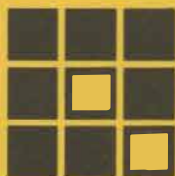


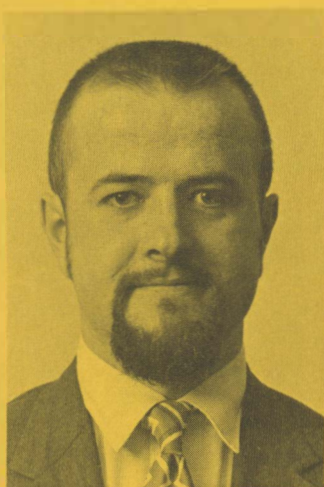
NEWS & EVENTS



July 10-July 23, 1972

Published by Communications Services
Rochester Institute of Technology

Tyler To Advise In Indonesia



Dr. Tyler

Two hotels in Indonesia soon will have the in-person advice of an RIT faculty member in marketing their product.

Dr. Philip R. Tyler of 23 Wickwine La., Henrietta, N.Y., assistant professor in the College of Business, will leave around August 1 to spend a year in Indonesia at the invitation of Intercontinental Hotels, Inc., and the Indonesian government as a marketing consultant.

The purpose, says Tyler, is to develop a marketing program for hotels managed by Intercontinental Hotels (which is owned by Pan American Airways) and the Indonesian government.

Up to now, Tyler reports, the hotels were fairly unconcerned with marketing concepts because they had little competition, but now they're expecting competition from international chains.

"The hotels in Indonesia have been almost always completely sold out. It was a seller's market until now, without any significant competition," says Tyler."

Tyler's job will be to instruct the hotel management in marketing concepts, approaches, and techniques. He will help identify the particular groups, conventions, and regular transient business the hotels want to attract. He will help in putting together particular programs for cultivating those markets and in developing both one-year and five-year plans.

"The challenge will be to make the markets aware, and prefer our hotels over other hotels," he explains.

Tyler will be working directly with Hotel Indonesia in Djakarta and Hotel Bali Beach on the Island of Bali.

He was approached for the job because his recent doctoral dissertation at

(Continued on Page 4)

WXXI Seeks Volunteers

Rochester's Channel 21 is looking for volunteers, both hearing and deaf, to help evaluate the captioning system for Julia Child's "French Chef" cooking program.

Beginning on August 6, Channel 21 will be used for a test area for the program. Rochester, along with Boston and Tampa, Fla., have been chosen to test this captioning system because of the large deaf population in their broadcast areas. The captioned programs will run through September 26, and will cover everything from appetizers to desserts.

Anyone interested in volunteering to fill out one of the written evaluation forms should contact Channel 21, either in writing at 410 Alexander Street, or by phone at 473-4160. There will also be a small number of personal interviews conducted by Channel 21.



WATER, WATER, EVERYWHERE....Friday, June 23, with devastating floods throughout the Genesee Valley, hundreds of volunteers, National Guardsmen, Civil Defense personnel, and RIT faculty, staff and students joined in the fight to hold the river within its banks along East River Road. For more than 48 hours, the hundreds of volunteers filled sandbags, ate and slept at RIT.





Indonesia...

(Continued from page 1)

Michigan State University was on "Correlates of Success in Convention Properties."

Tyler will take a leave of absence from RIT to take the assignment in In-

donesia. After his return, he will write reports on his experience for professional journals.

A graduate of Monroe High School in Rochester, he received a bachelor's degree in business administration from RIT and master's and doctor's degrees in business administration from Michigan State University.

Goudy Award Set Oct. 13

Dr. Giovanni Mardersteig, of Verona, Italy, acknowledged internationally as one of the greatest printers of the 20th Century, will deliver the Frederic W. Goudy Distinguished Lecture in Typography at RIT on Friday, Oct. 13, 1972.

He will also receive the 1972 Frederic W. Goudy Award, which is made possible by a grant to RIT from the Mary Flagler Cary Charitable Trust, in honor of Melbert B. Cary, Jr., who during his lifetime was himself a well-known private printer, and a president of the American Institute of Graphic Arts.

The Goudy lecture will be held in the Booth Auditorium of RIT's Frank E. Gannett Memorial Building, and falls on the eve of the Institute's annual homecoming weekend. The lecture is free of charge and open to the general public.

"By most authorities, Mardersteig is considered to be the foremost living scholar-printer," stated Alexander S. Lawson, the Melbert B. Cary, Jr., Professor in Graphic Arts, in RIT's College of Graphic Arts and Photography.

Now in his eighty-first year, Mardersteig has been the recipient of numerous honors from several nations, including Germany, where he was presented the Gutenberg Prize, and Italy, which awarded him the order of Grand' Ufficiale. In the United States, he has received the Medal of the American Institute of Graphic Arts.

NEWS & NEWSMAKERS

"Welcome to RIT," a TV film orientation program, will be shown every Monday morning at 9 a.m. on campus channel 2....A two-day newspaper color seminar designed to provide management, supervisory and sales personnel with an understanding of newspaper color reproduction methods, equipment and systems for letterpress and offset newspapers will be held at the Graphic Arts Research Center July 25 and 26....Dr. Edward S. Todd, vice president of instructional development and planning, is attending the Institute on Telecommunications and Public Policy at Harvard University through July 18....The personnel department will post a list of staff openings weekly on bulletin boards outside the personnel office and in physical plant, Wallace library, food service office, College Alumni Union, College of Engineering, and the Metropolitan Center....RIT Trustee Bruce B. Bates has been elected to his second term as president of the Convalescent Home for Children.

EXHIBITS

BEVIER GALLERY: Student honors exhibition, through September, regular hours.

WALLACE MEMORIAL LIBRARY GALLERY: Exhibition of book illustrations by Leonard Baskin, Rico Lebrum, Robert Marx, and Ben Shahn, through July 31.

The next edition of News and Events will cover the period of July 21-August 3. Deadline for material for that issue is Friday, July 14. Send material to News and Events, c/o Communications Services, or call 2330.