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DISTINGUISHED ALUMNUS--Dr. Ralph Van Peursem (left), dean of the College of Science, presents the College's Distinguished Alumnus Award to Dr. Daniel J. Pasto, who was a member of RIT's class of 1957. Dr. Pasto is currently a professor of chemistry at the University of Notre Dame.

Communications To Highlight RTC Meeting

"Communication as a Process" will be the theme of two major productions prepared by RIT students and faculty/staff as part of the annual meeting of the Rochester Telephone Corp. which will be held on campus Wednesday, April 19.

The Institute's participation in the program was coordinated through RIT's Public Affairs Division, and the Office of Special Events.

The meeting will convene at 11 a.m. in Ingle Auditorium in the College Alumni Union and will conclude with tours of campus communications areas for Telephone Corp. share owners and a group of high school students who will be attending the day's events as guests of the telephone

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Guldin Named Director of School of Printing

Dr. Mark F. Guldin, coordinator of the RIT graduate program in printing and acting director of the School of Printing since July of last year, has been named director of the School, by Dr. Lothar K. Engelmann, dean of the College of Graphic Arts and Photography.

Dr. Guldin, 35 Barnfield Rd., Pittsford, will be responsible for administering all School of Printing programs for the 500 undergraduate and graduate student body.

"Dr. Guldin is well qualified for this position," Engelmann said. "He has a long personal history with RIT to which he came originally as a student in 1949, and again as a faculty member in 1962. After a leave of absence he obtained a doctoral degree in mass communications from the University of Iowa. During the last two years he has been the coordinator for the graduate program in printing education. Since July, 1971, he has been serving as acting director of the School of Printing."



Dr. Mark F. Guldin

Speaker Named

Management Convocation April 19

WHAM, Telephone Company To Receive Citations

Eli Cantor, chairman of the Board for Printing Industries of Metropolitan New York, and former executive editor for the Research Institute of America, will be guest speaker for the 46th annual RIT Management Convocation Wednesday, April 19 at 6:30 p.m. in the Great Hall of the Rochester Chamber of Commerce.

More than 175 employees from city-area business and industry will be awarded diplomas in the areas of industrial and office supervision, sales, materials handling, packaging, transportation and traffic management and motion and time economy.

Two area communications organizations--Radio Station WHAM and the Rochester Telephone Corporation--will receive special citations for outstanding community service during the Convocation program.

WHAM's award is "in commemoration of the 50th anniversary of the founding of this, Rochester's pioneer radio broadcasting station; in recognition of its progressive leadership in the communications industry as evidenced by the numerous awards it has won, resulting in gaining a distinguished national reputation in the field; in appreciation of its long service to the Rochester and Monroe County area, continuing interest in higher education and dedicated support of the community it serves so well."

The award to the Telephone Company is "in commemorating the completion of 50 years of service and growth to its present status as the nation's largest independent operating telephone company; in recognition of its generous support of the objectives of this Institute and its continuous and unqualified endorsement of technological education at the collegiate level; in appreciation of its establishment and endowment of a professorship in communications to foster communications research at RIT and to develop a diversified program in the communicating arts and sciences."

Cantor served for many years on the Board of Directors of PIMNY. He has also served as a director for the Typographers Association of New York, and for Advertising Typographers of America. He has been a management representative on Industry-Union Funds on Automation, and Research and Development, and has served in the same capacity on the Industry-Union "Print New York" campaign.

Cantor has represented the U.S. typographic industry before Congress in hearings on copyright law revision. He serves as chairman of the Research and Technical Committee of the Typographical Council of the Graphic Arts Technical Foundation.

A well-known lecturer on graphics and management, he has fulfilled many engagements at RIT, California State Polytech, Pratt Institute, Cooper Union, New York City Community College, Yale and Massachusetts Institute of Technology. He was a featured speaker in the RIT Management Seminar Series in 1970, and has taken part in graphic arts seminars at RIT.

An attendance of about 700; including employer representatives from industries concerned, graduates and guests, is expected, according to Vernon R. Titus, Management Division director and long-time coordinator of the program.

Diploma presentations will be made by John D. Hostutler, general manager of the Industrial Management Council of Rochester and a member of the RIT Board of Trustees. Dr. Paul A. Miller, RIT President, will preside over the convocation program.

Begun 45 years ago, with only one course offering and 10 students enrolled, the RIT Management Program has expanded today to include more than 1,600 students in nearly 100 course offerings. The program is one of the largest continuously operating ones in management education, and has during its 45-year history, graduated nearly 6,000 area supervisors.



Eli Cantor

EVENTS

MONDAY, APRIL 17

RIT-TV: "Welcome to RIT," 9 a.m., Channel 2

BOARD OF TRUSTEES: Annual Meeting, 3 p.m., Henry Lomb Room

FREE UNIVERSITY LECTURE: "The Future of the World and What to Do About it," by Dr. Isaac Asimov, associate professor of biochemistry at Boston University School of Medicine, 8 p.m., Clark Memorial Gym

TENNIS: Brockport at RIT, 3 p.m.

TUESDAY, APRIL 18

LUNCHEON: Quantity Food Production Class Luncheon, Henry Lomb Room, noon, \$1 (call Annette Frank, 2351 for reservations)

HILLEL ACTIVITY HOUR: Meeting and election of officers, 1 p.m., Alumni Room, College Alumni Union

GOLF: RIT at Alfred, 1 p.m.

BASEBALL: Brockport at RIT, 3 p.m.

TRACK: Geneseo, Potsdam, Utica, Eisenhower, St. Bonaventure and St. John Fisher at RIT, 3 p.m.

SIERRA CLUB: Meeting at 8 p.m., Room 1251, College of General Studies

LACROSSE: RIT at RPI, 3 p.m.

WEDNESDAY, APRIL 19

CAMPUS VISITORS: Rochester Telephone Corp. annual meeting, 11 a.m., Ingle Auditorium

MANAGEMENT CONVOCATION: Great Hall of Rochester Chamber of Commerce, 6:30 p.m.

PHYSICS COLLOQUIUM: "Pulsars, Occultations, and Chemical Abundances as Observed at Mees Observatory," Dr. Conrad Sturch, University of Rochester, 3 p.m., Room 3178, College of Science

GARDEN INTEREST GROUP: Meeting at home of Judy Brown, 64 West Brook Rd., Pittsford, 8 p.m. Call Mrs. Brown, 385-1087 for reservations.

BUSINESS SEMINAR: College of Business Seminar for faculty, staff and graduate students-- "Market Power, Profitability and Financial Leverage," by Dr. Timothy Sullivan, 3 p.m., Henry Lomb Room

ALUMNI LECTURE SERIES: "Investments for the Layman," by Milton Tatelbaum, retired vice president, B. Forman Co., 8 p.m., Room A-205, College of General Studies

CAMPUS VISITORS: American Concrete Institute meeting, 7:30 p.m., Room A-201, College of General Studies

LACROSSE: RIT at Albany, 3 p.m.

THURSDAY, APRIL 20

LUNCHEON: Quantity Food Production Class Luncheon, Henry Lomb Room, noon, \$1 (call Annette Frank, 2351 for reservations)

CHEMISTRY SEMINAR: "Circular Dichroism Studies of the Stereo chemistry of Coordination Compounds," with Dr. Bodie Douglas, Chemistry Dept., University of Pittsburgh, 4 p.m., Room 2178, College of Science

BIBLE STUDY: Sponsored by Student Christian Movement, 6 p.m., Sol Heumann Conference Room

WOMEN'S TENNIS: RIT at Wells, 4 p.m.

FRIDAY, APRIL 21

GOLF: RIT at Clarkson, 1 p.m.

TALISMAN FILM FESTIVAL: "Boys in the Band," 7:30 and 10 p.m., Ingle Auditorium

ALUMNI COCKTAIL PARTY: Sponsored by Alpha Phi Omega, 8 p.m., multi-purpose room, College Alumni Union

SATURDAY, APRIL 22

CENTER FOR EMPLOYER-EMPLOYEE RELATIONS: Luncheon, noon, multi-purpose room, College Alumni Union

NTID STUDENT CONGRESS: 1-5:30 p.m., Clark Memorial Gym

TALISMAN FILM FESTIVAL: "Diary of a Mad Housewife," 7:30 and 10 p.m., Ingle Auditorium

CAPTIONED FILM: "Gambit," 7 p.m., General Studies Auditorium

TENNIS: Alfred at RIT, 2 p.m.

BASEBALL: RIT at Utica (2), 1 p.m.

TRACK: RIT vs. St. Lawrence at Canton, 1 p.m.

LACROSSE: Alfred at RIT, 3 p.m.

SUNDAY, APRIL 23

WORSHIP SERVICES: Roman Catholic Mass, Ingle Auditorium, 10:30 a.m. and 5 p.m., Fr. Appelby

Protestant Services: South Lounge, Kate Gleason Hall, 11 a.m., Rev. Gibson

Protestant Services: Levy Lounge, Sol Heumann Hall, 7 p.m., Rev. Rynearson

BOSWELL COFFEE HOUSE: 7 to 10 p.m., Multi-purpose Room, College Alumni Union

DONKEY BASKETBALL: Sponsored by NTID and Junior NAD, 7:30 p.m., Clark Memorial Gym

BASEBALL: RIT at LeMoyne (2), 1 p.m.

NEWS & NEWSMAKERS

Associate Professor Richard D. Zakia, director of Instructional Research and Development, presented a paper on "Sequential Letter and Word Recognition in Deaf and Hearing Subjects" at the recent April meeting of the American Educational Research Association....Morton Isaacs, assistant professor of psychology in the College of General Studies, recently had an article accepted for publication in the American Psychological Association's Convention Proceedings for 1972, under the title, "Inoculation Theory Revisited: The effect of using truisms of different involvement levels on results predicted from Inoculation Theory." The article will appear on or about September 1972. It deals with an experiment testing a Social-Psychological model of McGuire called "Inoculation Theory," which seeks to predict the results of exposing beliefs which a person holds to attacks, and with the effects of various defenses upon the attitude change that results....Extended Services Division will sponsor a Basic Workshop on Communication With the Deaf for RIT employees for 10 Wednesdays at 1 p.m. (50-minute periods), starting May 3, in Room 4287 of the College of Business. The course is designed for any Institute employee who serves the deaf, or whose job could be done better with easier communication with the deaf; classes are limited to 20 persons. Enrollment may be made with Roger K. Powell, Extended Services, 2213....The Office for Computer Services is presenting another series of orientation seminars for faculty, students and staff on computer programming and the XDS SIGMA 6 computer recently installed on the campus. Enrollment in each seminar, being held Monday through Friday from noon to 1 p.m., is limited to 25, and registration may be made with Miss Janey Hockenberry in Room 1091 in the Annex. Room assignments will be made at the time of registration....Three RIT employees were workshop leaders for the recent conference on "Working Women and the American Dream," held at McCurdy's department store and Brick Presbyterian Church in Rochester on April 14 and 15. Dr. Francena L. Miller, lecturer on the Social Science staff of the College of General Studies, conducted a workshop on "Woman to Woman," an exploration of women's relationship to one another, and the fear of success; Dr. Andrew DuBrin, associate professor in the School of Business Administration in the College of Business, "Preparation for Re-Entry into the Job Market;" and Miss Judy Vollmer, placement counselor, Central Placement Services, on "How to Look for a Job." The conference was sponsored jointly by the Rochester Chapters of the American Association of University Women and the National Organization of Women.

Black Awareness Week Planned

A concert by jazz singer Leon Thomas, a performance by black poetess and actress Joanna Featherstone and a speech by Dr. Charles G. Hurst, president of Malcolm X College, will highlight a Black Awareness Week at RIT later this month.

The activities, sponsored by the Black Awareness Coordinating Committee at RIT, are open to the public and tickets are available at the RIT College Alumni Union information desk or at the door.

A complete schedule of activities is as follows:

Wednesday, April 26:

3 p.m., the Buffalo Black Drama Workshop will present "It's Easier to Get Dope Than It Is to Get a Job," an original play written by the workshop's director, Edward Smith, Ingle Aud., College Alumni Union. Admission free.

Thursday, April 27:

8 p.m., fiery black actress Joanna Featherstone will read the poetry of Langston Hughes, Le Roi Jones, James Waldon Johnson, Paul Dunbar, Gwendolyn Brooks, and others in her program "Not Without Laughter." Ingle Aud., College

Alumni Union, Admission free.

Friday, April 28:

9:30 p.m., College Alumni Union cafeteria: "Cold Duck and Soul," a dance with music by the Rochester group "Sound Track and Soul." Admission free to RIT students, 75 cents to visitors.

Saturday, April 29:

8 p.m., George H. Clark Memorial Gymnasium, on the Henrietta campus, jazz singer Leon Thomas. Admission \$2.

Sunday, April 30:

4-6 p.m., College Alumni Union cafeteria: Soul Food Supper. Tickets \$1.75.

8 p.m. - 12 midnight, Ingle Aud., College Alumni Union, "The Joe Jones spectacular" featuring a variety of Rochester area black talent, including Florence Jones, Dwayne Jones, Marva Davis, The Lanovias, Ronnie Gaston, and others. Admission free.

Tuesday, May 2:

8 p.m., Ingle Aud., College Alumni Union: Dr. Charles Hurst, president of Malcolm X College in Chicago, Ill. speaking on "Educational Revolution: The Black Solution."

Dr. R. E. Lee Is Named To Lakes Advisory Unit

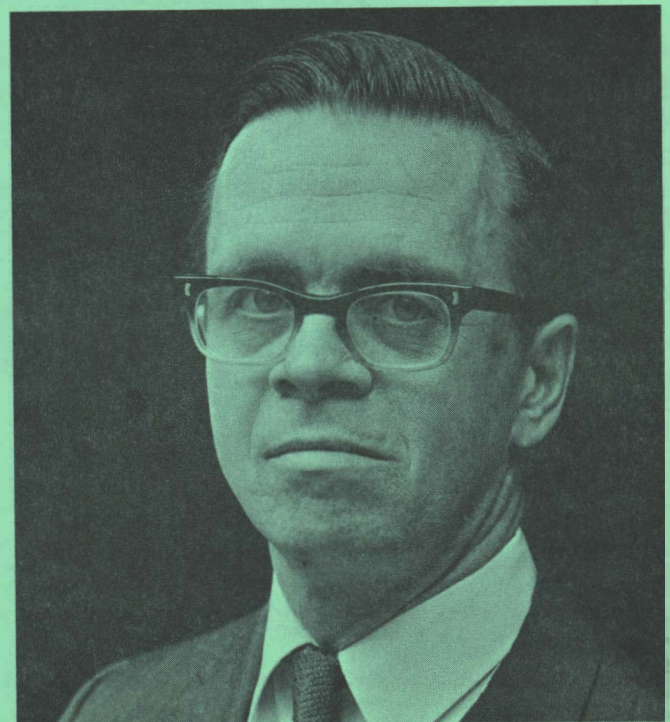
Dr. Robert E. Lee, president of the Rochester Committee for Scientific Information, will represent the Rochester area on the Great Lakes Advisory Council for the New York State Sea Grant program.

Dr. Lee, a faculty member in the Electrical Engineering Department at RIT, said the grant is intended to assist state and local governments and industries in wise management of their coastal waters.

"Our advisory council," he said, "will select the goals and determine the priorities for the Great Lakes portion of the New York Sea Grant Program."

The federal grant is being administered by the State University of New York and Cornell University.

With his wife and three children, Dr. Lee resides at 166 Westbrook Rd., Pittsford. He is a 1950 graduate of Monroe High School in Rochester, and received his Ph.D., Master, and Bachelor degrees in electrical engineering from the University of Rochester.



Dr. Robert E. Lee

COMMUNICATIONS . . .

(Continued from front page)

company.

A photography exhibit, prepared by students and staff of the College of Graphic Arts and Photography, will be on display through-out the day in the Union Lobby. Students whose work will be part of the exhibit include Photographers Jeri Buxton, Richard Daley, Stephen T. Smith and A. J. Zelada, and Designer Richard Stoecker. Faculty advisors are Tom Muir Wilson, staff chairman, photographic illustration, and C. James Gleason, assistant professor in the School of Photographic Arts and Sciences.

The exhibit will explore the use of communications technology among people in Telephone Company and Institute settings, as well as within the community as a whole.

Following the formal corporation meeting, at which directors and auditors for the year will be elected, a special multi-media audio-visual presentation will be shown.

The production was developed by students, faculty and staff from the Department of Communication Design and the Media Design Center at RIT. Producers include Bruce Weinstein, a graduate student in the Communication Design Department; R. Roger Remington, chairman of the Communication Design Department, and Frank Argento, coordinator of the Media Design Center.

The presentation, entitled "Yesterday, Today and Tomorrow," will employ slides, motion pictures, television and live performers to convey its message of Communications as a Process. Multi-screens will be used to create visual analogies, to create tensions, and to create reliefs.

According to Gene DePrez, RIT Director of Communications, the subject "Communication as a Process" "focuses creativity and awe unto itself. The subject, RIT, shares many paralleling qualities. The utilization of communication images in concert with RIT images will tend to create an alliance by association marrying these two subjects. Thus, the audience will experience a sense of bonding between Communication and RIT."

Mark Wollwage, a Communications Design student, and Alexander Lawson, Carey Professor in the School of Printing, are producing the printed "keepsake" program.

Dr. Paul A. Miller, RIT President, will introduce the multi-media production, suggesting the thrust of Communications at RIT in reference to the recent endowment by the telephone company of the Kern Professorship in Communications to foster communications research at RIT and to develop a diversified program in the communicating arts and sciences.

All students, faculty and staff are being invited to attend the annual meeting and multi-media production. Seats are limited, however. "We feel this meeting on the RIT campus will give students an opportunity to participate in a corporate meeting, to see business at work in their own environment," said George S. Beinetti, Rochester Telephone Corp. president.

Following the share owners meeting and communications presentation, campus visitors will remain on campus for luncheon. In the afternoon, they will tour various areas of the Institute involved in Communications activity.

EXHIBITS

WALLACE MEMORIAL LIBRARY: Printed pieces from the Graphic Media Center of Department of Communication Design, College of Fine and Applied Arts, through April 18.

Being shown are original printed posters, announcements, portfolios, printed class work and printed ephemera.

The next edition of News and Events will cover the period of April 24-30. Deadline for material for that issue is noon, Monday, April 17. Send material to News & Events, c/o Communications Services, or call 2344.