

# Almanac

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## The University and the Community: Breaking Down the Barriers

"I have the image of the University in the community as an Indian goddess," said Louise Shoemaker, dean of the School of Social Work and chair of the Committee on Community Relations, "with many arms: giving with some and taking with the others."

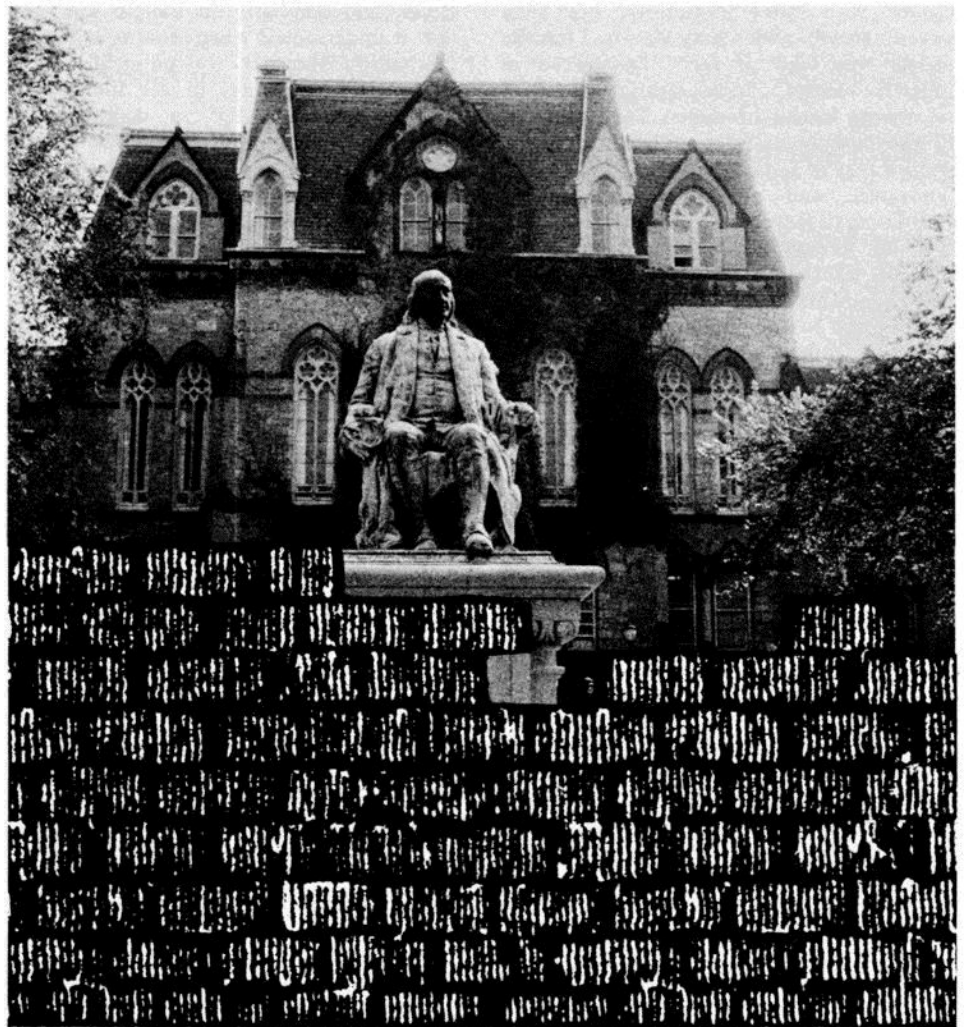
"The University promotes involvement with the community as an official policy," said professor Thomas Corl, of the city and regional planning department and director of community relations, but it's sort of like legislation without adequate appropriation."

The nature and form of the relations between the University and the West Philadelphia community are as complex and varied as each of the parties involved. Pennsylvania is a collection of schools and departments within each school, as well as institutes, centers and large numbers of professional and supportive employees.

West Philadelphia is not one community enclave, but a large geographic area composed of "tens of thousands of people, dozens of neighborhoods and hundreds of organizations," Corl reflected.

Thus, any discussion of community relations at the University must bear in mind "the myth of 'The University' and the myth of 'The Community'," Corl said. While some of the hands give and some take away, none of these groups knows the others' agenda.

This is not to imply a *laissez-faire* attitude on the part of the University. On the contrary, both Corl and Shoemaker emphasized the University's commitment to the diverse community surrounding it. Shoemaker and the Community Relations Committee have expressed serious concern over the impending "gentrification" of West Philadelphia. Corl works daily with such groups as the West Philadelphia Corporation to understand the issues confronting West Philadelphia neighborhoods and



businessmen and to inform them of the University's available resources.

The Community Relations Committee recommended to the University Council this spring that a broadly-based task force of high level representatives from the University, the community, and city government study ways in which West Philadelphia's cultural and economic diversity could be maintained as the quality of life in the area was improved.

The committee fears this diversity will be displaced as upper-middle and upper class individuals purchase homes and apartment

buildings in University City and convert them either to single household dwellings or to condominiums. Such transactions free a large amount of space for a diminished number of people. Consequently, rent hikes squeeze poorer individuals and families out of the neighborhood. This process is generally known as "gentrification" or displacement.

Shoemaker noted that gentrification has become a national problem as people are rediscovering the pleasures of urban life. "The phenomenon we're seeing now in West (continued on page 6)

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## The Meaning of CARP at the University of Pennsylvania



I am glad that *Almanac* encourages the "robust clash of opinions which has marked a vigorous intellectual University climate." However, I am afraid that the May 8 article "Campus Leaders Condemn CARP Methods and Philosophy," didn't have much clash of opinions, but was set squarely against CARP with bitter monotony. For such sweeping and condemning claims, I felt the article was void of facts, half-baked in objective research, and composed mainly of selectively biased opinions. The combination seemed successful to suit its purposes: to instill a fear of CARP. Fear can only breed ignorance, and at worst scapegoating. Pertaining to Reverend Moore's reference to fear of "genocide," (a very strong word indeed), what else starts it off than a vague fear of another group of people.

It is good to know of course, that certain campus "leaders" disagree with activities associated with Reverend Sun Myung Moon, but also it is good to know that there are equally as equipped scholars and religionists, who would speak more fairly about the good of such work as we do. Witness the professors who write articles for CARP's weekly student newspaper, *The World Student Times*, or those scholars who have attended Reverend Moon's "International Conference of the Unity of the Sciences," presented yearly. If a little concerned research took place, there are also several scholarly books and articles written which explain the integrity of Reverend Moon's teachings and the activities which they have inspired. As usual, you will not find out about these resources from our four outspoken campus leaders. They wish to bring the university under the wing of their opinion. By contacting CARP directly, a full source of information is available, including the allegations against us and our responses.

The whole socio-psychoanalytical approach toward CARP in *Almanac's* article seemed quite inconclusive. As a first point, if you assume we are a "cult" *a priori*, then you don't have to look at us any closer, because now you have a semantic reason to know that we are "bad." Perhaps you should look first at what we are doing and then you can choose a name for us. As relates to all the psychoanalysis, could we say that the very reasons that Dr. Dole, Rabbi Monson, Reverend Moore, and Dr. Mechanick, and perhaps the *Almanac*, speaks of CARP in such an inimical way due to some psychological deficiency in their background, or failure in their professional work and social life, and thus they need to gather and justify their identity by projecting their frustrations at

CARP and getting everyone to agree with them. It doesn't sound very nice and complementary, but I'm sure an avowed psychoanalyst could have a field day. I want to make clear that I am not suggesting that this is the case with our reputable leaders, but rather I mean to point to the relativising effect, and emphasis on human weakness that is underscored when looking at human motivation from only this point of view.

Honestly speaking, in all the articles written about CARP in campus-based publications, only two or three times did I ever read the word *God*. Perhaps the word makes for unpopular reading and embarrassment. Or, perhaps the authors could not include such fictitious words out of journalistic honesty. Granted, it is a hard concept to pass around in the academic community these days. Could it be that herein lies the real controversy of CARP. Yes, we believe in God very strongly. We also believe in morality, unchanging values, objective natural and moral laws in the universe, and in the interest which God takes in the state of our world. I know for a fact that Dr. Dole and Dr. Mechanick have no category to appreciate these views of life in their science of psychology, being as they are agnostic or atheist. (Excuse me if they are not; then perhaps they can explain why our religious experience with God is "cultish" compared to the experiences which founded and furthered all the great world religions.) As another case in point for the *Almanac* article, the book quoted, *Snapping: America's Epidemic of Personality Changes*, is clearly a polemic against any kind of religious experience. The authors are popular writers and have traveled the country plugging for the book. At a time when the issue is so popular it's a great way to make a buck.

To the degree that we commonly deem spiritual values all-important and the desire to serve God and others as basic to our human lives, we have no differences with Reverend Moore and Rabbi Monson. Maybe they don't think that we have the same God as they do, but I suspect that we do, and that the differences lay in our varied views of how clear we as individuals know what God wants us to do. Our understanding of God, man and the universe, leads us to draw clear conclusions, and then put them into practice with great interest and zeal. Rabbi Monson said we may appeal to students who are seeking answers (to unanswerable questions). We believe that mathematical exams are not the only area in life which merits true answers. Are answers

to true love, true human relationships, right and wrong, higher and lower morality, ethics, and even human happiness completely evasive and therefore foolish to look for? Hoorah to the student who in this day and age believe he can find such great ideals, certainty, and framework of wisdom.

A group like CARP is needed on campuses because it does attempt to answer these questions constructively and educationally, and encourages the general search of students in these areas of life. As Harvey Cox concluded in his article in *Christianity in Crisis*, "The Real Threat of the Moonies," and also which Reverend Moore and Rabbi Monson seem to be aware of, that groups like Reverend Moon's may take the role to fill the needs of growing students to find true ideals and meaning, and at least this can only serve to stimulate the established religious institutions to revive themselves in their ability to give spiritual fulfillment.

CARP  
University of Pennsylvania

## Almanac

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# On Campus

## May 16-May 24

### 16, Friday

**Exhibit Opening:** Salih Memecan's cartoons, opening reception at the University City Science Center 4-6 p.m.

### 17, Saturday

**ICA Street Signs:** An opportunity for children to create a temporary 'street site' of their own, 11 a.m.-noon at the Fine Arts Building, front plaza.

**Sports:** Men's heavyweight crew competes for the Burk Cup against Northeastern at the Schuylkill River.



Dianne Felton

### 18, Sunday

**Baccalaureate Service:** James Michener is the featured speaker at the Baccalaureate Service in Irvine Auditorium at 3 p.m.

**International Museum Day:** *The Classical World*, a gallery tour at The University Museum featuring fine Attic pottery, Roman sculpture and mosaics and material from a Roman shipwreck. The tour begins at 1:30 p.m. at the museum's main entrance and lasts approximately 45 minutes. Admission is free, \$1 donation requested. For information call Ext. 4000.

### 19, Monday

**Commencement:** A short musical program opens the ceremonies at 9:30 a.m.; the degree candidates will proceed into the convention hall of the Philadelphia Civic Center at 10 a.m.; Lord Noel Annan, art historian and international educator will deliver the commencement address.

## 20, Tuesday

**Seminar:** The Respiratory Physiology Seminar presents Dr. Elsworth R. Buskirk, Laboratory for Human Performance Research, The Pennsylvania State University on *Adaptions to Exercise and Heat; Body Fluids and Fluid Loss* at the Physiology Library, 4th floor, Richards Building, 12:30-1:30 p.m.

## 21, Wednesday

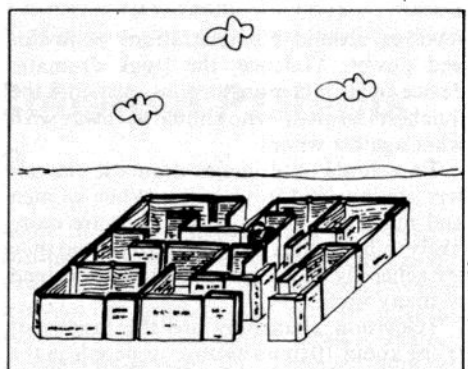
**Colloquium:** The Language in Education Colloquium Series presents five advanced doctoral students in the Language in Education Program, 7-9 p.m. in the new Club Room of the Faculty Club.

**Sports:** Women's outdoor track competes in the AIAW National Championships through Saturday at Oregon.

## 24, Saturday

**Sports:** Men's heavyweight crew competes against Cornell for the Madeira Cup at Cornell; men's outdoor track competes in the IC4A through Sunday at Franklin Field.

**Theatre:** The Philadelphia Gay Cultural Festival presents Philadelphia Tommi Aviccoli's new play, *Judgment of the Roaches*, at 8 p.m. at the Christian Association Auditorium. Admission is \$2, for more information call 386-1610.



## Cartoon Exhibit Opens

Salih Memecan, a Fulbright Hays scholar at the University, presents his third solo exhibition of his cartoons. Memecan's first exhibition was held in the University's Faculty Club in February 1979 and the second was in the Turkish Center, New York last December.

This exhibit opens tomorrow, May 16 at the University City Science Center with a reception from 4 to 6 p.m. A sharp and delightful irony pervading Memecan's cartoons enlivens newspapers and journals throughout Europe and the United States. His editorial cartoons have been published by *The Bulletin* and *The Philadelphia Inquirer*.

Memecan was born in 1952 in Turkey and received his B.A. and M.A. from the Middle East Technical University. He is currently working towards his Ph.D. in architecture at the University of Pennsylvania.

## Continuing Exhibits

**Salih Memecan Cartoons** in the University City Science Center, Monday through Friday, 9 a.m.-5 p.m. through June 11.

**ICA Street Signs** in Center City, installations, performances and photographic bus project, a series of events through May 18.

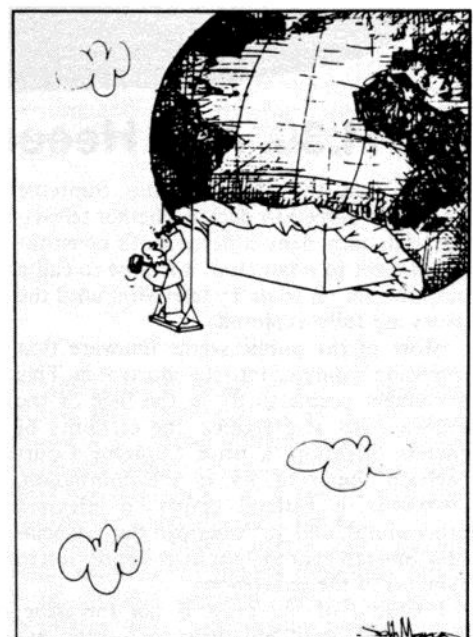
**Sir Peter Sheppard: Collected Works** in the Faculty Club Lobby, Monday through Friday, 9 a.m.-9 p.m., through May 20.

**The Shadow Catcher: E. S. Curtis** in the University Museum, Tuesday through Saturday, 10 a.m.-5 p.m., Sunday 1 p.m.-5 p.m., through July.

**Memorypieces/Photocollages:** Frances Storey in Hoover Lounge, Vance Hall. Daily through May 24.

**Greek Images and Wedgwood Ceramics** in the University Museum, Tuesday through Saturday, 10 a.m.-5 p.m., Sunday 1-5 p.m., through August 31.

Graduate School of Fine Arts presents painting and sculpture by its class of 1980 in the gallery of the Institute of Contemporary Art, Tuesday through Saturday 10 a.m.-5 p.m. and Sunday noon-5 p.m. through May 25.



## 'Almanac' Publication Schedule

We'll be publishing one more issue of *Almanac* for the current academic year: May 22. For the summer months, *Almanac* will be published the second Thursday of each month, hence June 12, July 10, and August 14.

Except for the calendar, all information for publication must be received by the *Almanac* office by 4 p.m. Monday for each Thursday's *Almanac*. Information for the calendar must be received one week prior to the desired date of publication.

# Two Views of Television

## It's 11:30. And Heeeeere's Justice

Now that the United States Supreme Court has agreed to decide whether televising trials may deny a defendant's constitutional right to a fair trial, it is time to call a moratorium on trials by television until the issues are fully explored.

Most of the public seems unaware that television is moving into the courtroom. This movement seems to fly in the face of the known risks of prejudice, the certainty of endless litigation, a prior Supreme Court decision opposing TV in the courtroom, resistance in Federal courts to televised proceedings, and an American Bar Association vote last year to uphold its opposition to cameras in the courtroom.

Freedom of the press is not the issue. Journalists, both broadcast and print, are free to cover most trials, and cameras would not change any of the current limitations on such coverage. The only issue is the addition of actual sight and sound to coverage. We must ask: What price would justice have to pay for plugging courtrooms into a system geared to ratings?

Many states have already let cameras into state courtrooms without serious investigation of the effects that televised trials have on the administration of justice, and, equally important, on the image of justice held by viewers, who ultimately shape our system of justice.

We can infer such effects from research here at the University of Pennsylvania and from investigations of other social scientists.

Typical viewers of prime-time and weekend daytime TV see an average of 30 police officers, seven lawyers and three judges every week. What do they learn? Most action

revolves around demonstrations of justice and power. Violence, the stock dramatic device of such demonstrations, provides the quickest lesson on who should get away with what against whom.

Two-thirds of all major dramatic characters are involved in violence. When women and minorities are involved, they are more likely to be victims than victimizers, and they are generally underrepresented and devalued in many ways.

Television characters are the targets of crime about 10 times as often as people in the real world. Nearly 41 percent of all TV crimes are murders. A disproportionate number of victims are whites. (In the real world, property crimes are most common and a disproportionate number of victims are blacks.) Television policemen observe suspect's rights in about 2 in every 10 cases.

Our research found that exposure to TV cultivates a heightened sense of living in a mean, violent world. Individuals who watch more TV than others in their same age, sex and socio-economic groups tend to exhibit a consistently higher degree of insecurity, mistrust and question for protection. All in all, TV viewing appears to cultivate relatively anxious and hardline attitudes among viewers of most types, particularly the young.

But if real trials are telecast, won't we get more accurate portrayals? No. Once in the courtroom TV controls the message. Selected courtrooms become program-originating locations, transporting the sights and sounds of real courtrooms into millions of homes conditioned to a Perry Mason ritual of courtroom and crime drama. Trials

## Media Supply Psychological Needs As Well As Information

When people watch television—or read newspapers and magazines or listen to radio—they seek not only information, but satisfaction of important psychological needs. How these psychological needs are answered and what impact they have on the number of viewers, listeners and readers is of vital importance.

Two researchers released last week the full volume of their four-year study of the interest patterns, the needs, and the TV viewing, and reading and listening habits of 2,476 people, a representative statistical sample of the entire U.S. population aged 13 and older. All were interviewed at length between October 1977 and January 1978.

By relating TV viewing to each person's degree of interest in some 139 leisure activities, the study finds significant, new (continued on page 5)

will be picked and edited to fit and confirm that ritual.

A trial must proceed as independently as possible from conventional moral pressures and popular clamor. Televising trials can only erode judges' ability to do justice in each case. It would do nothing to ensure greater fairness that existing newsmedia scrutiny could not do. We may be on the verge of drifting into a major institutional transformation while assuming that we are only making a few public-spirited adjustments.

Television is not neutral. It presents a coherent world of images and messages serving its own institutional interests. Plugging courtrooms into the TV system can make them appendages of that system. Once televised trials attract a large national following, the process will be irresistible, cumulative and probably irreversible.

Neither history nor research support the contention that television coverage of courts would enhance fairness, protect freedom, increase public understanding and promote needed court reform. Indeed, the evidence suggests the opposite. We need independent investigation, not self-serving demonstrations and uncontrolled "experiments." Only an immediate moratorium on televising trials can give us the time and the opportunity we need for responsible action.

*George Gerbner*, Dean  
Annenberg School of Communication

This article originally appeared in the April 23 issue of *The New York Times*. It is adapted from an article in the April issue of *Judicature* magazine.

(continued from page 4)

patterns among the audiences for television and other media. For example:

- Many men—and some women—interested in outdoor activities are very infrequent viewers of professional sports programs.

- Teenage male students interested in competitive athletics and mechanical activities tend to shun programs with news, informational or cultural content.

- A group interested in athletic and social activities, mostly adolescent girls, likes escapist fare—science fiction, horror and disaster stories—in movies as well as in TV programs.

- A group with highly diversified interests, composed of both men and women from low income and low education households with a large percentage of blacks, tends to be among the heaviest viewers of public television.

The authors of the study are Professor Ronald E. Frank at the Wharton School and Marshall G. Greenberg, senior vice president of National Analysts, the Philadelphia-based marketing research division of Booz, Allen & Hamilton, Inc. Their report on the national study is published as *The Public's Use of Television* by Sage Publications, Inc. of Beverly Hills.

Their book, subtitled *Who Watches and*

*Why*, analyzes not only TV viewing selections but also describes newspapers, magazines, and books read, movies seen, and radio programs preferred.

Using the various leisure interests and activities reported and the psychological needs they satisfy, Frank and Greenberg found that TV audiences could be grouped into 14 distinct segments, each with a coherent pattern of interests and needs.

Those audience segments, the researchers point out, are not necessarily correlated with sex; each segment counts both men and women who have similar interests. Males outnumber females—or vice versa—in some segments, but there are groups divided equally between the sexes. The same is true for minorities in the population; they are not segregated into their own segments in the study.

"We are not dealing in stereotypes. People are placed in our various categories, depending solely on their leisure interest patterns, not on the basis of age, sex or income. A few segments contain people with higher than average incomes, but we do not exclude from those segments others whose incomes are below average," Frank and Greenberg point out.

The purpose of the study, which was supported by the John and Mary R. Markle Foundation with additional funds from the

Corporation for Public Broadcasting, was to develop new insights into the ways people use television and other communications media in their daily lives.

The authors do not expect this research on interest segmentation to replace traditional audience measurement systems such as Nielsen and Arbitron, but to complement them. Today the three television networks depend on delivering massive audiences that can be counted by the established rating services. However, the total audiences for many TV programs may shrink when people have more alternatives from which to choose. Cable TV, independent stations, and videodiscs all allow viewers to select more entertainment and information from outside the sphere of the three major networks, they point out.

With a greater diversity of options available, people will change their viewing habits, average audiences will get smaller, and those changes could have a great effect on television programming. More programs will probably be tailored to specific audience interests. Wherever that happens, the interest segmentation approach by Frank and Greenberg will aid in planning, scheduling, writing and other necessary strategic decisions within the television industry.

## Fourteen Segments: Coherent Patterns of Interests and Needs

Frank and Greenberg found that the American public could be grouped into 14 distinct segments, each with a coherent pattern of leisure interests and and psychological needs. They note in their book, *The Public's Use of Television*, "no one individual is likely to fit the average description of any single segment perfectly. We all contain certain elements of many segments, but at the same time we fit certain segments better than others."

Among the categories are the following:

### Mechanics and Outdoor Life

Predominately a male group, this segment is composed primarily of blue-collar workers. They are especially interested in non-competitive activities that require physical and personal accomplishment such as hunting, camping, or auto repair. In general, they are heavy viewers of adventure, drama, and suspense shows, as well as heavy users of other media including movies, radio, "how to" books, and farm and country radio programs.

### Money and Nature's Products

This group of men, and some women, averaged 53 years old; many are retired and live in suburban or rural areas. Characterized by their interest in activities that bring

some form of tangible return or reward—business investments, fishing, hunting, for example—they do not usually select physical activities or sophisticated arts or international affairs. This segment tends to share a psychological need for continued support and reinforcement of the traditional values in American life, which has much to do with their selection of TV programs. While above average in their viewing of news and commentary programs, they are below average in their use of other media.

### Family/Community Centered

A predominately male group, this segment can be characterized as married, about 47 years of age and employed in blue- or white-collar jobs. This group is interested in outdoor activities, business investments and community groups.

This group spends little time watching television, although members of this group are above average newspaper readers and radio listeners.

This group is especially interested in religion and seeks material of religious content in television viewing, newspaper reading, and radio listening.

### Elderly Concerns

Largely female, this group's average age is

61 and it is the oldest of all the segments Frank and Greenberg define. The biggest problem of these women appears to be loneliness; many are retired, widowed, and have few children left at home. They choose television to help lift their spirits.

This group prefers drama, game shows, soap operas, and religious programs. Since those in this segment seek a sense of belonging and vicarious participation in a family, some become involved in a personal way with the characters and problems in the soap operas. In addition, some seem to adopt, as surrogate friends, the hosts and celebrities of game and talk shows where they can watch highly predictable (almost ritualistic) patterns of behavior.

Regarding other media, this segment uses magazines the least of all the groups.

### Arts and Cultural Activities

This segment is composed of a high concentration of women, averaging 44 years old, with broad intellectual and cultural interests. Most people in this segment have some college education and are employed as professional or white-collar workers. Because of their need for intellectual stimulation and growth, those people in this segment seek to understand other people and

(continued on page 7)



## Breaking Down the Barriers (continued from page 1)

Philadelphia is roughly analogous to Society Hill ten or fifteen years ago," Shoemaker said, when increased demand for housing in Society Hill raised rents beyond many residents' means. While the improvement of the physical surroundings of West Philadelphia neighborhoods is a desirable objective, Shoemaker said she hoped that the poor and minorities would not be excluded from the benefits of the change.

The question, she said, was "what can we do to make it better for all of us?"

She also observed that culturally, ethnically and economically diverse neighborhoods have not been preserved in American cities where revitalization has taken place, although some progress has been made in Europe.

The University has a unique opportunity to strive for the maintenance of West Philadelphia's diversity while working toward the improvement of the area. "The University is a prime force in this area," she said. "We have to take responsibility for the initiative."

While the committee's proposed task force was tabled for the present, a series of breakfast meetings with community and government leaders has been initiated by the University. The first was held last month, and the problematic issues of housing, public education and crime were briefly discussed.

Corl took a more skeptical attitude toward the possibility of the University's intervention in the possible process of gentrification.

"The University's power is substantially misunderstood," Corl said. "We can't change a zoning ordinance." Nor can President Martin Meyerson control what individual buyers choose to do with their

property, he said.

Moreover, Corl suggested that the diversity cherished by the apprehensive may be somewhat illusionary. "In aggregate, West Philadelphia is diverse, but it is composed of enclaves which are relatively homogeneous," Corl said. Thus some neighborhoods are black middle-class clusterings, while others may contain lower income Indochinese families or, as is the case close to campus, primarily students.

Corl believes the University can help the area primarily as "a meeting place" for ideas as well as people. "I see the University as a repository of knowledge and expertise," Corl said.

Corl also thought that there was a great need for students and faculty to become involved with the community. "I would like to see increasing involvement of students and faculty," Corl said. He suggested that an active tenants' union could halt the exploitation of students and other groups, like the Indochinese residents of West Philadelphia, by some area landlords.

"Organization" was the key to solving West Philadelphia's "quality of life" problems, Corl said. He suggested that the residents must provide this organization for themselves for it to be effective. The University can provide advice, he reflected, but the area's residents must organize their own neighborhoods for increased safety and cleanliness.

Corl noted that organization could combine with community-oriented teaching and research programs at the University to build a stronger area. However, he stressed that the University does not have an extension service to assist their neighbors such as those which operate from state land grant colleges.

colleges.

The University's community programs offer services ranging from tutoring, and health care, to social services. These programs are not centrally coordinated but rather are administered through individual schools and departments.

An area of past concern was the expansion of the University into residential neighborhoods, a practice which did not win the University favor in the eyes of its neighbors.

"I see no reason to believe the University would expand into a residential area," Corl said. The policy has been shifted, Corl said, for three reasons. It is not policy to encroach upon its neighbors' homes, the cost is exorbitant and the process of land acquisition is too difficult, Corl said.

Corl also works with city government, along with Professor Morris S. Arnold, vice president and director of the president's office, to discover solutions for the problems pressing both the government and the campus. Both Corl and Shoemaker praised the administration of Mayor Bill Green as being more open in its relations with the University than its predecessor.

Arnold has formed an informal group of campus and city leaders to discuss "bringing the problem solvers to the problems." He drew attention to the many leaders in the areas of transportation, government, management, law and business who could aid the city with its many dilemmas.

Arnold's model for cooperation between the University and the city is one of good neighbors. "We can cooperate and relate to the community and the city in all sorts of ways," he said. "We are a part of both."

—S.J.S.

## Wedgwood Exhibition Set

Ancient pottery and Wedgwood ceramics sit side by side in a small University Museum exhibition showing the influence of Greek classics on Wedgwood design.

*Greek Images and Wedgwood Ceramics* opened last week in the Mosaic Gallery of The University Museum.

The exhibition features select items from the museum's collection of Greek pottery from the 4th to 2nd centuries B.C. displayed with Wedgwood pieces from the 18th century to the present.

One of the main purposes of the exhibition is to show the ancient inspiration for Wedgwood shapes and designs. Selections of ancient pottery were made by Dr. Roger Edwards, curator of the Mediterranean Section of the museum.



This combined exhibition of Greek and Wedgwood pottery is a part of the Josiah Wedgwood 250th Anniversary Jubilee being presented by the Buten Museum of Wedgwood.

*Greek Images and Wedgwood Ceramics* will be on display until August 31. Museum hours are Tuesday-Saturday 10 a.m.-5 p.m. Sunday 1-5 p.m.

## Revsin Case Still Unsolved

Julie Revsin, a graduate student in the Annenberg School of Communications, was murdered March 21, and although the Philadelphia Police are still working on the case there is no one in custody.

"We have a lot of leads and are working on them," said Detective Igor Alifimow who is currently investigating the case. "I wouldn't rule out a suicide," he said adding, "but we are still investigating it as a murder."

Murders occur in Philadelphia at the rate of one per day according to Alifimow who said that about 60-70 percent of the cases are usually solved, with someone convicted.

Police Inspector Donald Patterson said, "We will certainly do everything we can to bring the investigation to a successful completion."

—M.F.M.

## Those 14 Segments: Give Information, Fill Needs (continued from page 5)

are not looking for ways to enhance status or to escape.

Selective in their television viewing, this segment prefers theatrical performances, musical performances, and documentaries, as well as news commentary and daily news programs.

In addition this segment includes heavy users of books, Sunday and daily newspapers, and magazines, particularly news and business/finance publications.

### Home and Community Centered

While the average age of this group is also 44, this segment of women have a strong interest in home-making and in their local community. They express a high need for maintaining family ties and for understanding others, and a low interest in intellectual stimulation and creativity.

In television viewing, this segment prefers soap operas, religious, game, and talk shows.

Among other media, they are moderate users of magazines and newspapers.

### Family-Integrated Activities

This segment is composed mostly of suburban women, averaging 34, with children. Frank and Greenburg suggest that this group strongly supervises the television viewing behavior of their children, selecting programs that combine education with entertainment.

For this segment, Frank and Greenberg identify television as playing a definite and specific role in their homes. They select programs with a broad range of appeal that crosses age groups, using the medium to bring parents and children together to share experiences during the hours when the children are awake. Frank and Greenberg contrast that behavior with the pattern in other homes where television is used as a baby-sitter or as a means of keeping children out of the way while parents are busy elsewhere.

This segment is classed as heavy users of the media, including magazines—especially women's service and home service magazines—radio, and movies, especially children's movies.

### Competitive Sports and Science Engineering

This teenage segment is composed almost entirely of young males interested in competitive sports and mechanical activities. They express a high need for creative accomplishment, intellectual stimulation and growth, status enhancement and escape from boredom. They tend to avoid activities they consider female-oriented and indicate little need to improve their understanding of others or to achieve greater self-acceptance.

This group watches sports events on

television about twice as much as the average for the population. They are also viewers of science fiction, situation comedies and children's shows, especially cartoons.

Among other media, this group consists of heavy users of movies; they prefer books and movies with escapist themes.

### Athletic and Social Activities

This largely female segment averages 19, the youngest in the study. They are interested in getting away from the pressures and responsibilities of home life, and seeking athletic and socially stimulating activities away from home.

Television and movie preferences focus on escapist fare like science fiction, horror and disaster stories, although this group is not composed of heavy television users. Movies and radio are popular with young people in this segment, however. They are low users of newspapers and magazines.

### Indoor Games and Social Activities

Dominated by young women averaging 22 years old, people in this segment are in a transitional stage, having moved out of their parents' homes when their schooling was finished. While some are married with young children, others in this group are single.

Since they probably have little money to spend while establishing a new home, people in this segment tend to be interested in indoor games; additionally they watch a lot of television, ranking high in the amount of time spent before the screen.

Marked by their limited social activities outside the home, they select a broad variety of programming and seem to depend on television as a main source of entertainment.

They are heavy users of books and movies, although they are more intellectual and less escapist than the other segments dominated by young people.

### News and Information

This segment is mixed, with nearly equal numbers of men and women. People in this group average 47 years old and have a large appetite for television. A distinctive feature of this group is that the people in it are more interested in observing and knowing than in participating. They keep informed on a broad range of subjects and are interested in maintaining family ties. This group seeks information to make themselves more socially stimulating and better able to converse with others.

Despite the demands for information, people in this segment do not seem to use the information in social or political activities or in their occupations. They use television largely for entertainment and to keep informed.

In addition to high use of television news

and news commentary shows, this group also rates high in use of general and news publications.

### Detached

This segment, composed of nearly an equal number of men and women, averages 46 years old and an income of \$10,600, the second lowest level of all the segments studied. Many people in this segment live in center city areas: a large percentage are black.

This segment was labeled "detached" because persons in it expressed few interests or psychological needs covered in the survey. Translated into television viewing, this group was probably average or below average for the 19 program types in the study. Among other media, this group is light users of magazines, books, movies and newspapers.

### Cosmopolitan Self-Enrichment

This segment ranks as the most affluent and one of the best educated of all the groups included in the study. It is composed of men and women averaging 36 years old, with average incomes of \$18,800, most of whom have attended or completed college.

Members of this segment express diverse intellectual and cultural interests, are physically active, and have strong needs for creative accomplishments and for understanding others.

Persons in this group are lowest among all segments in overall use of television, but the heaviest users of public television. They are also the heaviest users of all types of print media: books, magazines and newspapers.

### Highly Diversified

People in this segment expressed a wide variety of interests: camping, athletic activities, household activities, the arts, social issues, etc. They are also above average in their interest in engineering, mechanical activities and popular entertainment. A large number of their interests stress some form of active personal participation.

This segment had the largest percentage of blacks, and the largest number of interviews from the South.

Television appears to play a major role in the lives of those in this segment; they tend to watch programs that typically appeal to both men and women, both children and adults. This pattern suggests that whole families watch together with various members selecting programs they like. This group seems to use public television as a means of stimulating their family's intellectual and cultural growth.



# Books

Erving Goffman: *Gender Advertisements*. 84 pages. New York: Harper Colophon Books. \$4.95.

In his latest work, one of the University's most enigmatic professors examines the subtleties in current advertising to expose their reflection and enforcement of existing social and sexual stereotypes.

Through actual advertisements, Goffman explores beyond the obvious views of harried housewives to expose those nuances that depict images generally accepted as ideal or desirable in reality. The title, *Gender Advertisements*, refers to those actions or postures that represent preconceived notions of appropriate behavior for each sex in specific situations.

A great continuity in themes becomes apparent in the many photographs collected and Goffman has created categories about behavior in advertisements that translate into real attitudes about social actions. The categories include the depiction of relative size as it relates to power, authority and social rank. Men are always shown as taller than women unless they are unquestionably of a lower social rank. The ritualization of subordination is another example which focuses on the positions assumed by the sexes in relation to one another and to the activity being pursued.

With these photographs, Goffman has created a societal study of real stereotypes as they are unwittingly accepted by all who see and are influenced by advertisements.

Charles R. Gallistel: *The Organization of Action: A New Synthesis*. 427 pages. Hillsdale, N.J.: Lawrence Erlbaum Associates. \$24.95.

This book is an important new synthesis of classic and modern neurobehavioral literature dealing with the principles by which complex, purposive, and intelligent behavior is generated.

Classic papers in these areas are reprinted in the text. The book also provides a clear description of three types of elementary units of behavior: the reflex, the oscillator, and the servomechanism, and of the principle by which these units interact.

The concept of a complex unit of behavior is elucidated. Gallistel also reviews the diverse manifestations of hierarchical structure in the neural mechanisms which underly coordinated action.

He considers the problem of how knowledge—particularly representations of the spatial environment—can play an organizing role in the genesis of action, even in creatures as lowly as the digger wasp. Gallistel also reviews modern literature in cognitive and developmental psychology and relates his discussions to this review.

This book will appeal to psychologists, neurobiologists, and philosophers interested in the problem of action and how it may be approached in the light of modern neurobehavioral research. It is designed to be used as a supplementary text in courses in physiological psychology, neurobiology, and

behavior, and in those courses in cognitive and developmental psychology that lay particular stress on understanding how complex behavior patterns may be implemented.

Aron Katsenelinboigen: *Soviet Economic Thought and Political Power in the USSR*. 213 pages. Pergamon Press. \$25 (hardcover).

This work illustrates the process of the evolution of Soviet economic theory from its unification during the Stalinist period to its limited diversity during the last twenty years. This evolutionary process is of special significance since economics is the first discipline within the humanities and social sciences to be studied in the USSR as an area in which a variety of opinions could be expressed. The book explores the conditions necessary for the stability of this diversity for the present and the future. The connections between leaders of Soviet economics and party leaders is examined from this standpoint.

Katsenelinboigen's book is based mainly on informal, first-hand sources gathered from 1956 until 1973 when he worked in the Soviet Academy of Sciences, first as a junior scientist and later as the head of a department. It also contains material from the period of 1970 until 1973 when the author was a professor on the economics faculty at Moscow State University.

## Resolution Concerning the Establishment of a Research Foundation

The Council Committee on Research with this statement indicates its unanimous support for the University's plan to establish an internal Research Foundation at the University of Pennsylvania and further urges its establishment as a high priority item in University planning. The purpose of the recommended foundation is to provide a means of funding for worthy scholarly and scientific activities which because of time restraints or other uncontrollable factors might otherwise be lost to the intellectual environment of the University.

The need for discretionary financial support for scholarly and scientific activities in a major research university such as this one has been a long-standing one. Past failure to provide such an avenue of funding may very well have inhibited our present highly regarded research environment from reaching its full potential.

At the present time the growth of governmental regulatory policies accompanied by demands for greater accountability threaten to restrict the flexibility of research expenditures, a trend which usually retards

research activities. It is the opinion of the Committee on Research that the creation and funding of an internal Research Foundation would considerably enhance the flexibility of the University's research enterprise. We suggest that such a foundation represents one of the more important and appropriate responses of this University to the restrictive incursions by regulatory agencies of the federal government.

The recommended foundation will also be able to deal effectively with several problems of research funding which predate the current crisis and have long been with us. Lack of continuity of funding for ongoing research projects and dispersion of their personnel because of such lack of continuity and the provision of seed money for new faculty members' research efforts are but two of the areas which can be cited.

It is the opinion of the Committee on Research that the proposed Research Foundation can provide a much needed vehicle for assuring the continued growth of our intellectual and research resources and that its establishment at this time is both

appropriate and timely.

R.S. Berkowitz, M. Caspari, T. Dziemianowicz, L. Fleisher, S. Gale, M.R. Kare, M. Katz, N.A. Kefalides, P. Kleindorfer, H.M. Myers (Chairman), C.H. Parker, G. Prince, M. Santopietro, D. Weinsweig.

### Administration Welcomes Research Foundation

The establishment of an internal research foundation was identified by President Meyerson and Provost Stellar as a top priority of the Campaign for the Eighties. The target for this was five million dollars. The University administration welcomes this foundation and does not consider its funding to be a new commitment, but rather a continuous aspect of the campaign and post-1980s campaign. In the past the concept has been discussed with the faculty, and President Meyerson and I welcome a reminder of this most crucial enterprise by the University Council Committee on Research. It is our hope to establish the foundation by the end of the Campaign for the Eighties.

Vartan Gregorian, Provost



**M. Harriss Samitz**, emeritus professor of dermatology, is serving as an exchange scientist to the University of Warsaw under the U.S.-Poland Health Scientist Exchange Program, which is organizing a collaborative study on the assessment of skin impairment and disability caused by occupational exposures and establishing a research project which relates to the effects of metallic ions (chromium and nickel) on skin from occupational and environmental exposures.

**Dr. J. Sanford Schwartz** has received a three year, \$30,000 award as a W. K. Kellogg Foundation National Fellow.

Schwartz will be studying how physicians make decisions in the use of medical technology. He will research technologies developed in non-health disciplines and determine how these technologies can be translated to the field of medicine.

**Professor Kenneth S. Goldstein**, folklore and folklife, has recently been named a trustee of International House of Philadelphia. International House is a cultural and educational program center, as well as a residence for students from more than 60 countries.

**Professor Albert I. Oliver**, education, was honored recently by Council for Exceptional Children for his contributions as a pioneer in the development of the Association for the Gifted.

Oliver was the first president of the council's division of the association and has been involved in many of its activities.

**Professor Elias Burstein**, physics, and **Professor Gary Schmidgall**, English, have both received Guggenheim Fellowships for 1980.

**Professor Anthony F. C. Wallace**, anthropology, was elected to membership in the American Antiquarian Society. Wallace is well-known for his research on the Seneca Indians and for his theory of religious revitalization. He received a Pulitzer Prize in 1979 for *Rockdale: The Growth of an American Village*.

**Professor John Quinn Lawson**, architecture, has been awarded a Rome Prize Fellowship in Architecture for 1980-81. Lawson has a masters degree from Princeton University, and is concerned with the public aspect of architecture.

**Louise P. Shoemaker**, of the School of Social Work, has been named to the City of Philadelphia Youth Services Coordinating Commission and to the Board of Directors of the National Conference on Social Welfare.

**Daniel J. McCollum, Jr.** has been appointed assistant comptroller of the Wharton School. McCollum has been the director of fiscal operations at the Dental School since October 1976. Prior to that he served as a staff accountant in the Comptroller's Office beginning 1973.

**Donald T. Regan**, chairman and chief executive officer of Merrill Lynch & Co., has been chosen to receive this year's Joseph Wharton Award for Excellence in Business Statesmanship from the Wharton Business School Club of New York.

Regan has served on the Board of Overseers for the Wharton School and is now a life trustee and is one of the few non-alumni to have held the post of chairman of the University's trustees. Regan graduated from Harvard College and served in the Marine Corps in World War II.

Regan has worked in Merrill Lynch for his entire career, but he has also been vice chairman of the board of the New York Stock Exchange, one of the original directors of the Securities Investors Protection Corporation, a member of the Business

Roundtable, and a trustee of the Committee for Economic Development.

**Dr. Paul E. Epstein**, joined the staff of the Graduate Hospital as chief of the pulmonary division of the department of medicine recently. Epstein is assistant professor of medicine in the School of Medicine. He was formerly director of the clinical pulmonary training program at the school.

## Correction

The article "Diverse Achievers Awarded Honorary Degrees" in the May 8 issue of *Almanac* did not note that former Nigerian president Nnamdi Azikiwe received his Masters of Science degree in anthropology from the University in 1933. We regret the omission.

## Special Assistant Named for Affirmative Action

**Davida Hopkins Ramey**, affirmative action and compliance officer at Middlesex County College in New Jersey, was named special assistant to Morris Arnold, vice president and director of the office of the president recently. In announcing the appointment, Arnold said Ramey's "expertise in the implementation and monitoring of affirmative action programs will be an invaluable asset to the University."

"We feel that our performance in the area of affirmative action is commendable and that Davida Ramey will help us to achieve an even better record."

Ramey was an equal opportunity specialist in the New York district office of the U.S. Equal Employment Opportunity Commission (EEOC) from 1976 to 1979 before going to Middlesex County College in Edison,

N.J., in February of 1979.

Before her assignment with the EEOC, Ramey was a senior field representative with the New Jersey Division on Civil Rights from 1973 to 1976.

She is a 1973 graduate of Douglass College, Rutgers University, with a major in psychology.

She received additional training with the International Association of Human Rights Agencies; the New Jersey Department of Civil Service and the U.S. Law Enforcement Assistance Administration, Office of Civil Rights Compliance. Ramey is secretary of the New Jersey Affirmative Action Association in Higher Education and a member of the American Association for Affirmative Action.

## Medical Symposium Focuses on Bioengineering

The University's School of Medicine will offer the second annual continuing medical education symposium, *Bioengineering for the Orthopaedic Surgeon*, on June 6-7.

The course will focus on bioengineering subjects of orthopaedic interest in the etiology and treatment of common orthopaedic problems. The course is designed primarily for resident physicians, individuals preparing for orthopaedic board examinations and practicing physicians desiring an updating in bioengineering.

Included are presentations on the mechanics of ligament and bone failure, biomechanics of ligament repair in knee, physical

mechanisms and clinical use of electrical stimulation, biomechanics and etiology of total ankle and knee replacement, properties of implant metals and polymers, and implant fixation by ingrowth.

The Continuing Medical Education Office has designated this activity as meeting the requirements for 10 credit hours of Category 1 of the Physicians Recognition Award of the American Medical Association.

The course fee is \$150, with a reduced fee of \$75 for resident physicians (with a letter of verification from the department chairman). For further information, contact Nancy Wink, program coordinator, Ext. 8006.

# Opportunities

The following listings are condensed from the personnel office's bulletin of May 8. Because of the delay occasioned by printing schedules, these listings should not be considered official. Some positions may no longer be available.

For further information, call personnel services, Ext. 7284. The University is an equal opportunity employer. Where qualifications include formal education or training, significant experience in the field may be substituted. The two figures in salary listings show minimum starting salary and maximum starting salary (midpoint). Some positions listed may have strong internal candidates. If you would like to know more about a particular position, please ask at the time of the interview with a personnel counselor or hiring department representative. Openings listed without salaries are those in which salary is yet to be determined.

## Administrative/Professional Staff

**Accountant I** (2694) \$10,375-\$14,375. No longer accepting applications.

**Accountant I** (2962) \$10,375-\$14,375.

**Administrative Aide** (B175) \$11,400-\$15,800.

**Assistant Area Director for Operations and Maintenance** (B0386) Responsible for all maintenance, security, and operations procedures within the South Campus area residences (master's degree in administration or equivalent, combination of experience, education and operations experience in multibed facilities) \$10,375-\$14,375.

**Assistant Director of Annual Giving II** (2870) \$14,850-\$20,550.

**Assistant Director** (2831).

**Assistant Comptroller** \$27,125-\$38,225.

**Assistant Director of Residential Living** (02912) \$11,250-\$15,850.

**Assistant Director of Textbooks** (2887).

**Assistant to Chairman II** (2990) \$11,250-\$15,850.

**Assistant Director Alumni Relations II** (02907) \$14,850-\$20,550.

**Associate Development Officer III** (2541) \$18,625-\$26,250.

**Associate Director of Athletics** (2710) \$21,450-\$30,225.

**Building Superintendent** (2945) \$12,900-\$17,850.

**Business Administrator I** (B235) \$10,375-\$14,375. No longer accepting applications.

**Business Administrator II** (2991) \$11,250-\$15,850.

**Business Administrator**.

**Business Administrator IV** (02983) prepares, administers, and controls budgets, has custody of special accounts; prepares reports; meets with agencies regarding fund-raising and budgets; budgets portion of applications and proposals; budget control, and reports. Screens, selects and supervises clerical staff; supervises all personnel records and reports; administers payroll (knowledge in accounting practices, budget and control administration; personnel policies).

**Career Counselor** (2631) \$12,900-\$17,850.

**Coordinator of Comprehensive Care Education** (03017) \$14,200-\$19,625.

**Data Communications Administrator** (2959) \$14,850-\$20,550.

**Deputy Director** (02651).

**Director of Program** (B0318) \$14,850-\$20,550.

**Director of Upperclass Admissions** (2752) \$12,900-\$17,850.

**Editor** (2905) \$16,125-\$22,725. No longer accepting applications.

**Electrical Engineer III** (03012) \$17,725-\$25,000.

**Executive Director of Administrative Affairs/Student Services** (03033) directs student residence program including residential life program; supervises budget, policies, and procedures for residential programs, operations, maintenance and dining services; coordinates financial management and integration of student data base systems for undergraduate, graduate and professional student records; advises on financial planning for the division including long-range planning for allocation of resources for the division; performs related duties as assigned (10 or more years of experience with direct management and finance in higher education, preferably with student services) \$28,325-\$39,950.

**Foreman, Repair and Utility** (2689) \$12,900-\$17,850.

**General Counsel** (02972).

**Junior Research Specialist** (9 positions) \$10,375-\$14,375.

**Manager of Operations** (02949) \$10,375-\$14,375.

**Programmer Analyst I** (B0360) \$12,900-\$17,850.

**Programmer Analyst II** \$14,850-\$20,550.

**Programmer Analyst II** responsible for implementation of social science software on IBM VM/CMS system (bachelor's degree plus several years experience in FORTRAN, systems work, and social science/statistical package) \$14,850-\$20,550.

**Senior Programmer Analyst** (B0371) \$17,725-\$25,000.

**Programmer II** (3003) \$9,275-\$11,800.

**Project Manager** (2433) \$16,125-\$22,725.

**Project Manager** (2 positions) \$16,125-\$22,725. No longer accepting applications.

**Regional Director of Admissions** (2592) \$14,850-\$20,550.

**Research Specialist I** (2 positions) \$11,250-\$15,850.

**Research Specialist I** (B0296) \$11,250-\$15,850. No longer accepting applications.

**Research Specialist III** (B0385) Manages projects related to research in aging and dentistry, researches and prepares information in conjunction with principal investigators, accesses and develops educational resources related to geriatric dental education, participates as clinical examiner and interviewer (BA in behavioral or health sciences, master's degree in related field, clinical certification in some area of dental science, 5 years experience) \$14,850-\$20,550.

**Research Specialist III** (2 positions) \$14,850-\$20,550.

**Research Specialist IV** (B0223) \$18,625-\$26,250.

**Superintendent of Construction and Repairs** (2690) \$14,850-\$20,550.

**Staff Dentist** (B0384) Examines, diagnoses, treats prescribes for the patients, recommends hospitalization when warranted, refers patients to appropriate specialists, consults with other physicians on diagnostic cases, completes or maintains records and questionnaires on patients (thorough knowledge of general dentistry, graduation from recognized school of dental medicine, certification in appropriate field of specialty) \$28,325-\$39,950.

**Staff Writer II** (2979) \$12,900-\$17,850.

## Part-Time Positions—Administrative/Professional

**Permanent Employee** (B0290) Hourly wages.

**Temporary Extra-Person** (B0288) Hourly wages.

## Support Staff

**Administrative Assistant** (6 positions) \$7,975-\$10,150.

**Administrative Assistant I** (2 positions) (B0377) plans and organizes office/clerical arrangements; coordinates activities; handles bookkeeping and budgets (initiative, mature judgment, organizational ability, knowledge of University procedures, related experience and ability to type accurately) (03031) administrative responsibilities relating to budgets, typing, and scheduling of appointments (shorthand or speedwriting, typing, ability to maintain accurate records, high school graduate, business school preferred, office experience) \$7,975-\$10,150.

**Administrative Assistant II** (3016) \$8,625-\$10,950.

**Admissions Assistant** (2889) \$7,975-\$10,150.

**Billing Assistant** (B0367) \$7,975-\$10,150.

**Bookstore Clerk** (2927) \$5,500-\$7,000.

**Clerk III** (2954) \$6,875-\$8,750.

**Computer Operator** (03025) Night operation and care of Univac 90/70 Computing System; prompt response to equipment malfunction problems; care and attendance to terminals and keypunches in Moore and Towne Buildings; other related duties as required; I a.m. to 9 a.m. Monday through Friday (high school graduate; prior experience as a computer operator; must have ability to interact effectively with user community, faculty, students and staff members) \$7,975-\$10,150.

**Coordinating Assistant** (2977) \$8,625-\$10,950.

**Coordinator of Student Permanent Records** (3014) \$8,625-\$10,950.

**Custodian** (3 openings) Union wages.

**Custodian** (4 openings) variety of cleaning tasks; cleaning floors, walls, stairs and windows; uses and maintains cleaning equipment (normal health and physical fitness; ability to speak and understand English) Union wages.

**Data Control Clerk** (03029) \$7,975-\$10,150.

**Electrician I** (2794) Union wages.

**Electrician** Union Wages.

**Electrician Technician I** (B0344) \$9,650-\$12,225.

**Engineer** Union wages.

**Herdsmen** (2 openings) \$5,500-\$7,025.

**Intermediate Draftsperson** \$8,575-\$10,850.

**Junior Accountant** (03032) prepares data, schedules and conducts exit interviews for graduating students, graduates and alumni concerning loan repayments, and problems relating to loans and deferments (high school graduate, some college preferred, particularly accounting; ability to learn laws and regulations pertaining to loan funds, both University and government) \$7,975-\$10,150.

**Junior Accountant** (2960) \$7,975-\$10,150.

**Library Clerk** Union wages.

**Maintenance person** (3001) Union wages.

**Manager, Rathskeller** (B310) Hourly wages.

**MCST Operator** (2482) \$7,425-\$9,450.

**Project Budget Assistant** (2 openings) \$7,975-\$10,150.

**Pipefitter** (3 openings) trouble shoot problems to HVAC systems; general mechanical maintenance (thorough knowledge of high and low pressure steam and related equipment; must be familiar with pneumatic temperature controls, heating pumps and air compressors) Union wages.

**Psychology Technician I** (B0366) \$9,650-\$12,225.

**Programmer I** (B0356) \$9,275-\$11,800.

**Records Assistant** (2939) \$7,975-\$10,150.

**Research Bibliographer I** (2973) \$7,975-\$10,150.

**Research Laboratory Technician I** (B0381) performs routine serological techniques; virus bacterial and mycoplasma isolations; prepares culture media; uses microscope, autoclave and other laboratory equipment (graduation from an approved, one-year course in general laboratory techniques and/or practical experience working in a laboratory; must be able to move about physically) \$7,575-\$9,600.

**Research Laboratory Assistant I** (3 openings) \$7,575-\$9,600.

**Research Laboratory II** (B0379) research concerned with endocrinology involving work with isotopes, protein and steroid biochemistry and assays (B.S. in science or equivalent, preferably in biochemistry and/or biology; 0-1 years experience) \$8,575-\$10,850.

**Research Laboratory Technician II** (2 openings) \$8,575-\$10,850.

**Research Laboratory Technician III** (4 openings) (B0375) assists with standard physiological procedures for *in vitro* studies; performs surgical procedures on experimental animals; uses experimental equipment (degree in bio-engineering; experience with laboratory animals) (B0374) performs enzyme purification from calf thymus tissue; techniques required include centrifugation, ion-exchange, column chromatography, assays of various enzymes; polyacrylamide gel electrophoresis; prepares stock buffer solutions and radioisotopes; washes pipets (college graduate with knowledge of basic biology) (B0373) cytogenetics technician; performs microscopy, tissue culture, karyotyping of human chromosomes and routine laboratory duties (bachelor's degree in natural science or equivalent experience; knowledge of genetics, cytogenetics, hematology helpful but not required; mammalian karyotyping desirable) (B0376) operates a Bruker WH360/180 nuclear magnetic resonance spectrometer; perform routine analysis of samples submitted to the Magnetic Resonance Facility; teaches long term users how to operate the instrument; helps schedule the use of the facility; does routine maintenance of the superconducting magnets; maintains records of liquid helium and liquid nitrogen use; answers telephone (bachelor of science degree in natural science, chemistry or physics essential; lab work experience desirable) \$9,650-\$12,225.

**Research Laboratory Technician III** (13 positions) \$9,650-\$12,225.

**Secretary I** (2 openings) \$6,375-\$8,100.

**Secretary II** (19 openings) \$6,875-\$8,750.

**Secretary III** (19 openings) \$7,425-\$9,450.

**Secretary/Technician, Word Processing** (2 openings) \$7,975-\$10,150.

**Secretary, Word Processing** (B0355) \$7,975-\$10,150.

**Supervisory Herdsman** (B0308) \$9,125-\$11,675.

**Store Cashier** (2 openings) \$5,900-\$7,525.

Eighteen part-time support staff positions are listed on campus bulletin boards.



# For the Record

## Promotions

The following PROMOTIONS were approved by the trustees between February 21, 1980 and March 7, 1980. They are based on actions taken by the Provost's Staff Conference. Under the listings for promotions in secondary appointments, primary appointments appear within parentheses. For a description of the structure of the academic staff and definitions of standing and associated faculty, refer to the 1979 'Handbook for Faculty and Administration,' p. 23-26.

### School of Dental Medicine

#### Standing Faculty

Dr. Gary H. Cohen to professor of microbiology.

### School of Engineering and Applied Science

#### Standing Faculty

Dr. John A. Lepore to professor of civil and urban engineering.

### Faculty of Arts and Sciences

#### Standing Faculty

Dr. Wilfred J. Ethier to professor of economics.  
Dr. Kenneth A. Foland to associate professor of geology.  
Dr. Ralph Ginsberg to professor of regional science.

### Medical School

#### Associated Faculty

Dr. Mary F. Cunnane to clinical assistant professor of pathology.

### School of Nursing

#### Standing Faculty

Dr. Jacqueline Fawcett to associate professor.

### School of Veterinary Medicine

#### Standing Faculty

Dr. Collin E. Harvey to professor of surgery in clinical studies.

## Secondary Appointments

### Faculty of Arts and Sciences

#### Standing Faculty

Dr. Sanford Grossman (professor of finance) as professor of economics.

### Medical School

#### Standing Faculty

Dr. Robert E. Forster (professor of physiology) as professor of physiology in surgery.  
Dr. Franz Matschinsky (professor of biochemistry and biophysics) as professor of biochemistry and biophysics in medicine.

## Leaves

The following LEAVES were approved by the trustees between February 21, 1980 and March 7, 1980. Editor's note: Individual faculty members sometimes reschedule their leaves after formal approval, and this may not be reflected in the listing below.

### School of Engineering and Applied Science

#### Standing Faculty

Dr. Edward K. Morlok, professor of civil and urban engineering and the 1907 Professor of Transportation, a scholarly leave of absence for the academic year 1980-1981.

### Faculty of Arts and Sciences

#### Standing Faculty

Dr. Bruce Fitzgerald, assistant professor on the peace science unit and regional science, a leave of absence for employment elsewhere for the academic year 1980-81.  
Dr. Geoffrey G. Harpham, assistant professor of English, a scholarly leave of absence, for the academic year 1980-1981.  
Dr. Norman E. Smith, associate professor of music, a scholarly leave of absence for the academic year 1980-81.

Dr. Brian Spooner, associate professor of anthropology, a scholarly leave of absence for the spring term 1981.

### Medical School

Dr. Mildred Cohn, Benjamin Rush Professor of Physiological Chemistry, a scholarly leave of absence for one year beginning July 1, 1980.

Dr. Donald H. Gilden, associate professor of neurology, a scholarly leave of absence for one year beginning July 1, 1980.

Dr. Austin J. Sumner, associate professor of neurology, a scholarly leave of absence for year beginning September 1, 1980.

Dr. Edward E. Wallace, professor of obstetrics and gynecology, a scholarly leave of absence for July 1, 1981 to December 31, 1981.

## Correction

Elizabeth Dussan V.'s name was incorrectly spelled in the promotions listed in the February 28 *Almanac*. The notice of her promotion to associate professor of chemical and biochemical engineering also should have noted that she was granted tenure.

## A-3 Assembly Holds Annual Elections

The A-3 Assembly will hold its annual elections on Tuesday, May 20. Positions to be elected include Spokesman for the Assembly, two seats on the Steering Committee and six seats on the Coordinating Committee.

Candidates for those positions are as follows:

### Spokesman

Harry Hance, lab curator, School of Veterinary Medicine  
Joseph F. Kane, electronic technician, Radiation Safety

### Steering Committee

Roosevelt Dicks, planning assistant, Physical Plant  
Harry Hance  
Joseph F. Kane  
Susan Manwaring, administrative assistant, Fine Arts

### Coordinating Committee

Louise Andrews, histology technician  
Dorothy Carter, administrative assistant, Physics Department  
Raffy H. Chilingirian, accounting supervisor, Otorhinolaryngology, Medical School  
Rachel Clifton, executive secretary, Office of the Vice-Provost for University Life  
Judy Daniels, secretary  
Una Deutsch, administrative assistant, Chaplain's Office

### Roosevelt Dicks

Maxine Dockery, administrative assistant  
Patricia Lynn Dopierala, secretary, Career Placement  
Shirley Douglas-Alexander, secretary  
Yola Green, administrative assistant, Graduate School of Education  
Veronica Hernandez-Mena, registrar's assistant, Registrar's Office  
Joseph F. Kane  
Ruth Manwaring, administrative assistant  
Josephine Vanore, senior administrative assistant, Admissions Office  
Rita Washington, coordinating assistant, School of Nursing

Polling places will be open noon until 2 p.m. on May 20. Those locations are as follows: College Hall, main corridor; Chemistry, Room 125; Edgar Fahs Smith, Room 118; Rittenhouse Labs, 2E4; Dental School, Spruce Street entrance; Dietrich Hall, main lobby; Franklin Building, main lobby; School of Graduate Education, Room B13; Johnson Pavilion, second floor lobby; LRSM, Room 201; Law School, Room 100; Lippincott, Room 529A (polls open noon-1 p.m.) McNeil Building, 1st floor lobby; Museum, business office and anthropology; New Bolton Center, seminar room; Nursing Education Building, main desk; Piersol, Room 204; Richards, Room A201, first floor; Towne Building, inside west door; Vet School, Room 151.

## Annenberg Center Sets '80-'81 Series

The Annenberg Center announces its 1980-81 Subscription Series and Tenth Anniversary season. Beginning next November, the following productions will be presented in the Zellerbach Theatre.

The McCarter Theatre Company of Princeton, N.J. resumes its long association with the Annenberg Center by presenting the opening play in the series, *Moby Dick Rehearsed*. The eloquent adaptation by Orson Welles of Herman Melville's adventure story is scheduled for November 11-16.

Scheduled during the holiday season, the second production is *A Christmas Carol*. Nagle Jackson's stage adaptation of the beloved Charles Dickens classic will run December 16-21.

A new play by Percy Granger, *Eminent Domain*, from the McCarter Theatre is the third production. The contemporary themes of university politics, academic ambition, and family alienation are at the heart of this witty and poignant new work scheduled for February 10-15.

The award-winning Long Wharf Theatre presents *The Lion in Winter* by James Goldman April 7-12. This brilliant and acclaimed comedy about the court intrigues of King Henry II of England is directed by Kenneth Frankel. The 1980-81 season marks the first time that the New Haven-based Long Wharf Theatre will tour the U.S.

For subscription information, call the box office at Ext. 6791.

## 'Watch on the Rhine' Begins Season

Lillian Hellman's *Watch on the Rhine* is scheduled to open the Philadelphia Drama Guild's new season at the Zellerbach Theatre in the Annenberg Center on October 17. The Drama Guild, under the artistic direction of Irene Lewis, will produce a largely American blend of theatre in its new home.

The Hellman drama will be followed by *The Front Page*, a 1920s newspaper farce by Ben Hecht and Charles MacArthur. *Old World*, by Russian playwright Aleksei Arbuzov, is also scheduled for performance. No dates or directors have been announced for these productions.

Plays under consideration for the remainder of the season include Eugene O'Neill's *Desire Under the Elms*, Israel

Horovitz' *Mackerel* and *Wedding Band* by Alice Childress.

Works by foreign playwrights include Ibsen's *Ghosts*, Bertolt Brecht's *The Good Women of Setzuan*, and two Irish plays, Brian Friel's *Philadelphia, Here I Come*, and Stewart Parker's *Catchpenny Twist*.

Regular subscription rates are \$54, \$40, and \$32 for Friday and Saturday night performances. All other productions are \$48, \$40, and \$32 by subscription.

Single tickets are \$13.50, \$11, and \$9 for Friday and Saturday, and \$12, \$10, and \$8 for all other performances. Student, senior citizen and group rates are available. For more information 546-6791.

## Annenberg Associates Sponsor Trip to Spoleto Festival

The Annenberg Center Associates are sponsoring a trip to the Spoleto Festival U.S.A. in Charleston, South Carolina from May 29 to June 1, 1980. Now in its fourth season, the Spoleto Festival is regarded as the world's most comprehensive arts festival.

The tour includes tickets to the world premiere of Arthur Miller's play *The American Clock*, Bellini's *La Sonnambula* and the dance festival featuring Alexander Godunov, with the Jose Limon Company, dancing *The Moor's Pavane*. Optional

tickets to Offenbach's *Monsieur Choufleuri* and Verdi's *Requiem* are also available.

The specially prepared itinerary includes airfare, accommodations at the Mills House Hotel, tours of the historic areas of Charleston, a welcoming cocktail party, a champagne supper hosted by the Chairman of the Annenberg Center Board of Advisors, Robert A. Hauslohner, and cocktails and dinner at an historic mansion. A few places remain available. For further information, call the Annenberg Center, Ext. 6706.



## Photography Contest Seeks Essence of Social Work Practice

The National Association of Social Workers and the University's Center for the Study of Social Work Practice are sponsoring a photography contest on *Social Work Practice: A Pictorial Essay*.

The contest is open to professional social workers and professional photographers as well as students and faculty in human service related schools, social work clients and others committed to the development of professional human services.

The top prizes are \$250 in cash for the best photo in the competition and \$50 for the best photo in each of the five entry categories. Thirty additional merit awards of \$15 each will also be given and winning photographs will appear in the forthcoming book *Social Work Practice: A Pictorial Essay*.

Contestants may enter as many submissions as they wish in the following categories: I. social work fields of practice (e.g., social work in child welfare, health care, juvenile justice); II. social work practice methods (e.g., group methods, community organiza-

tion, research); III. social work with special populations (e.g., women, minorities, aged); IV. organization of professional social work (the activities of social workers at various levels of local, state, national and international organization); and V. unspecified (photos depicting the richness and uniqueness of social work not covered in the other categories.)

Only black and white photos no smaller than 8 x 10 inches or larger than 11 x 15 inches may be submitted. Photographers should include their name, address and telephone number and must furnish a signed model's release form for each person appearing in a photograph. Entries must be submitted before September 30, 1980 and all entries become the property of the National Association of Social Workers and the Center for the Study of Social Work Practice.

Send entries to Dr. Richard J. Estes, director, Center for the Study of Social Work Practice, 3701 Locust Walk/C3.

## Benefit Concert

The Chinese Benevolent Association is sponsoring a benefit concert for the refugee education fund. The concert features a song recital by Violet Chang accompanied by Peter Helm at the piano.

Violet Chang made her debut at the Royal Festival Hall in London and won great acclaim as a natural, gifted performer who captivates the audience. She has performed throughout Europe and the United States. In 1977 the soprano made her debut at the Philadelphia Academy of Music with Norman Shetler. The critics praised her excellent musicianship and exquisitely moving performance.

Peter Helm graduated from the Boston Conservatory of Music where he studied with Chandler Gregg and Alfred Lee. In 1977 Helm won the first prize of the Clara Wells Competition in Toronto, Canada. He has been lauded for "having a superb, sensitive touch and scholarly musicianship."

The concert will take place Saturday, May 31 at 7:30 p.m. in Rainey Auditorium, University Museum. Donation: \$5, student \$3, child \$1, patron \$20 or more per couple. For more information and tickets call 329-8467 or 836-2081.