topics that might be pursued are consciousness raising and career development.

All women students are invited.

## SPECIAL ANNOUNCEMENTS

The Office of Veteran's Affairs has announced that Mr. Lewis Damiani and Mr. Anthony Ferrarese, both State Veterans Counselors will be available for counseling during registration on March 25 from 9:30 to 3:30.

The list of current job openings at RIT is posted every Monday at the following locations: College Union; Col. of Engineering; Wallace Memorial Library; Housing Office; Physical Plant; General Duplicating; Metro Campus; Food Service; Union; Food Service, RHD; Col. of Science; General Studies; Computer Services; Project Upward Bound; NTID-5th Floor; NTID-Grace Watson Hall; for further information, contact Personnel at 464-2424.

## Movies

### Saturday, March 23

7:00 p.m. - "No Way to Treat A Lady"; Captions Film Series; General Studies Aud.; Free.

## Spring Quarter Pool Hours Announced

The pool will be closed through Monday, March 25th with the exception of noon on Monday, March 25 for recreational swimming, the athletic department said last week.

The Spring Quarter schedule will be: Monday-Friday, 12:00-1:00 p.m., Tuesday-Sat., 7:30-9:30 p.m., and Sat. and Sun., 2:00-5:00 p.m.

A new sign-in system for the pool will be used starting March 25. All swimmers using the pool will be asked to show their I.D. and sign in at a table in the pool area where the lifeguard will be in attendance.

Registration for swimming lessons will be Saturday, April 6 from 10 a.m. to 12 noon in the pool area. At that time the hours that the children are to come will be assigned. The lessons will run for 8 weeks and are open to all children of the faculty, staff and full-time students-ages two and up. Classes will begin on Saturday, April 13th. Participants must bring suits and towels, swim coach John Buckholtz said.

News and Events is published weekly during the academic year by Rochester Institute of Technology, Communications Services, 464-2330, and distributed free of charge to the Institute community.

Rick Kase, editor; John Alibrandi, Cathie Davis, production assistants; Events calendar produced in cooperation with Reporter magazine.

## Grant, Contract

## Deadlines Listed

The Office of Grant and Contract Administration reminds all faculty and staff that the following are deadlines for program application. Since Institute review and approval must be accomplished prior to mailing a proposal, applicants are requested to forward their proposals to Grant Administration one week before the listed deadlines.

Additional information may be obtained by calling: Dan Cashman, 464-2388.

### NATIONAL SCIENCE FOUNDATION

1. A. S. A. P.: Research Opportunities for Small College Faculty, call ext. 2388 for list of local projects.
2. ASAP, NSF - NATO Advanced Study Institutes - 38 separate Institutes in highly specialized scientific & engineering topics for advanced graduate & postdoctoral students and junior faculty. Institute vary from 1 to 6 weeks. Grant cover round trip air fare plus intercity ground transportation.
3. April 1, 1974: Faculty Fellowships in Science Applied to Societal Problems.(74-16).
4. June 30, 1974: Research Management Improvement Program (73-18).
5. OPEN: Science Engineering Technician Education Program, March '74 deadline for summer '74 grant.
6. OPEN: Materials and Instruction Development (74-3).
7. OPEN: Alternatives in Higher Education (74-5).
8. OPEN: Technological Innovation in Education (74-10).
9. OPEN: Educational Program Restructuring (74-10).
10. OPEN: Field Initiated Studies, Experimental in Science Education (74-11).
11. A.S.A.P.: Project Compute, Dartmouth College, Sponsored by NSF. Computer Oriented Materials. Production for Undergraduate Teaching.
12. April 8, 1974: Decision-Related Research on Technology Utilized by Local Governments Research in two categories. (A) Equipment Technology (B) Computer programs.

### NATIONAL ENDOWMENT FOR THE ARTS (Visual Arts Program)

1. May 30, 1974: Photographer Fellowships, FY '74.

### NEW YORK STATE EDUCATION DEPARTMENT

1. March 23, 1974: Post-Secondary Occupational Education. Priority for development and modification of degree and non-degree occupational education curriculums also including co-op projects with local BOCES Agencies.
2. April 15, 1974: Ethnic Heritage-Studies Program - (Guidelines are still in preparation.) To support development of programs & curriculum in ethnic heritage studies.

### U.S. OFFICE OF EDUCATION

1. April 1, 1974: U.S. Office of Education, Environmental Education Projects, (A) Minigrant (Workshop) - Max \$10,000, (B) General - over \$10,000