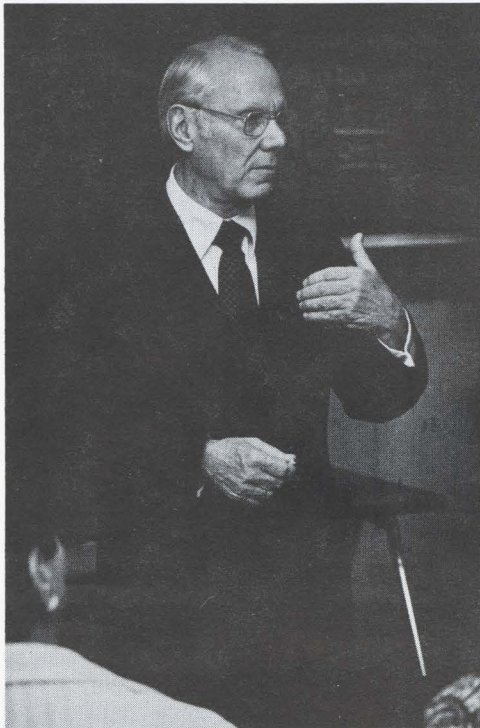




December 5—December 18, 1977

Dr. Miller stresses role of support staff



DR. PAUL A. MILLER

"We are all latecomers to university life," Dr. Paul A. Miller said in discussing the role of support staff in the academic institutions at the first "Conversations with..." session.

"The idea of the university is over 1,000 years old, but for the greater part of that 1,000 years, the universities existed with only professors and students. There were no college presidents and no support staff," said Dr. Miller.

He explained that the development of the vast organization within universities has been uniquely American and has occurred within the last 50-75 years. American universities have taken on many obligations to society; they were formed for the purposes of mass education, research and community service. Most U.S. universities have taken on the added responsibility of student housing.

Universities had to build vast organizations to handle these obligations. These organizational structures are even more complex than those found in business. "Whereas business deals with tangible products and has a chain

of command, the product of the university is the human mind and there is no real chain of command. Universities are still considered to be self-governing organizations. The idea of permanent tenure came in centuries ago alleviating faculty concern over job security while assisting in the development of human minds," stated Miller.

The university tends to be a very private enterprise. Most of the work takes place in a private way between teachers and students in classrooms. But in the U.S., universities also have a public function in their community service obligations.

Dr. Miller expressed concern over the joining of the two worlds. "Problems can result from interfacing the private world on campus with the university's public function. The support staff is given the very difficult task of governing the interfacing process and is responsible for the maintenance of the university on a day to day basis," he continued.

He also stated that it is important for the support staff to understand the university as a total entity and to realize what it is trying to accomplish.

"The support staff has a very visible role in the organization and should present a good example by contributing to the organization's style, class and sense of standards," said Miller.

"The staff also has a unique commitment to the students," he added. "The students are our clients and their tuition pays for a great deal of the work that is associated with the university."

Dr. Miller urged the staff to partake in the educational opportunities and use the available resources not only for career development but also out of the sheer delight which comes from learning.

Miller stated that "we are heading into a challenging period. The major forces of the 1980s—i.e., inflation, decline of students, the changing nature of industries and the conflict of public vs. independent institutions are all beyond our control. We must learn to adapt and develop in the face of these facts."

Miller said that it was a treat for him to be part of this session because he wanted to learn from those present. He remarked that feedback through administrative channels



CATHERINE CAPPEL, NTID staff

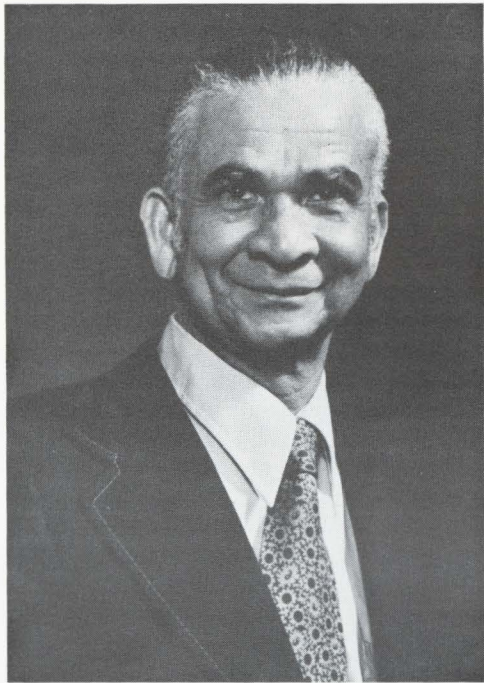
is not always sufficient.

He then asked participants to divide themselves into smaller groups and discuss matters they felt should be brought to his attention which would help their role and RIT in general.

Of chief concern to the groups were the existing evaluation systems. Participants said that current evaluation methods were dehumanizing and many felt that they possessed more skills than are actually reflected by their rank. The group also urged that the lines of communication be opened. There was general consensus that staff members could improve their work if there was more interaction between the support staff in general, and within their respective departments, in particular.

Miller requested that each group leader send him a letter stating additional points that were discussed within the group but not brought up on the floor. He seemed sincerely concerned with their expressed needs and said that he would look into these matters.

Rennalls: reaching cultures through film



MARTIN RENNALLS

Though Thomas Edison's 1891 kinetograph gets much credit for making the first motion picture, Filmmaking Professor Martin Rennalls traces its roots back much further.

The basic characteristic of cinema—movement—is evident in cave drawings dating back to about 15,000 to 10,000 BC, says Rennalls. And during the Sung Dynasty, 960 to 1126 AD, Chinese painters put "moving pictures" on scrolls. These scrolls were not meant to

be viewed as a whole, but continuously as the scroll unwound, thus introducing the dramatic narrative effect of cinema.

Rennalls believes understanding the roots of these drawings, and the culture which used and responded to them, can be useful in communicating to underdeveloped people in his native Jamaica and throughout the rest of the world.

He's been researching film as a communications tool since 1968 when he completed graduate work in communications and film at Boston University. And he's been applying his theories as a media consultant for a government-sponsored literacy program in Jamaica.

"A large percentage of the Jamaican people are illiterate. Importation of Western values and customs seems to be making the 'rich get richer and the poor get poorer' widening the communications gap between the haves and the have-nots," Rennalls says

Rennalls sees film as the ideal medium for bridging this gap.

"In its virgin, pure and original form," he explains, "film is as natural to man as the pictorial representations of life primitive man left in overhanging rocks and caves."

But Rennalls found that most of the films made for Jamaican audiences are Western in origin, from England or the U.S. They are full of conventions reflecting the culture of those countries and consequently too sophisticated for the rural, uneducated Jamaican he wants to reach.

"To some extent, these people are 'white-

washed'," Rennalls explains. "On the surface they have characteristics of the developed countries, but underneath they maintain deep cultural characteristics which can be traced to their African origins.

"The message of these Western films falls upon barren and unresponsive minds, for subconsciously, the people may be perceiving this form of communication as alien to their internal cultural heritage. Thus, the films fail to sensitize and strike at the deep roots of their original feelings, values, predispositions and aspirations."

Rennalls has examined the dramatic narrative, popular in Jamaican culture in the form of folk tales. A recurring theme in these folk tales is the small person—ineffective against brawn but very intelligent—who manages to wriggle out of every dilemma by using his brain. Rennalls points out this theme is also popular in African folk tales, and that it was used in the very popular book and TV series *Roots*.

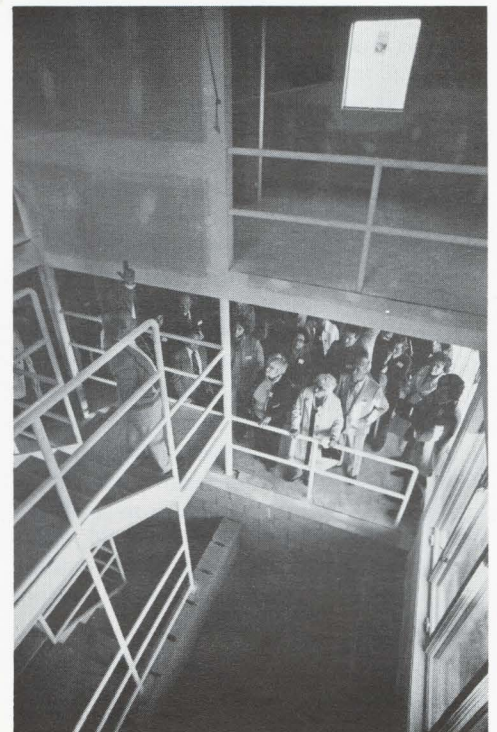
Such "culture bound" narratives, Rennalls believes, may be the key to effective communication with film, in Jamaica and in Africa and the U.S.

During the past year, Rennalls' observations have been published in UFAHAMU, a publication of the African Studies Center at the University of California. His communications program for combating illiteracy in Jamaica has garnered him an award from the Jamaican government and a UNESCO award for effectiveness in combating illiteracy.



A VISIT TO ENERGY HOUSE

Members of the Nathaniel Rochester Society recently received a guided tour through Energy House. Scheduled tours will be open to the public when the house officially opens in January.





BOARD MEETS STUDENTS

Student leaders were invited to attend the November meeting of the Board of Trustees. Board members and students had a chance to become better acquainted at the reception following the meeting.

Moving Image focuses on aesthetics and techniques

A *Star Wars* cameraman and an academy award-winning director will be among the film and television professionals who will discuss the techniques and aesthetics of the Moving Image in a seven part program during the Winter Quarter.

The program will begin on December 8 at 4 p.m. in Webb Auditorium with an RIT faculty panel discussion on noted visual image scholar Rudolf Arnheim and his significance in the study of the visual arts. Participating on this panel will be Dean Robert Johnston, and Professors Richard Floberg, Richard Zakia, Sue Carter and Barbara Hodik.

On December 15, Rudolf Arnheim will personally discuss "Stillness and Mobility: A Comparison of Still and Moving Visual Images." A former professor at Harvard, Arnheim is currently Walgreen Professor at the University of Michigan and has written several major studies on the visual images, including *Visual Thinking*, *The Film as Art*, and *Toward a Psychology of Art*.

"The Feature of Film: Its Present and Future" will be presented on January 9 by former RIT graduate student Peter Burrell. He'll tell of his experiences as an assistant director of such feature films as *Slap Shot*, *King Kong*, and *Nasty Habits* and share his thoughts on the social power and future directions of film.

Richard Edlund, first cameraman for the Miniature and Optical Effects Unit of Star Wars Corporation will speak on the development of the technology used to create the believable representations in *Star Wars*.

His January 19 presentation will include sections of the film and slides of work in progress by the Star Wars Corporation.

please turn to page 5

Lovejoys give property to RIT

A Henrietta property consisting of 21 acres of land, a cobblestone and frame residence, two-car garage, swimming pool, greenhouses and five outbuildings has been donated to RIT's \$42 million 150th Anniversary Campaign.

The donors are Dr. and Mrs. Frank W. Lovejoy, Jr., Tobey Woods, Pittsford. Their son, Lawrence T. Lovejoy, assistant vice president and trust officer of Security Trust Company, is a 1970 graduate of the RIT College of Business.

The Henrietta property, known as Liberty Hill Farm, at 2201 Lehigh Station Road, is being deeded to the RIT anniversary fund.

Dr. Lovejoy, son of the late Frank W. Lovejoy, Sr., an Eastman Kodak Company president and board chairman, is a charter member of the Nathaniel Rochester Society, an RIT support organization, and has served on a number of the society's committees.

The Lehigh Station Road property is valued in excess of a quarter of a million dollars, an RIT spokesman said.

Miller conversation

continued from page 1

"Conversations with..." is an informal dialogue series incorporated into the ongoing program of career development workshops sponsored by the Personnel Department. The next "Conversations with..." will be held on December 6 when Dr. Harold Alford, dean of CCE will present "Planning for Organizational Change." Call Sandy Parker x2428 for further information.

Holiday Cabaret

Food and table service are among the new features of the RIT Holiday Cabaret December 16 from 9 p.m. to 1 a.m. in the College-Alumni Union.

The party-dance, open to all Institute employees and their spouses/dates, has secured nationally known Gap Mangione and his trio to provide the music. The only charge will be for beverages.

Ham and turkey will be provided for sandwiches along with salads. Beverages will be served upon request at tables arranged in cabaret style. The traditional late-night snack will begin at 11 p.m.

Invitations for the annual party are being extended through the Chairman of the Board of Trustees and President Miller in cooperation with the Women's Club.



DR. AND MRS. FRANK W. LOVEJOY, JR.

NEWS & NEWSMAKERS

Richard Reeve, head of the Industrial Engineering Department chaired leadership workshops for Chapter Press of AIIE from New York State, parts of Ohio and West Virginia.

Ralph H. Stearns of the Industrial Engineering Department spoke to the Rotary Club in Waterloo, New York on "Review of Japanese Business Today."

Nile Root, coordinator of Biomedical Photographic Communications, attended the 9th annual meeting of the National Association of Media Executives (NAME) held recently at the University of Maryland. He participated in a two-day workshop on "Creative Problem Solving, a Group Approach."

Harold J. Raphael presented a paper on package testing at the Packaging Workshop of the Research and Development Association for Military Food and Packaging Systems, held at U.S. Army's Natick Research and Development Command in Natick, Massachusetts.

Edward B. Stockham, director of the School of Health Related Professions, **Michael Kugatow**, visiting assistant professor for the school, and **Robert Clark**, academic administrator, technical studies for the College of Continuing Education presented a joint paper entitled, "Continuing Education at RIT: A Utilitarian Approach," at the 10th annual meeting of the American Society of Allied Health Professions, November 18-22 in Dallas, Texas.

Beverly J. Price, Technical Science Department and Diane MonteVerde, CH'64, Strong Memorial Hospital recently presented a workshop on "Urinary Tract Infections and Related Renal Diseases" to the Maine Society for Medical Technology in Augusta, Maine.

Ronald J. Hilton, executive director of advising, staff development and evaluation for the College of Continuing Education, presented a micro-workshop on staff development at the national conference of the Association for Continuing Higher Education in Montreal.

Herbert J. Mossien, College of Business, recently addressed executives of the Graphic Systems Division of Rockwell International at Lake Geneva, Wisconsin.

Egon Stark, Department of Biology, presented a joint research paper on "Pseudomonas aeruginosa: a search for its natural habitat" at the fall meeting of the Central New York Branch of the American Society for Microbiology in Syracuse. The paper was coauthored by Stark, and former RIT Biology Department faculty members Mary Proseus and Gordon Inamine.

Ivan Town, Department of Food Administration and Tourist Industries Management, presented a talk on "Work Simplification Applications in School Food Services" to the Finger Lakes School Food Service Association.



DAMAGE DETECTOR

Student Randy James (center) presents plans for correcting wiring damage to company officials.

Students' wit saves show

Top company officials and RIT administrators were on hand for the dedication of the School of Printing's new DC-300 Laser Color Scanner.

But six printing students stole the show. Using what they had learned in Dr. Robert Hacker's course in computer applications in printing, the students helped correct extensive wiring damage which had occurred in shipping.

According to Hacker, they "punched numbers, did a sort, got the wiring locations ironed out and came up with a computer

printout that facilitated tracing the wiring diagrams so the company's servicemen could get the scanner operating in time for the dedication ceremony."

The \$250,000 scanner was given to RIT by Siemens Capital Corporation, American subsidiary of Siemens A.G., Germany. It's the company's newest product.

On hand to accept the gift for RIT were Dr. Paul A. Miller, Dr. Todd Bullard, Dr. Mark Guldin, Professors Miles Southworth and Joseph Noga and six smug third-year printing students.

Food drive, fast day planned

The Human Development Committee of the Catholic Campus Parish will sponsor a food drive and a day of fasting during the opening weeks of Winter Quarter. This will be a campus-wide project in celebration of Thanksgiving and the approaching Christmas season.

The food drive will run from December 5 through December 18. Central collection points will be located in Grace Watson, the Dining Commons, and the College-Alumni Union lobby. Any type of non-perishable food can be donated i.e., canned fruits, vegetables and meats, dried milk, macaroni

and grains, sugar, tea, coffee and cocoa. In addition, paper products and detergents may be contributed. The items will be distributed to the needy of Rochester through St. Joseph's House of Hospitality on South Avenue.

The fast day will be held Thursday, December 15. A table will be set up in the College-Alumni Union lobby so that both commuter students and RIT staff can make contributions. Separate arrangements have been made for resident students. All of the proceeds from the fast day will be sent to Oxfam-America, an international relief and agricultural development agency involved in a special educational project in Jamalpur, Bangladesh.

The project will rekindle the concern expressed during last year's World Hunger Awareness Week. RIT members are encouraged to participate.

"News and Events" is published every other Monday by Communications Services at Rochester Institute of Technology and distributed free of charge to the Institute community. For information call 464-2750.

Moving Image

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William Friedkin, Academy Award-winning director of *The Night They Raided Minsky's*, *The Boys in the Band*, *The French Connection*, and *The Exorcist* is tentatively scheduled to speak on January 26. Details will be released in a future issue of NEWS & EVENTS.

On February 9, Martin Carr, the producer-writer-director of such famous television documentaries as CBS's *Hunger in America* and NBC's *White Paper: The Migrant*, will speak on the role of the director's subjective view in the documentary and the importance of the documentary as a mode of social persuasion. Carr has won many awards, including four Emmy's and three Peabody Awards.

"The Importance of Film for the Future of Entertainment" will be discussed on February 16 by Kenneth Mason, assistant vice president and general manager of Eastman Kodak's Motion Picture and Audiovisual Markets Division. His talk will also include a discussion of future technical developments and their significance for television and other forms of entertainment.

All presentations in this series are open to the public free of charge. The Moving Image is cosponsored by the William A. Kern Program in Communications and RIT's Institute Forum.

WINTER SPORTS SALE

College-Alumni Union
December 17, 10 a.m. — 3 p.m.
December 18, 10 a.m. — 5 p.m.

Here's a chance to outfit the whole family at great savings. Bring your old skates, skis, and hockey equipment to swap or sell.

There'll be free ski movies, maintenance demonstrations and binding release check.

SPONSORED BY RIT SKI TEAM

For information call: x3670, x3398, or x4326.



UMBRELLA SALE?

Though the weather outside may be (and usually is) frightful, inside the Registrar's Office it's delightful.

Cross country ski lessons set

Good News! Here's a chance for winter wallflowers to find out that Rochester's snow and cold can be fun.

The Physical Education Department has arranged for beginners only cross-country skiing lessons through Muxworthy's Ski Haus. The introductory course will acquaint participants with the basic maneuvers of cross-country skiing.

Lessons will be held Monday through Thursday, January 9-12 from 4:45 p.m. to 5:45 p.m. on the athletic fields adjacent to the RIT tennis courts. Muxworthy's has guaranteed four hours of group instruction and will reschedule in the event of severely inclement weather.

Cost of the four lessons, including rental of skis, poles and shoes is bargain-priced at \$15. (Even if participants already have ski equipment, the price is still \$15.) At the conclusion of the lessons, participants buying

equipment from Muxworthy's will receive a \$10 refund towards their purchase.

Those wishing to participate in this prelude to winter fun must register in person at the Physical Education Office prior to December 28. Personal registration is necessary to obtain proper fitting of shoes and ski length.

A minimum of 15 people is needed in order to run the course. Entice your friends and sign up now!

Holiday schedule

Following are the holidays for the remainder of 1977 and for 1978 as released by the Personnel Department. Good news — an extra holiday this year on December 30!

REMAINING HOLIDAYS — 1977

December 26	Monday—Christmas (a)
December 30	Friday—Extra 1977 Holiday

1978 HOLIDAYS

January 2	Monday—New Years (a)
March 10	In lieu of Good Friday (b)
May 30	Memorial Day
July 3	1978 Floating Holiday
July 4	Independence Day
September 4	Labor Day
November 23	Thanksgiving
November 24	Friday after Thanksgiving
December 25	Christmas

(a) observed on Monday when actual holiday falls on Sunday.

(b) Good Friday, March 24th, is a day of scheduled classes in 1978.

AGENDA ITEMS FOR DECEMBER 13th POLICY COUNCIL MEETING

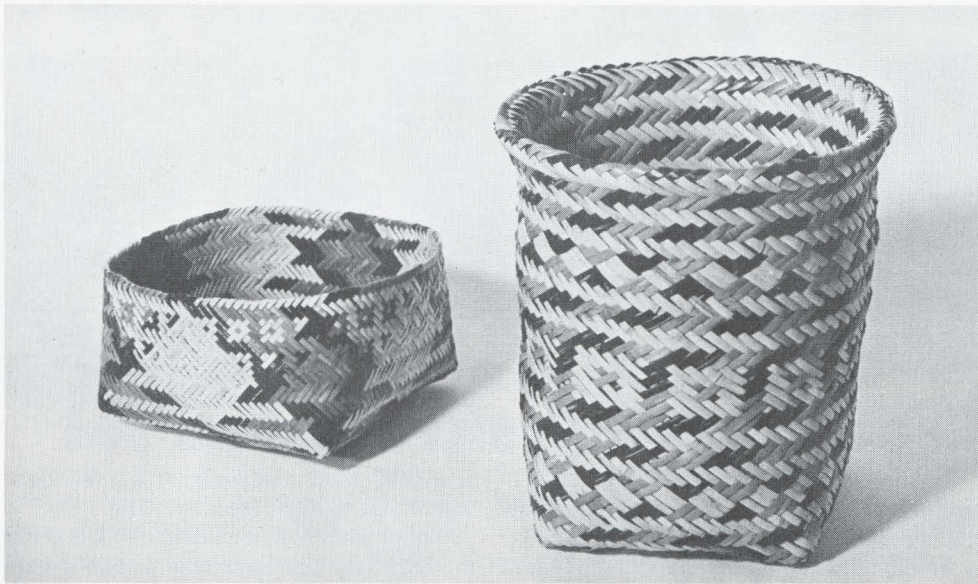
1. New master of science and certificate programs in information science by School of Computer Science and Technology, for discussion and action.
2. New bachelor of science program in newspaper production management by College of Graphic Arts and Photography, for discussion and action.
3. Proposal for a contemporary Mechanics Institute by College of Continuing Education, for discussion.
4. Report, "Review of Systems of Evaluation requested by Policy Council in March 19, 1976," for discussion. Proposed appeal procedure on faculty salaries for discussion and action.



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SOUTHEASTERN INDIAN BASKETS

Baskets and miniature prints exhibited at Bevier Gallery

"The International Miniature Print Exhibition" and "Traditions in American Basketry" will share the limelight at RIT's Bevier Gallery beginning December 5.

The one hundred and seventy-two prints in "The International Miniature Print Exhibition" were chosen from over 1,800 entries from artists throughout the United States, Canada, South and Central America and Europe. The selection features an array of unusual statements—abstract, figurative and fantasy images.

Each print is executed within an area no larger than four square inches. An example of almost every known printing technique is represented, including etching, metal relief, lithography, zecography and silkscreening.

A variety of traditional techniques in American basketmaking can be noted in "Traditions in American Basketry," an exhibition of over 80 baskets from more than 20 states. Spanning the 19th and 20th centuries, the display illustrates American basketry as it has evolved from European, African and Native American Indian traditions.

Included in this display are outstanding examples of Adirondack pack baskets from

New York State, Gullah baskets from South Carolina, Shaker baskets from Maine and baskets from 22 Native American Indian tribal communities.

Both exhibits are being circulated by the Gallery Association of New York State which is partially funded by the New York State Council on the Arts.

The miniature prints and the American baskets will be on exhibit at the Bevier Gallery from December 5 through December 23. Gallery hours are daily 9 a.m. to 4 p.m.; Monday through Thursday evenings 7 p.m. to 9 p.m.; Saturday 1 p.m. to 5 p.m. and Sunday 2 p.m. to 5 p.m. The exhibit is open to the public free of charge.

CHRISTMAS SALE OF STUDENT WORKS

Friday, Dec. 9, 10 a.m.—10 p.m.
Saturday, Dec. 10, 10 a.m.—6 p.m.
Sunday, Dec. 11, 10 a.m.—6 p.m.

College-Alumni Union

ceramics, metal and jewelry, wood-working, glass, fibers, fabrics and weaving, prints and drawings

CONTINUING EVENTS

to Dec. 16—Cary Graphic Arts Collection. "Frederic Warde, Designer of Books." 8:30 a.m. — 5 p.m.

Dec. 4 thru 9—MFA Photography Gallery. Show of recent work by Virginia Commonwealth University Faculty.

Dec. 5 thru 18—Food Drive. Collection of non-perishable food and paper products in College-Alumni Union lobby.

Dec. 5 thru 23—Bevier Gallery. "International Miniature Print Exhibition" and "Traditions in American Basketry." Mon.—Thurs. 9 a.m. to 4 p.m. and 7 to 9 p.m., Fri. 9 a.m. to 4 p.m.

Dec. 6—"Conversations with . . ." Dr. Harold Alford speaking on "Planning for Organizational Change." Call Sandy Parker x2428.

Dec. 7, 8, 9—Tryouts for "Streetcar Named Desire." 7 p.m., NTID Theatre. For info call 475-6254.

Dec. 8—Moving Image. RIT faculty discussion on contributions of noted visual image scholar Rudolf Arnheim. 4 p.m., Webb Auditorium.

Dec. 9, 10, 11—Christmas Sale. Works by students from College of Fine and Applied Arts. Fri. 10 a.m.—10 p.m., Sat. and Sun. 10 a.m.—6 p.m., College-Alumni Union

Dec. 11, 12, 13—Tryouts for "Stop the World—I Want To Get Off." Musical comedy; actors, singers, dancers, mime artists, tech crew and PR people needed. 7 p.m., Webb Auditorium. Call x2509 for more info.

Dec. 11 thru 16—MFA Photography Gallery. "Stillness and Mobility" show in conjunction with visit by Rudolf Arnheim to RIT for Moving Image program.

Dec. 15—Moving Image. Rudolf Arnheim speaking on "Stillness and Mobility: A Comparison of Still and Moving Visual Images." 4 p.m., Webb Auditorium.

Dec. 15—Fast Day. Table will be set up in College-Alumni Union lobby for contributions.

Dec. 16—RIT Holiday Cabaret. Music by Gap Mangione; late night snack. 9 p.m.—1 a.m., College-Alumni Union.

Dec. 17, 18—Winter Sports Sale. Ski/Skate Swap/Sale, free movies, maintenance demos, binding release check. Sat. 10 a.m.—3 p.m. and Sun. 10 a.m.—5 p.m., College-Alumni Union. Call x3398 for more info.