

Almanac

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Three NEH Fellows from Penn

Among the nation's 262 National Endowment for the Humanities Fellows for 1986-87 are three from the University:

- Dr. Susan Naquin, associate professor of history, who will conduct research in China on the temples of Peking;
- Dr. David Hogan, associate professor of education, who will study 19th and early 20th-century education in Philadelphia; and
- Dr. Thomas Connolly, associate professor and chair of music, who will go to Italy for research on the cult of St. Cecilia.

WXPB in Marathon

The University's FM radio station WXPB (88.9) starts its 17th annual fund-raising marathon April 2. In 12 days (through April 13), the station will try to equal or top last year's \$95,000 in gifts from more than 4,200 of its 40,000-50,000 listeners. About two thirds of the noncommercial station's budget for year-round, 24-hour-a-day music and news programming depends on the annual marathon, according to Coordinator Rodger Collins.

WXPB was the first campus radio station in the country to ask for listeners' help—at that time, for summer operations. This year's proceeds will be for upgrading of broadcast equipment and maintenance of station operations. WXPB is noted for eclectic music (jazz, rhythm and blues, reggae and African, avant-garde, new wave and electronic), musical biographies, and live poetry and prose, plus network-alternative news and public affairs programming. Two "wake-up" music shows, *Crossroads* and *Sleepy Hollow*, won awards in 1984 from *Philadelphia Magazine*.

To make a pledge: (215) 387-5401.



Talking to Washington: 'Cannot Fathom' the OMB

In an 18-page paper delivered last week to key members of Congress, President Sheldon Hackney and other campus officials defend the 30-year-old principle of "full recovery" of costs related to federally-sponsored research, with a head-on attack on revisions published for OMB Circular A-21.

"Last month, the Office of Management and Budget proposed a revision . . . that would limit the administrative component of indirect costs, effective April 1* of this year.

"Penn vehemently objects," to the action, and ". . . cannot fathom why the OMB, while ostensibly emphasizing the Federal commitment to a healthy research enterprise, has chosen to erode the capacity of the principal performers of basic research—the nation's universities."

Four reasons for objecting are given in detail:

- the "unreasonably short" 30-day comment period, by which "OMB has effectively precluded any possibility of change in the proposal;"
- capping only university rates while "Independent research institutes and private sector research contractors, both of which have substantially higher overhead rates, are immune;"

• abandoning the context of a White House Science Council draft report which suggested such a proposal "only be entertained as part of an integrated package that included recommendations for improving research facilities;" and

• potential to make "reasonable and negotiable changes" instead, "if OMB can be directed to negotiate with representatives of the research community in a good-faith effort."

Taxes and Benefits: Elsewhere in the paper are pointed objections to the House's HR 3838, with its sweeping impacts on charitable giving, financing of construction, and employee benefits including tuition and retirement programs. The bill fails to distinguish between education and industry—particularly the "highly compressed salary structure" of academia which Congress has traditionally recognized, the report charges; and its provision to tax scholarships and fellowships is "contrary to two recently reinforced tenets of Federal research policy: to promote research by young, highly talented faculty and to encourage private sector support of research."

The report ends by asking Congress to consider separate legislation for three items that expired in 1985, even though they are incorporated in HR 3838: permanent non-taxable treatment of tuition remission provided to graduate teaching and research assistants; non-taxable educational assistance to employees up to \$5000; and extension of the "research and development" tax credit to encourage corporate sponsorship of research.

* OMB later gave indications of a July 1 implementation date, according to Federal Relations Director David Morse.

Succession in the Ombudsman Office

President Sheldon Hackney has announced a search for a successor to Professor Barbara Lowery, University Ombudsman, whose term expires June 30, 1986.

"We deeply value the enlightened presence which Professor Lowery has brought to the campus community during these two years of service as Ombudsman," said the President. "I wish that she would stay on, but I can understand her desire to return to full-time teaching and research. We all thank Professor Lowery for the sensitivity, compassion, and understanding which she has brought to this difficult role in responding to complaints and resolving conflicts among us."

President Hackney invites nominations and applications of tenured faculty members, to be submitted to him no later than *April 15, 1986*; they should be sent to: Sheldon Hackney, 105 College Hall/6380.

An outline of job responsibilities for the Ombudsman position can be found on page sixteen (16) in the University's *Handbook for Faculty and Academic Administrators* (1983), copies of which should be available in departmental offices and Van Pelt Library. Any questions should be addressed to William G. Owen (Ext. 6813) in the President's Office.

INSIDE

- Senate Chair: On March's Meeting, p. 2
- Speaking Out: Using PENN on Paper, pp. 2-3
- The Federal Investment in Penn, pp. I-IV

SENATE From the Chair

On the Senate Meeting of March 17

After many words of caution, and much apprehension, the special Faculty Senate meeting on March 17 was set. The need was great for the faculty at large to discuss and act on two major issues that focused on the kind of Senate the faculty would like to have and on the directions the economic status of the faculty was moving. When the time came, 131 faculty members decided to participate in the meeting—well above the number of one hundred needed for a quorum.

What took place during the meeting? While the votes may have not pleased everybody—obviously they cannot—the discussion that took place in the two and a half hours was well reasoned, informed, and very articulate. The quality of the discussion itself and the serious demeanor of the participants conveyed the best message to the administration and to all who were there to see and hear. Clearly, the faculty considers the matters concerning the Faculty Senate and the issues that affect the faculty salaries and their employee benefits as items of major importance.

Three of the changes in the Faculty Senate will most probably have some lasting implications. The increase of the number of constituencies from 26 to 36, and their distribution, will tend to bring the Senate closer to the rank and file of the Senate membership. However, the elimination of the twelve at-large positions of the Executive Committee places an additional burden on each constituency to select and send to the Senate seasoned faculty members who can play leadership roles and who can represent the attitudes and preferences of the constituency. Within this framework the faculty must also find ways of including representation from all the groups that constitute the faculty, including minorities, women, junior faculty, etc. Also constituency representatives must increase their willingness to deal with University-wide issues and to get to know individuals from other constituencies. Otherwise, a real risk may develop of having a “government of strangers” and a very weak Senate at that.

The second change concerns the Nominating Committee, which in effect will become a subcommittee of the Senate Executive Committee. The risks are real in this case, too, of having an inbred leadership which distances itself from the rest of the faculty. The hope is, of course, that the increased size (from 9 to 12 members) and its composition of bonafide constituency representatives will be helpful in demonstrating annually real thoughtfulness and an ability to search far and wide for the Chair and Secretary of the Faculty Senate.

The third vote was to keep the present practice of nominating only one candidate for each vacancy. This vote leaves the system as it is and places the burden of finding other appropriate candidates and of calling for annual elections on the faculty at large, or more accurately, on individual faculty members who will have to get together in each case as a group of at least 25 members to do all that is required. The proposal of having two candidates for each vacancy nominated by the Nominating Committee was also not too satisfactory since it required more of a pro forma than genuine search for two equally bonafide candidates. Obviously, the Senate has not yet found the ideal formula on this matter.

The motion, voted unanimously by the Faculty Senate (with the President and one professor abstaining), on salary increases focused on the only way Penn can avoid slipping to the bottom of its peer institutions in terms of faculty compensation. When many of our B.A. and B.S. graduates receive first-year job offers of \$30-\$35 thousand, it is a cardinal insult and a debilitating inequity to have professors with top credentials and 25 years of distinguished performance receiving not much more. I hope the administration pays proper attention to this matter. And let us not forget that corrective action needs to be advocated first by the department chairs, strengthened by the deans' resolve and then be concluded by central administration actions.

The vote on flexible benefits and even the failed motion on tuition benefits indicate, too, that the faculty is deeply concerned about the recent and the proposed changes. The motion submitted by the Senate Committee on the Economic Status of the Faculty was clear in setting the parameters within which changes can be considered and advanced. Again, I hope the responsible officials are listening.

The meeting of March 17 had an unfortunate aspect, too. It took place on a date when the Nursing School had a symposium and therefore most, if not all, of its faculty could not attend. Unfortunately, when the date was set, the Nursing School activity was not known and therefore another date was not selected. Another unfortunate aspect of it is that the Senate Rules permit mail ballots only in very limited circumstances, particularly when there is no quorum at the time the actual vote takes place. Obviously, this was not the case on March 17, and therefore there is no way of carrying out a legal mail ballot. Of course, it would be wiser if we view the changes introduced on March 17 as bringing in a new phase in the Faculty Senate's evolution, a phase that all of us should watch carefully in order to spot its impact as early as possible. We all want a Faculty Senate that is representative, deliberative, decisive, and effective. If the new changes do not improve the situation along these lines, we may have to consider additional changes in the coming years.

Anthony R. Tomarino

Speaking Out

Objection to PENN

To my dismay, I have heard that the University will soon begin to use stationery with PENN as the letterhead. If true, a public relations gaffe of monumental proportions is about to be perpetrated. What and who could have prompted such a move toward incomparable tastelessness?

As long as PENN was used for internal items, such as the telephone directory and information bulletins for faculty and staff, the effect was limited and could be passed off as the whim of self-indulgent administrators for whom change is synonymous with progress.

But if PENN is to be made the way of identifying the University of Pennsylvania to the outside world, the time has come to object and ask for reconsideration. To me, the word PENN trivializes the University; it conveys something commonplace and second rate, a mediocrity in a cut-rate marketplace. The term conveys the very antithesis of the distinction that the University represents and that its leadership hopes to foster in the years ahead.

Surely the matter is sufficiently important to warrant asking students, faculty, and graduates what they think?

—Alvin Z. Rubinstein Professor of
Political Science

Response on Stationery

What Dr. Rubinstein has heard is only partly true: The new Penn Mark is not at the “head” of any of our stationery, but in the lower left hand corner of three of the four styles that departments can choose from. At the top, all four of them still say *University of Pennsylvania* in the traditional Bulmer italic typeface.

This seems a good time to explain the new stationery, and why it is different from what we have had before.

As many are aware, the University's computerization as well as changes in commercial printing processes have pointed up severe problems with the heavily-textured ivory stock we had for so many years. In many cases a school or office would have to send back offset printing jobs where the letterhead was blurred or the surface abraded. Attempts to print-out computerized letters on the stock were often unsuccessful. This wasted supplies and inhibited communications programs of schools and nonacademic offices alike.

As the University supply of ivory paper ran low last year, the University Relations Office started a round of consultations and surveys on campus and among alumni, for a “zero” look at the characteristics a new supply should have.

The new paper stock, milled especially for the University, incorporates the familiar watermark and laid finish although it is less porous, for better reproduction, and smoother so it can be sheet-fed, tractor-fed

Speaking Out continues

(continued from page 2)

or roll-fed through the various computerized printers on campus. The choice of white rather than ivory stock was in part a response to printing problems, and in part a response to on-campus users who found it unattractive to have an ivory cover letter attached to white photocopy stock when producing reports. And once white was chosen, Penn's dark blue ink was the best choice (if we had continued to use black, it would have been hard to distinguish a photocopy from an original). Some users wanted PENN on their paper, and others did not. Some wanted the underplay of embossing, others wanted to emphasize the PENN. The result is that we offer the four choices below—no PENN at all; or PENN in the lower left corner in one of three styles: printed in blue, reversed out of blue, or embossed (white-on-white raised lettering).

In a users' manual distributed to all departments of the University, we explain that the University's "logo" remains the Bulmer italic *University of Pennsylvania*. The new PENN is what is called a "mark", and must *never* appear alone, without the logo, on official stationery or printed

material.

The tall Penn Mark was adopted as an authorized companion to the logo in 1982 after extensive talks about ways to make the University's name more immediately recognizable to prospective students and donors. The deciding factors seemed to be the need to distinguish Pennsylvania's name from the state's, and to put it on par with fellow Ivy League and other peer institutions whose one-word names are household words. The built-in advantage of the Penn Mark is that this is the nickname Penn has had all along, not only on campus but among peer institutions, alumni, and residents of the city and mid-Atlantic region who virtually always mean the Commonwealth when they say "Pennsylvania."

The recruiting materials where PENN was first used were overwhelmingly successful: They not only won design awards, but more importantly did the job by increasing applications from the targeted populations. Rather than trivializing the institution, the use of the nickname seems to have subtly regularized our reputation in some quarters: Many report the relief that we have removed a barrier of pretentiousness by allowing in

print a name we have used all along.

The users' guide spells out much more than can be included in this short space. We hope all members of the faculty and staff who use stationery, or who carry on activities that call for the printing of brochures and mailing pieces, will familiarize themselves with ways Penn uses its logo, Penn Mark, colors, shield and seal. The guide also suggests some cost-saving and work-saving supplies (card stock for invitations, for example, and various sorts of labels, envelopes and report covers) that can help get certain jobs done. In one section which all support staff should review, it describes how to set spacing for computer-produced letters, memos, etc.

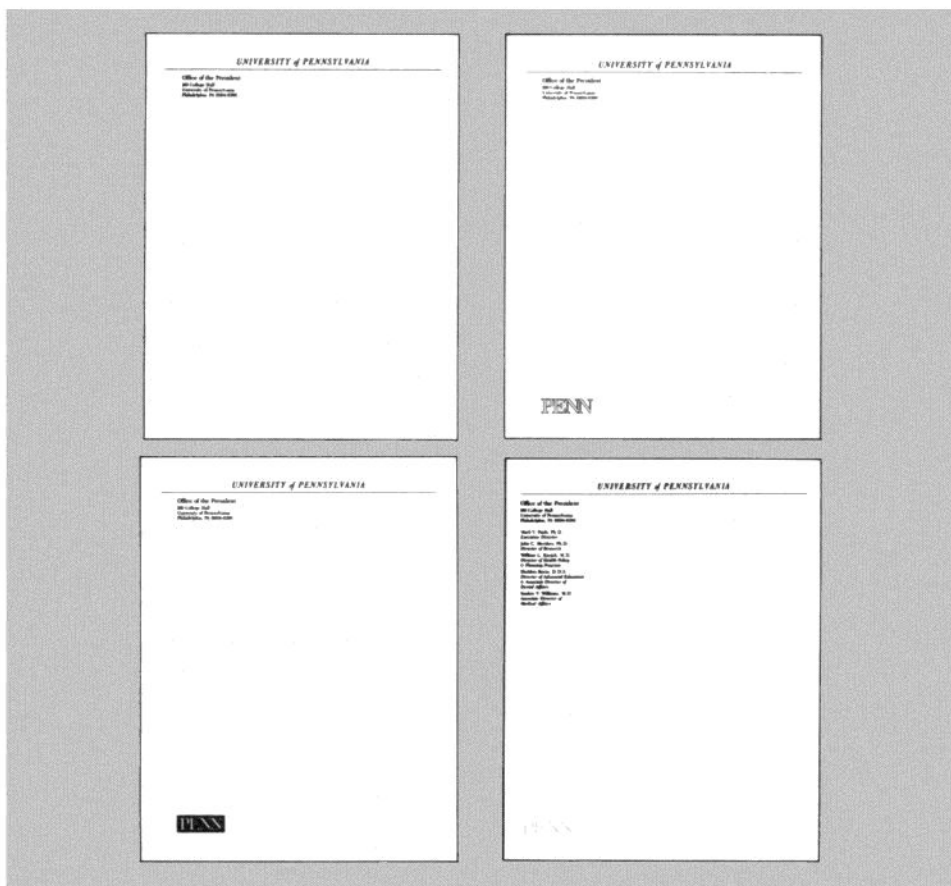
We hope the new package will help Penn community members to communicate more effectively—and more cost-efficiently—with their many constituencies. And we especially hope that the flexibility incorporated satisfies the range of preferences, from Dr. Rubinstein's all the way to those who put a premium on making sure people connect PENN and the University of Pennsylvania.

—Stephanye Williams, Director,
Publications and Market Communications

SPEAKING OUT welcomes the contributions of readers. Almanac's normal Tuesday deadline for unsolicited material is extended to THURSDAY noon for short, timely letters on University issues. Advance notice of intent to submit is always appreciated. —Ed.

The New Stationery: Blue Ink on White Paper

Four style of stationery, clockwise from top left: Without Penn Mark; with Penn Mark in outline type; with the Mark reversed out of blue rectangle; and with embossed Penn Mark (in the real thing, a white-on-white raised lettering effect). All except the embossed are available in small sheets as well. The Penn Mark does not appear on envelopes or mailing labels, but can be had on intramural stationery, invitation cards and report covers.



Postdoctoral Training Program

Positions are available for postdoctoral trainees (Ph.D. and/or M.D.) to obtain two years of specialized training in the methods and models of research on aging. This program is directed by a consortium which includes the University of Pennsylvania/Wistar Institute (Drs. V. Cristofalo, D. Kritchevsky, E. Levine), Temple University (Drs. R. Baserga, N. Duker, A. Schwartz) and Merck Sharp and Dohme Research Laboratories (Drs. M. Bradley and W. Nichols). Research emphases include: cell-cycle kinetics/dynamics; growth factor regulatory mechanisms; cellular transformation and immortalization; regulation of gene expression; DNA repair; cytogenetics; nutrition; vascular cell physiology; cardiovascular physiology/pharmacology; and DHEA action in aging and cancer.

Address applications (curriculum vitae, three letters of reference and graduate school transcript) to: Vincent J. Cristofalo, Ph.D., Director, University of Pennsylvania, Center for the Study of Aging, 3906 Spruce St., Philadelphia, PA 19104.

DEATHS

Charles W. Hopkinson, a gallery attendant at the University Museum, died February 5 at the age of 68. Mr. Hopkinson had been a gallery attendant there since July 1977. He is survived by his cousin, William Schultze.

Lillie Belle Refoe, a retired cashier and checker with Dining Services, died March 6 at the age of 65. Mrs. Refoe came to the University in 1967, and worked at the 1920 Commons from September 1969 until her retirement in September 1984. She is survived by her husband, Waldense L. Refoe.

FITNESS/LEARNING

Social Science Data Center

Workshops take place on Wednesdays, 3 p.m., Room 169 McNeil. Information: Janusz Szyrmer, Ext. 3202.

2 *Use of Microcomputers in Teaching Economics and Statistics*; Eugene Kroch, department of economics.

Computing Resource Center

9 *ASYST Scientific Software Presentation*; noon-1:30 p.m., Room 216 Moore Building. Information: Ext. 1786.

RELIGION

Christian Association

Ecumenical Prayer with the Songs of Taizé; every Wednesday evening, 7-8 p.m., Chapel of Reconciliation. The Christian Association (Christian Association, Penn Newman Center).

Campus Meditation Group

Group meets weekly in the 3rd floor chapel of the Christian Association, 3601 Locust Walk, each Friday, 1:10-2 p.m. Discussion afterwards, with introductory instruction in meditation available. Information: Dr. Giesecke (662-2867) or Dr. Carol Popp (662-2843).



The award-winning Guthrie Theatre's national tour of Charles Dickens's epic *Great Expectations* comes to the Annenberg Center April 16-20. *Great Expectations* chronicles the life and times of Pip, a young man of humble origins. His involvement with the vengeful recluse Miss Havishman and her ward, the beautiful but unattainable Estella, (left) are an important part of Pip's transformation into a gentleman of "great expectations." Playwright Barbara Field has adapted the 51 chapters of the novel into 4 dozen fast paced scenes, retaining most of the original dialogue. Tickets on sale now for Friday and Saturday 8 p.m., \$22, \$20; Thursday 8 p.m., Saturday and Sunday 2 p.m.: \$17, \$15. All other performances sold out. Call Ext. 6791. This is the final play in the 1985-86 Annenberg Center Theatre Series in the Zellerbach Theatre.

TALKS

1 *Expression of MHC Genes in Cells and Transgenic Animals*; Richard Flavell, Biogen Research Corporation, Cambridge, MA; 3 p.m., Auditorium, Wistar Institute (Wistar Institute).

3 *Structural Derivatives of Pindolol: Factors*

Influencing Interaction with Central Beta receptors in vivo; Shanz Tezani-Butt, postdoctoral fellow, department of psychiatry; 4 p.m., Suite 100-101, Med Labs Building (Department of Pharmacology).

4 *Transmembrane Signalling by Hormones via GTT dependent Regulatory Proteins*; Paul Sternweis, department of pharmacology, University of Texas; noon, Suite 100-101, Med Labs Building (Department of Pharmacology).

5 *Gathered to Scatter: White-Defined Higher Education for Blacks*; Claude Mangum, Fordham University; Charlotte Fitzgerald, Randolph-Macon College; and Ogretta McNeil, Holy Cross College, will present papers; 9:30 a.m.-12:30 p.m., conference room, LRSM (President's Forum on Racism).

7 *G Protein Regulation of Platelet Activation by Thrombin*; Lawrence Brass, department of hematology and oncology; Suite 100-101, Med Labs Building (Department of Pharmacology).

9 *Brain Protection by the Calcium Entry Blockers*; Leslie Newberg Milde, department of anesthesiology, The Mayo Clinic; 4 p.m., Dripps Library, 5th floor Dulles, HUP (Department of Anesthesia, Dripps Library of Anesthesia).

Department of Public Safety Crime Report Week Ending Sunday, March 23, 1986

The following report includes a weekly count of all reported crimes on campus, a listing of all reported crimes against the person(s), as well as the campus area where the highest amount of crime has occurred that week with a listing of those crimes.

Total Crime

Crimes Against the Person—0, Burglary—15, Theft—21, Theft of Auto—0, Criminal Mischief—3, Trespass—1

Area/Highest Frequency of Crime

Date	Time Reported	Location	Incident
Spruce St. to Walnut St., Railroad to 33th St.			
3-25-86	9:15 AM	Weightman Hall	Wallet taken from unsecured desk
3-25-86	5:04 PM	Hutchinson Gym	Three (3) medallions taken from display case
3-26-86	4:12 PM	Weightman Hall	Cash, watch, ring taken from unsecured locker
3-27-86	8:16 PM	Hutchinson Gym	Wallet taken from secured locker
3-28-86	10:09 AM	Weightman Hall	Wallet taken from purse
Spruce St. to Locust Walk, 34th St. to 36th St.			
3-24-86	9:32 AM	College Hall	Window and locking mechanism forced open
3-25-86	5:02 PM	Levy Park	Wallet taken from unattended knapsack
3-28-86	11:44 PM	Houston Hall	Unattended jacket taken from unsecured room
3-30-86	4:59 PM	Furness Bldg.	Printer, isolator box taken from secured room
Spruce St. to Locust Walk, 39th St. to 40th St.			
3-26-86	11:48 AM	Wayne Hall	Cash and a radio taken from the offices
3-29-86	1:39 AM	3900 blk. Irving	Vehicle's windshield broken
3-29-86	1:55 PM	Wayne Hall	TV and a radio taken from the offices
Locust Walk to Walnut Street, 37th St. to 38th St.			
3-24-86	5:26 PM	Bookstore	Knapsack, book taken from unsecured locker
3-25-86	8:28 AM	Psychology Lab	Computer equipment taken
3-27-86	4:35 PM	Caster Bldg.	Portrait and office equipment taken
Locust Walk to Walnut St., 34th St. to 36th St.			
3-25-86	4:27 PM	Van Pelt Lib.	Unattended wallet taken
3-27-86	5:46 PM	Van Pelt Lib.	Unattended wallet taken
3-28-86	4:26 PM	3400 Walnut St.	Bicycle taken from bike rack

Safety Tip: As you prepare for final exams and work feverishly to complete your research papers, don't forget safety. It's free, use it generously.

Almanac

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(215) 898-5274 or 5275.

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