Second patent for stall-margin indicator

The federal government has awarded a second patent to the Board of Trustees, invented by Arthur W. Hoadley, associate professor of transportation technology, who is a pilot. The indicator tells a pilot how much "lift" remains before his plane will stall. He noted that a small airplane goes into a stall, it could enter a spin from which it is difficult or impossible to recover. "Stalls leading to spins are the major cause of fatal accidents in small aircraft."

The first patent, awarded in 1981, covered the proper location of three instrumentation and operating system functions required to make the system function properly and display that information to a pilot.

WMUK-FM tops fund drive goal by $20,000

The first fund raising drive raising over the air by WMUK-FM, Western's public radio station, has increased its $50,000 goal by $20,000, according to Richard P. Atwell, manager of promotions and development at the station. He noted that $60,000 was pledged during the fund raising period from Oct. 31 to Nov. 7, and since that time more than another $10,000 has been raised toward "Opus One," the name of the drive.

Atwell said there were pledges from the entire WMUK listening area and all program areas were supported by listeners. During the phone-in phase of the fund-raiser, nearly 1,500 calls were received and the total now has reached 1,625. The money raised will be used for WMUK general operations.

Western joins Tel Aviv University program

Western has become the first college or university in Michigan to establish an interinstitutional relationship that will enable its students to participate in Tel Aviv University's Overseas Student Program in Israel. In making the announcement, Norman C. Greenberg, dean of the College of General Studies and dean of international education and programs, said, "This linkage with Tel Aviv University makes it possible for our students not just to study about the Middle East, but to study in the Middle East."

Miller named to council

James W. Miller, president emeritus of Western and dean of international education and programs, said, "This linkage with Tel Aviv University program areas were supported by listeners. During the phone-in phase of the fund-raiser, nearly 1,500 calls were received and the total now has reached 1,625. The money raised will be used for WMUK general operations.

Mother becomes grad student with just a little help

By Leslie Powell Gilreath

Leslie Powell Gilreath is a graduate assistant in the Department of English, where she is working on a master of arts degree in professional writing and teaches basic composition. She lives with her family in Stevensville, Mich., about 60 miles west of Kalamazoo. This article first appeared in the Grad College Report, a quarterly publication of the Graduate College.

A knock on the door interrupted my professor's discussion of irony in David Copperfield.

"Is there a Leslie Gilreath in here?" asked the campus security officer standing in the doorway.

"Yes," I thought. I was a St. Joseph, Michigan number—one of the kids.

"Memorial Hospital," the lady answered cheerily. "Oh, yes, Mrs. Gilreath, your daughter, Melissa, has been brought to the emergency room with a fractured elbow. We need permission for surgery. Would you like to speak with Dr. Westerbeke?"

The welcome voice of Ed Westerbeke—bridge partner, Little League dad, friend, and, incidentally, orthopedic surgeon—greeted me. "Hi Les. She's O.K. I tried to reduce it externally, but we have to go in. You'd better get down here, but I have a knee first, so you have a couple of hours. Take your time."

The drive gave me lots of time to think. Why was I at a college an hour away from home on a rainy night in September? Before I started back to school, I'd never driven alone farther than thirty miles. What kind of mother went off to school and left her children? Why was I going to college, anyway?"

Graduate school had been in the plans for a long time. I had dropped out of college in my junior year to

(Continued on Page 6)
Edwards, Ludlow elected to head Board of Trustees

Alfred L. Edwards, 62, of Ann Arbor, and Charles H. Ludlow, 59, of Kalamazoo, have been elected chairman and vice chairman, respectively, of the WMU Board of Trustees.

Edwards is a professor of business administration and director of the Division of Research in the Graduate School of Business Administration at the University of Michigan. Ludlow is vice president and treasurer of The Upjohn Company.

All other Board officers were re-elected. They are Chauncey J. Brinn, secretary; Robert W. Wengert, treasurer and assistant secretary, and Robert M. Beaz, assistant treasurer.

All are WMU administrators.

A native of Key West, Fla., Edwards received his bachelor's degree from Livingston College in North Carolina, a master's degree from the University of Michigan, and a Ph.D. degree from the University of Iowa. He has taught at Southern University in Baton Rouge, La., at Iowa, and at Michigan State University. Edwards was appointed to the Board in 1981; his term expires Dec. 31, 1988.

Ludlow served as economics adviser to the University of Nigeria for two years and was a deputy assistant secretary in the U.S. Department of Agriculture for 10 years, beginning in 1963. In 1973-74 he was a special assistant to a commissioner of the U.S. Consumer Products Safety Commission.

Edwards assumed his present position at Michigan in 1974. He is a consultant to the social science division of the Rockefeller Foundation in New York. He also serves on the board of directors of the Security Bank Corp. in Southgate, Mich. He and his wife, Willie Mae, live in Ann Arbor. They have two grown children.

Ludlow is a graduate of Fremont High School and he received his B.S. degree magna cum laude in 1950 from Western. He was presented Western's Faculty Senate Award in 1964. He was first appointed to the WMU Board in 1967 and was re-appointed in 1970 and 1979. His present term expires Dec. 31, 1986.

Edwards is a co-trustee of the Kellogg Foundation Trust and is a trustee and past president of the Kalamazoo YMCA board of directors. He has served as president of the Civic Fund, president of the Kalamazoo Accountants Association, treasurer and vice chairman of the Kalamazoo Science Foundation, trustee of Kalamazoo College, 1967 campaign chairman of the Kalamazoo Community Chest, and treasurer of both Senior Services Inc., and the local Girl Scout Council.

Ludlow joined The Upjohn Company in 1950 and held several positions, including manager of financial analysis, manager of data processing, and director of office and personnel. He was a board member, before being elected treasurer in February 1964. He was elected to Upjohn's board of directors and a vice president in May 1965. He served in the U.S. Air Force in 1942-46. He and his wife, Marion, have three daughters and two sons.

Wise counsel appreciated, Edwards tells Kemp

"We appreciate the wise counsel, the independence of mind, the humor, and the basic integrity that you have lent to our deliberations and judgments," said Dr. Alfred L. Edwards, then vice chairman of the Board of Trustees, to J. Michael Kemp, as Kemp preceded at his last Board meeting Dec. 17.

"These qualities," Edwards continued, "you have contributed not only to your fellow Board members, but also to the faculty, students, and staff of Western Michigan University." Kemp announced in October that he would not seek nor accept reappointment to the Board when his term expired Dec. 31. "On behalf of all your colleagues, I want to recognize and thank you publicly for eight years of dedicated, excellent service as a member of Western's Board of Trustees," Edwards continued.

Since your appointment, you have served on various Board committees, chaired the Budget and Finance Committee, carried out significant special assignments, and provided strong leadership as our vice chairman and then as our chairman," Edwards said. "To all of those responsibilities, you brought forthrightness, strength, intelligence, and genuine concern for the University."

A native of Battle Creek, Kemp was appointed to the Board in 1975. He served as vice chairman for two years and was elected chairman last January. He is managing partner of the Kalamazoo law firm of Howard and Howard. Active in a number of local organizations, he is a past chairman of the Kalamazoo County Republican Party.

In his letter of resignation to then Gov. Milliken, Kemp said: "Over the last eight years I have developed a deep affection for Western and a great respect for its faculty, staff, students, and administration. I have also enjoyed my association with my colleagues on the Board."

International get togethers

Colombian visitors—President John T. Bernhard, left, visits with Dr. Gerardo Busse, dean of the Universidad Social Catolica de la Salle de Bogota, Colombia, and Dr. Howard J. Dooley, assistant to the dean of international education. The Colombian administrators were here recently to explore establishing a university-to-university link that could lead to exchange of faculty members, students, consultants, cultural groups, and materials with Western. They were part of a delegation from 12 Colombian universities in the United States arranged by the American Association of State Colleges and Universities. While here the group met with various administrators and faculty members.

Malaysian officials—Among the persons who participated in the annual conference and reunion of the Federation of Malaysian Student Associations of North America at Western in December were, from left, Nadir, Adith Adam; Dais; Dr. Howard J. Dooley, assistant to the dean of international education. The Colombian administrators were here recently to explore establishing a university-to-university link that could lead to exchange of faculty members, students, consultants, cultural groups, and materials with Western. They were part of a delegation from 12 Colombian universities in the United States arranged by the American Association of State Colleges and Universities. While here the group met with various administrators and faculty members.
University coordinator of student recruitment activities named

Dr. Richard T. Burke, dean of the Division of Continuing Education since 1977, has assumed additional duties as University coordinator of student recruitment. For the additional assignment, Burke will report directly to President John T. Bernhard.

"At a time when the University is faced with demographic change, shifting student goals, decline to some extent, and severe fiscal constraints, it is imperative that recruitment of students becomes a central focus for the entire University," Bernhard said in announcing the appointment.

Port in the associate director reflects "recent recommendations from the Faculty Senate on the subjects of recruitment, admission, and retention," Bernhard continued. Burke will "provide overall coordination of all of the University's student recruitment activities from initial cultivation of interest in Western to ensuring attendance in classes."

Burke's emphasis will be on student recruitment at the undergraduate level. Assisting Burke will be Dr. A. L. (Mike) Schabz, associate dean of the College of Education, and the staff of the Office of Undergraduate Admissions and of the University Coordinator of Academic Recruitment.

The University coordinator's duties will involve working with the Office of Undergraduate Admissions, the College of Education, and other administrative offices to develop strategies to ensure that student recruitment is a central focus of the University.

Alumnus accurately predicts losses in off-year congressional elections

Dr. John R. Petrocik, a 1967 graduate who is now a professor at the University of California at Los Angeles, worked with Market Opinion Research in Detroit, must have enjoyed the outcome of last fall's congressional elections.

In an article on off-year (non-presidential) congressional elections, Petrocik predicted that a "safe bet" would be a Republican loss of "about 25 seats" in Congress in 1982. He missed the mark by only one seat, for when the dust settled last November Republicans lost 26 seats in the Congress.

Petrocik based his prediction on an interpretation of "The Rule," an axiom among political scientists that says, in part, that party affiliation is the "tie-breaker" for voters who have little other basis for making an electoral decision, as is frequently the case in off-year congressional elections.

And Petrocik made his prediction at a time when some political pundits were warning Republicans that they could lose up to 40 seats. "1982 is not a good year for the Republicans," Petrocik wrote. Survey analyses "show that the willingness of voters to support a Republican candidate reflects their evaluation of [President] Reagan, which, in turn, is being produced by the electorate's perception of the economy, the family's financial condition, and their expectations for the future."

"Only expectations for the future and the belief that the Democrats are poised to resume the economic policies of the country's current woes are an asset for the Republicans in 1982. Neither of these will produce a tide, but they may minimize the losses." (A loss of 22 to 25 seats would fall within the average of midterm losses since World War II.) Petrocik concluded, "A safe bet would be a Republican loss of about 25 seats. No... I won't bet you any money!"

Ed. Note - Dr. John R. Petrocik, RA '67, is an associate professor of political science at the University of California at Los Angeles. He earned his master's degree at Wayne State University and his doctorate in philosophy at the University of Chicago.

Feirer discusses Michigan job future

Dr. John L. Feirer, chairman of the Department of Industrial Technology and Education, cites the need to "prepare the necessary skilled personnel for new businesses and industries that must be created" if Michigan's economy is to be revitalized.

Feirer spoke at WMU as a Distinguished Faculty Scholar in a presentation recently. His topic was "The Role of WMU in the Revitalization of Michigan's Economy."

He observed that "the time of thousands of unskilled and semiskilled workers employed in the auto industry is forever gone. In the seventh richest state in America, he warned, "Michigan cannot continue its old ways and still be competitive. He noted that institutions in Michigan is to diversify its economy, it must be interested in all kinds of industries, from fruit preserves to flying platforms."

He cited education as having a vital role in the training and production of the skilled workers who will be needed for Michigan industries, old and newly created. The educational institutions must help develop ideas and new products as well as prepare qualified personnel to train and retain present workers, he noted.

Minority Mentoring program is a success

The Minority Mentoring program, now in its second year, retained 75 percent of the freshmen in the program through their first year of college, according to Criscilda Gordon, director of the project and assistant to the vice president for academic affairs.

When the program was begun in September 1981 with 50 student mentees and 50 mentors, Gordon observed that a "significant number of minority students leave the University in their first year." At that time she cited a University report noting that about two-thirds of the minority students who enter the University leave within the first two years.

"This program," Gordon said, "is intended to help the students adjust to college life through faculty-staff member interaction with them."

Gordon noted that there are 24 percent more students in the program this year than last. She said there are 60 faculty members and 26 administrators serving as mentors, with 49 of them in their second year in the program.

She said the minority students who left Western in 1981-82 were polled and it was determined that 70 percent of them left due to financial reasons, none left because they felt alone. Students liked the program throughout the year.

The Minority Mentoring program at Western is the only one for freshmen in the country, Gordon said.

Ho writes about Chinese economy growth

A new book titled "Developing the Economy of the People's Republic of China," authored by Dr. Alfred K. Ho, professor of economics, is believed to be one of the first volumes written on the economic development of China.

Ho was born in Peking, China, and received a bachelor's degree in 1941 at Yenching University. He began his research into the development of China's economy in 1951-53 while he was a research associate at the Stanford Research Institute at Palo Alto, Calif.

The Chinese government recently began to release statistics on its national economy and, based on that information, plus his personal observations, Ho was able to construct a theory of the economic development of China.
Project EXCITE subject of UPI story in Detroit Free Press and other papers

Project EXCITE, the University’s new campuswide computer emphasis, is the subject of a recent article by Ron Koehler of United Press International that appeared on the “Second Front Page” of the Dec. 27 Detroit Free Press and in a number of other newspapers around the state, including the Grand Rapids Press. The Free Press also recognized Western in an editorial Dec. 30.

Koehler’s story was carried nationally by UPI and it has already appeared in city newspapers as far away as San Francisco and Honolulu.

“Students trying to ignore the computer revolution will find no place to hide at Western Michigan University, where computer literacy soon will become a prerequisite for graduation,” Koehler wrote.

“It’s here and it’s not going to go away,” Dr. James H. Powell, coordinator of Project EXCITE, said of computer literacy in the article. Powell compared the advent of the home computer just a few years ago to the computer literacy now sweeping the campus.

For many years, Western, too, has permitted computer literacy to be substituted for some foreign language requirements in some doctoral degrees, as is the case nationally.

Koehler’s story also served as the basis for a feature that was offered to the broadcast clients of UPI. Project EXCITE was first endorsed in editorials in the Western Herald, the WMU student newspaper, and in the Kalamazoogazette, when the project was announced last fall.

EXCITE stands for EXpanding with Computers and Information Technology. Powell is chairman of the Department of Mathematics as well as coordinator of Project EXCITE.

New equipment aids student access to computer system

The Computer Center at WMU recently acquired 50 cathode ray tube (CRT) terminals and 10 terminals that produce printed copy but do not have the readout screen, all valued at $255,000. The units are housed in Rood Hall. In addition, a new VAX 11/780 computer, valued at $400,000, has also been obtained.

All of the new equipment is pointed to easing student access to the University’s computerized information retrieval system.

Jack R. Meagher, Computer Center director, said some “70 percent of all students here use the WMU computer system for academics,” a figure he indicated will be made higher by the new equipment and easier access to the system. He noted that WMU’s DEC system 1099 primary computer, which can handle 175 jobs simultaneously, becomes “saturated” at the end of a semester, resulting in information processing being slow.

The VAX unit, which can handle 64 jobs at the same time, will enable 2,000 student account numbers to be taken off the DEC system 1099 unit, Meagher said, noting that there were 14,400 student computer account numbers in 1980-81. He said the new equipment will “become a vital aid to students and faculty-staff members” in becoming closely allied to Project EXCITE.

For many years, Western, too, has permitted computer literacy to be substituted for some foreign language requirements in some doctoral degrees, as is the case nationally.
Survey shows strong support for higher education

There is strong public support of higher education, according to a recent survey initiated by the Council for Advancement and Support of Education (CASE).

The project, the first comprehensive national survey of public attitudes about higher education, was co-sponsored by 10 national education associations and conducted by Group Attitudes Corporation (GAC), a New York opinion research firm. GAC surveyed a stratified sample of 1,888 persons, aged 18 and over, representative of the U.S. population as a whole.

What follows are the GAC survey findings highlights as published in January's issue of CASE Currents. To receive the complete report, "American Attitudes Toward Higher Education," send $14 (includes postage and handling) to: CASE Publications Order Department, Box 298, Wexlan- dra, VA 22313.

The results were:

I. Americans clearly feel that opportunities for higher education should be extended, rather than restricted. Better than eight out of 10 think the opportunity to attend college should be made available to all qualified students.

II. A majority of Americans who have plans to help finance a college education for their children are concerned that they may not have sufficient funds to do so.

III. A substantial proportion of Americans are critical of a move to reduce federal aid for college students. Clear majorities favor continued federal support for needy students and institutions.

IV. Americans especially favor continued government support of academich research in medicine and the physical sciences.

V. A substantial proportion of Americans view aid to higher education as a priority item in the federal budget. A majority would not support major cuts in federal aid to higher education.

VI. Americans think that gifts and endowments should play larger roles in supporting independent and religious institutions of higher education, while federal and state governments should be more important sources of funds for public institutions.

VII. One-fourth (26.0 percent) of all Americans who have been to college claim they have made some sort of donation to the undergraduate school they attended.

VIII. A large majority of Americans (72.5 percent) think the overall quality of higher education in the United States is good or excellent.

IX. Better than a third of all Americans (38.8 percent) believe the quality of higher education in the United States is improving, and a similar proportion (36.1 percent) think it is staying about the same. About one-fourth (23.6 percent) think the quality of collegiate education is getting worse.

X. Nine out of 10 Americans (90.2 percent) think the things a person learns in college are important for later life. However, it appears Americans define the importance and role of higher education in rather narrow terms.

XI. Americans view science-related and professional programs as the most important aspects of college curricula. Less importance is given to programs in arts, humanities, and remedial learning.

XII. Clear majorities of Americans agree that a college-educated person is more likely to be a community leader (71.5 percent) and more likely to be self supporting (68.7 percent) than would be an individual who never went to college.

XIII. Paradoxically, although Americans appear to think most people go to college to obtain the education and vocational training necessary to get a job, at the same time, they believe a college education offers little guarantee of employment.

XIV. A majority of Americans believe three very important reasons why people choose not to go to college are [1] a college education is too expensive, [2] there is not enough work, and [3] they do not think they need it.
Kemeny comments (Continued from Page 1)

spent two whirlwind days at Western, speaking and visiting with students, faculty members, administrators, and representatives of the news media.

In an editorial Feb. 10, the Kalamazoo Gazette said: "A giant came to Kalamazoo this past week and WMU must still be basking in his praise... But such advances as BASIC and time sharing) converted the computer into the universal servant that is spawling the greatest technological revolution in history."

In his invocation address, Kemeny declared: "Fully half of what we teach in science and mathematics courses, at the high school and at the college level, is archaic. If the computer has done nothing else, it has forced us to rethink what we teach, not only in science and mathematics but also in the humanities and social sciences."

"Computer literacy is easier to achieve than verbal literacy," he said.

"That means more students than ever can become literate in science and mathematics. The computer will bridge the gap between people and science and mathematics, removing illiteracy in the latter for the first time."

Kemeny deplored the drain of good science and mathematics teachers to industry, which "has done virtually nothing to replace them."

Even so, he said, the United States retains its leadership in high technology but it is in danger of losing it to other nations.

"Within 20 years, persons without computer literacy will not be employable," Kemeny said.

"Computerization is becoming so inexpensive and it can be packaged so conveniently that almost anything manufactur- ed will have a degree of intelligence, from automobiles to vacuum cleaners."

Kemeny predicted that in the next 20 years people will have the same access to national data bases as they do to their local libraries. "Access to one will be just as important as access to another. But computers will not be fully useful to people until massive information networks are formed, representing national data bases."

In his address Feb. 17 on "The Computer in Society," Kemeny said that when home computers become commonplace, "the way we live our lives will be drastically changed."

Mother becomes grad student (Continued from Page 1)
marry my high school sweetheart. We had been playing educational leapfrog everywhere. He finished his bachelor's degree, I finished mine. He earned his M.B.A., but I got bogged down with babies and striving to learn Shakespeare from Spock and Ginott.

When we attended Bob's twentieth high school reunion, I suddenly took stock. What had I done in the last twenty years? I had had children, kept house, volunteered at the church, volunteered at the school, volunteered for cub scouts, volunteered for the Cancer Society. Whatever happened to the girl who loved studying and wanted to go to grad school! Whatever happened to all my plans! For twenty years, I had put them on hold—until the children were older, until we had more money, until we bought a house, until I get the closets cleaned. Anything had been a valid excuse. Somewhere during the night of the reunion, between the first gimlet and the last waltz, I resolved to go back to school. Home again, I investigated several programs and decided on Western Michigan University. I applied quickly, before I lost my nerve. Once I was accepted, I laid in a large supply of frozen pizza and presented my family with the fact accomplish. Mother is now a student. My husband replied, "I wondered when you'd get around to it."

So, two weeks after I'd begun my classes, I was hurrying home to an emergency room. Nauseated with guilt and worry, I finally reached the hospital.

"Ah, the missing mother," the nurse greeted me. "Just fill out these financial forms and then you may see her."

Ten-year-old Melissa was drowned by a pile of pillows. Her arm was wrapped in ice packs. When she saw me, she smiled.

"Does it hurt much?" I asked.

"Not now. They gave me a shot. But it did hurt a lot. I needed you." I knew. I know. A nurse appeared. "Your husband is on the phone," she said. I felt relief when I heard Bob's voice.

"Hi, Babe. Is Lissa O.K.?" I knew, and my going to school. I was hard to convince.

Two hours crept by before Ed came down in his green scrub suit.

"Well, we were lucky. The bones didn't damage any nerves or blood vessels," he began.

I was open-mouthed. "You mean it can be worse?"

He nodded and went on, "I had to do two incisions. I tried to do it just from the inside, but I had to do an outside one, too. I put in a pin, and she will be in here about a week, but she should have full function in about a year with therapy. Go home and get some sleep. She won't wake up for a while."

At home, I called Bob, then lay awake. She could have hurt herself just as easily any of the times I watched from the bleachers. I felt it was my fault. My absence didn't really delay her treatment, did it? It wasn't my fault, was it?

I stayed at the hospital most of the next week. One day, when I came home to fix dinner, the boys excitedly met me in the driveway. They chattered away, "A lady from the church brought supper. It's just a casserole, but she brought jello and pudding cake, too." And she left a note for me: "Yes, hang in there."

Another friend called me to say, "You go on to your class tomorrow. I'll stay with Melissa."

My mother sent flowers to Melissa and encouragement to me: "Don't you ever think of quitting. What kind of chicken are you?"

A year later, I'm still at it, piling up miles on my car and credits toward my degree. I'm halfway toward having my M.A. I also have a graduate assistant-ship, teaching freshman composition. My family is learning to cook, but they still like frozen pizza. Melissa is back in gymnastics. My husband refers to "my wife, the scholar" with pride. I love what I'm doing. I get up every morning eager to tackle the day.

I often remember the stormy fall day when I brought Melissa home last year. She sat in the hospital's required wheelchair. I pushed her up to the car, and she pointed up at the sky. "Hey look, Mom!" she yelled. "They made a rainbow for us. Maybe it's good luck."

It was true. A few early morning rays of sun poked through just enough to create a rainbow over the black clouds hanging above Lake Michigan. It looked like a slide projected on a screen. If she wanted to call it a good omen, I would, too.

When I pushed the lift into the car, she shrugged me away. "I can do it myself with just a little help," she said.

So can I, kid. So can I.
ducted a question and answer session with faculty-staff members and students. A discussion of the use of computer resources in administration with Western administration, and met with Computer Club members and other students.

Rayford lauds Italian printing industry... Dr. Irwin W. Rayford, professor of industrial technology and education, who returned recently from a 11-day visit to Italy with six Western seniors to study the printing and printing-equipment industry there, said, "We were exposed to many different printing practices in Italy." Rayford said it was a "very enjoyable experience." He and the six printing-management and marketing students visited the cities of Milan, Verona, Padua, Turin and Casale in Northern Italy as part of an industry-education program sponsored by the Italian Trade Commission and the Italian Association of Printing, Converting and Paper Machinery Manufacturers. The trip took the students to the largest commercial printer in Europe—Monadolor in Verona, which produces more than a million hard-bound books a month for publishers around the world. The second largest, lite, in Turin, operates in a building Rayford said is "as large as four football fields." The students who made the trip are Stephen J. Anzalone, St. Joseph; David A. Blais, Ann Arbor; David O'Hagan, Dearborn; Kay Perry and James VanderWaal, Kalamazoo, and Cindy Kiser, Abington, Ill. The students are selected for the trip on the basis of papers they wrote dealing with some phase of printing. Western and the Rochester Institute of Technology were the only U.S. institutions selected to participate in the program.

**Staffing levels to be reduced**

President John T. Bernhard has reported to the Board of Trustees that academic and non-academic staffing levels for 1983-84 will be reduced by 172 positions—mostly through attrition and not layoffs. The Board supported his report and ratified his decision to implement Article 23 of the University's collective bargaining agreement with its faculty union, the American Association of University Professors, and thereby initiate 13 possible layoffs in nine academic units.

"Reducing the size of the University is a very difficult process," said Trustee Charles H. Ludlow of Kalamazoo. "But I believe it is being done carefully and properly, as described in the President's report to the Board today."

A breakdown of the 172 positions is as follows: 100 academic, including 80 faculty and 20 non-faculty, and 72 non-academic. "The reduction in non-academic areas will occur from a combination of retirements, resignations and actual layoffs," Bernhard said. "The layoff of some non-academic personnel subject to different contractual guidelines has already begun."
**Sports**

**NCAA makes MAC Division I-A**

Football programs in the Mid-American Conference have again been accorded Division I-AA status by the National College Athletic Association. Stadium size and average attendance are among the criteria used to determine an institution being either I-A or I-AA.

"It was tremendous, probably the greatest decision in the history of the Mid-American Conference," said Tom Wonderling, Western director of athletics, following the action of Jan. 11 in San Diego, Calif.

"If the MAC had remained in Division I-AA it would have hurt us in terms of recruiting and scheduling. Those institutions that had games scheduled with teams like Michigan State, Wisconsin or North Carolina might have had to cancel them."

Wonderling went on to state that "our institutions have done a splendid job in going out and creating positions for sports promotion directors and have worked with various corporations, alumni and interest groups to help sell tickets and gain greater support. Conference attendance grew approximately 26 percent this year. As a conference, we're going to have to look for possible expansion of some stadiums to accommodate the larger crowds we've attracted."

The MAC, which has 13 members, is among the criteria used to determine the following year's conference status. Those institutions that had games scheduled with teams like Michigan were forced to juggle personnel to compensate for the loss of three points in attendance and budgets because of knee injuries.

**Spring Previews**

**Baseball**

Coach Fred Decker has just three returning regulars among eight position players who in the history of the MAC. In 1982, he went 34-17, won the Mid-American Conference—West and had a 20-game winning streak, the latter figure being a school record.

Off that club, eight players were signed by pro teams, including juniors Ray Thomas, a second-team All-MAC shortstop, career home run leader Mark Gerard, and outfielders Osbe Hoskins and Dave Peterson.

Senior hurlers Buster Sunde and Jeff Kaiser were All-MAC picks as was designated hitter-pitcher Paul Schneider.

Serge Chumas (.338, 26 RBIs) returns at third after being drafted by Detroit. Other position players back are Joe Gherna (.338) at second, .367 hitter Marc Quince, who moves to first from the outfield, and catchers Roger Marquardt (.234) and Jim Markert (.256).

Footballer Cliff Reed, Craig Fields and converted pitcher Charlie Jackson are the likely outfielders.

The most experienced hurlers are Greg Brake (.3-1, 1.11) and Kris Kuhn (6.2, 4.46). The latter had a no-hitter against Michigan State.

**Golf**

Coach Merle Schloder’s 1982 team had a third place Mid-American Conference finish and went into fall practice without two of last year’s top three performers, Ron Biermann, who graduated, and John Trivison, who transferred to Clemson.

However, the Broncos proceeded to give a good account of themselves in the fall, winning their own WMU-Moore Invitationat and placing in the upper half of the Ohio State Fall Buckeye and the Butler National Intercollegiate at Brook Oak, Ill.

All-MAC pick Todd Demarest, who has been a top 10 league finisher for two straight years, leads the returnees. He was 22nd in a tough 90-man field at Butler National.

Other key vets are Brad Rosier and Steve Ellsworth, who shared runner-up medal honors at the Bronco; and Mike Fagan. Freshman Chip Mann and Mike Erikson also cracked the fall lineup.

**Softball**

All-Americans Bonni Kinne and Linda "Louise" Berndt are the key returnees off a 36-11 team that placed sixth in the NCAA Women’s College World Series. Coach Fran Ebert has had three straight national top 10 finishes.

Pitcher Kinne was 17-2 and led the nation with a 0.15 earned runs average. She also hit .287 and saw action at first base. Kinne’s career mound mark is 50-12 with a 0.27 ERA.

Second baseman Berndt has a .355 batting average, marking inclusion, including .353 last year.

Other top returnees are rightfielder Leslie Bade, leftfielder Allison Cole (.282), third sacker Terri Sonon (.297) and hurler Beth Belleville (.307).

Ebert will have to replace four-year starters in pitcher/safety Rickie Meeker, third sacker Mark Wolter, centerfielder Teri Gilger and catcher Roxanne "Rocky" Rubieski.

**Men’s Tennis**

Coach Jack Red Velvet returns five regulars from a 1982 team that set a school win record during a 22-8 dual meet campaign and also finished third in the Mid-American Conference.

Dave Sommerville and Brian Herman were All-MAC picks as the latter was victorious in No. 2 singles play and runner-up at No. 3 doubles with Mike Woody. Woody was the No. 3 singles champ. Herman also combined for 49 singles and doubles wins during the season, one shy of the school record.

Also back are Jeff Stassen and R. J. Dunkle, the finalists at No. 4 singles. In its only fall competition, the Broncos were second among six teams at the Ball State Invitational. Dunkle, Woody and Herman were winners at No. 2, No. 3 and No. 5 singles respectively.

**Women’s Tennis**

First-year coach Betsy Kuhle inherits five letterwinners from last year’s team which set a school record for victories in a 19-9 season, and went on to place third at the Mid-American. A pair of All-MAC performers return in juniors Sue Weigand and Nancy Martin. Weigand, WMU’s all-time victories leader with 87, had a second place finish in No. 1 singles last spring en route to a 22-11 record. Martin was 22-6 mark at No. 3, setting a school single-season record for singles play, and finished third in her flight at the MAC. In doubles, they combined for a 18-7 record.

However, freshman Amy Yeast of Galesburg emerged as the team’s new No. 1 singles player during fall action.

Two other MAC placers return in senior Lynne Schendel and sophomore Janet Ray, who were each second in their respective flights.

Schendel posted a 17-19 record at No. 3 last year, while Ray was 24-8 at No. 5. The other letterwinner returnee is Julie Hawthorne, who was 18-11 last year at No. 4.

**Winter Wrap-up**

**Men’s Basketball**

First-year coach Vernon Payne’s youthful club began with a 4-13 record as the four triumphs came by a combined total of 10 points. In Mid-American play, WMU had one-point home wins over Northern Illinois and Central Michigan, the latter the sixth straight for the Broncos in that series.

Sophomore guard Cordell Eley was averaging 19.5 points and had scored in double figures in all but two games. Soph forward Kelvin Oliver carried a 10.8 norm and freshman Mark Gorksi of South Bend, Ind., and Anthony Jones, East Chicago, Ind., were both employed in the starting lineup.

**Women’s Basketball**

Western began the year with a 3-12 record as first-year coach Jim Hess was forced to juggle personnel to compensate for the loss of three point stand candidates because of knee injuries.

Sophomore forward Vicky Musky was averaging 13.5 points, 6.1 rebounds and 3.6 assists while senior forward Sheri Wegner had a 12.7 scoring norm and was hitting .452 from the field.

**Men’s Gymnastics**

One man does not make a team, as Western Michigan’s men’s gymnastics team is discovering. Despite the loss of all-around Alan Schorns for the season to mononucleosis, Coach Fred Orlofsky’s 1982-83 squad is showing potential.

During a slow 1-4 start, WMU registered its second best team total ever (255.9) while shattering the school’s 41.35 pommel horse mark with a 42.45 effort.

Junior all-arounder Jim LaHaie is the foundation for the young squad.

LaHaie has posted season best in the floor exercise and on horizontal bar, and Mark Erschen’s 9.25 on the horse set a new individual standard. Freshman Dan Meyer and senior Jeff Robertson are two noteworthy specialists. Meyer was state pommel horse champ at Alpena, while Robertson’s forte is vaulting, where he holds the best career average (9.12).

**Women’s Gymnastics**

After compiling an impressive 4-1 dual meet record early in the 1982-83 season, Western Michigan’s women’s gymnastics team couldn’t be forgiven for looking ahead to the Mid-American Conference meet on Mar. 19. Having claimed third at that event in 1982, the Broncos feel ready to claim the championship this time around.

Freshman Raeanne Smith of Wyom- ing has quickly become Coach Kathy Button’s best all-rounder. Smith’s 9.1 on the balance beam easily surpassed teammate Cheryl Gill’s 8.65 record set in 1982, while she led team record in the floor exercise and on horizontal bar, and with a 9.25 on the horse set a new individual standard. Freshman Dan Meyer and senior Jeff Robertson are two noteworthy specialists. Meyer was state pommel horse champ at Alpena, while Robert- son’s forte is vaulting, where he holds the best career average (9.12).
Public Higher Education and the State of the State

The Deficit: A Monumental Challenge Faces Michigan

The Legislature of the State of Michigan faces a historic challenge. It has been urged by the Governor of the State to approve a tax package that would, in Mr. Blanchard's words, "rescue Michigan from the precipice of bankruptcy and bring her back onto the solid ground of financial responsibility." Michigan's colleges and universities, which, again in the Governor's words, "have already felt the cold steel of the knife," may feel cold steel again, as the Governor's proposal includes a $225 million reduction in the General Fund appropriation with $25 million earmarked for public colleges and universities, $2 million for community colleges, and $5 million for private colleges.

A devastating alternative

While no cuts are welcomed, should no tax package be approved, the alternative could be a $157 million cut this year for higher education. That sum is arrived at by simple division, as follows: The state budget deficit is estimated as high as $900 million, which is 20 percent of the entire $4.5 billion State General Fund. An across-the-board cut to all state services would take 20 percent of higher education's $785 million fiscal 1983 appropriation: i.e., $157 million.

Michigan's colleges and universities already have survived an avalanche of fiscal problems during the past two and one-half years in the form of five separate mid-term reductions in state appropriations. In 1981-82 alone, the reductions to state four-year colleges and universities were equivalent to the withdrawal of all tax support from five of the 15 state campuses having enrollments of 68,347 students.

"Adjustments" have been made

The response throughout the state has been a series of on-campus adjustments, singular to the priorities of individual campuses but uniform in many ways: the phase-out of selected degree programs, elimination of faculty and staff positions, diversion of funds from maintenance to operations, hefty increases in tuition, and new initiatives to raise private funds.

In part, the strategy has been to scale down and do so with the least possible harm to what is still recognized, along with the California colleges and universities, as the finest public education system in the country. While systems can be favorably compared, current state investments in them cannot. This year California's general fund will appropriate $135.35 toward higher education for every man, woman, and child in the state. Michigan will appropriate (before any additional cuts) $85.28.

While that comparison is short term and between just two states, what about history and the national scene? Since 1972, Michigan's rate of investment in higher education has ranked 49th among all states. Only Illinois has invested less.

Low revenue/high tuition

Over that decade, tuitions at Michigan colleges and universities have become among the highest in the land. That situation, notes University of Michigan President Harold T. Shapiro, "reflects a state policy to lower public investment in higher education and asks the student to shoulder an increased burden."

In part, the direction for the next decade may be set in Lansing within the next few weeks, for the Governor, in his message, recognized higher education as "more important than ever to our short and long-term economic survival." This past December, in an article in The Detroit News, Michigan State President Cecil Mackey, Wayne State President David Adamany, and Shapiro "admitted" the reputations of their institutions...ride heavily on what the new governor and state lawmakers do in Lansing.

"The school systems now limping toward bankruptcy and the universities lopping back their courses and programs are the building blocks for whatever future Michigan has.

"Look at your schools, look at the colleges and universities, look at the 17 percent of your neighbors who are unemployed, look at the lines at the soup kitchens and the mental health clinics and consider the impact on them of future budget cuts. In the debate over how to balance the budget, the question for Michigan is not only what we can afford to pay, but how much more we can really afford to cut."


'Resolved to support you'

In a letter to the Governor, written on the eve of the State of the State, the 15 presidents and chancellors of Michigan's public four-year campuses urged "that the State's budget this year maintain and improve present support for higher education. Revenue increases adequate to this purpose should be state policy, and we are resolved to support you and give you our fullest assistance in sustaining such a policy."

This Special Report deals with the fiscal situation as it concerns Michigan higher education right now. In a January 9 interview in the Oakland Press, Shapiro expressed the greatest concern of all. "Our real worry is where is the State of Michigan going to be in the next decade? What kind of state, what kind of economy, what kind of region do we want here..."
WHAT VALUE HIGHER EDUCATION?

To the people? To the State?

What do the citizens of America want most from their colleges and universities? The answer: an opportunity to attend college.

According to a survey conducted last October of "American Attitudes Toward Higher Education," an overwhelming majority of Americans feel that the opportunity to attend college should be made to all qualified students. Eighty-four percent of Americans agree that all young people who have the ability and motivation necessary to profit from higher education should be given the chance to pursue a college education.

The survey also found a majority of Americans believe that the major reason people choose not to attend college is not that they choose a technical education or prefer not to go, but that they can't afford it. And, when asked whether they themselves could afford a college education for their children, only a small minority (11.1 percent) of those who hope to do so said "Yes." More than half are not sure they can, and the rest have some concerns.

Education no priority

The national situation is aggravated in Michigan, and not solely due to inadequate state appropriations resulting from the serious economic recession of the last three years. The problem is more than a decade old, and partially the fact that, even in the "good years," state policy makers have not treated education in general and higher education in particular as a priority item in the appropriations process.

More than a decade of declining tax support for higher education has made the cost of attending a public college or university today more than 50 percent higher than the average of other states. Resident tuition at the University of Michigan is now one of the highest in public education. The cost to attend Michigan State and Wayne State are comparably higher than at similar institutions in the United States. And, in fiscal 1982, the rest of the system had, in the aggregate, the sixth highest tuition rate among states.

Over 10 years ago, after building what had been considered with California one of the two outstanding systems in the nation, Michigan began to cut back the percentage of state tax revenue it spent for higher education. And tuition grew.

Last fall, the average annual resident tuition at a Michigan public college or university was $1,540. The national average was $979.

Michigan ranks 39th

In a state system, the costs of college are shared by the state (through tax revenue) and the family and student (through tuition payments and loans). The more support the state provides, the lower the tuition. In Michigan, the proportion of state support has been dropping precipitously and now, in fiscal 1983, (and before any further budget cuts), Michigan ranks 39th in per capita state appropriations for higher education and 40th in appropriations per $1,000 of personal income.

But 39th and 40th against whom? How well are those states funding higher education that are considered our toughest competitors for new industry and new business? How much is spent in California, with strong aerospace and computer industries already in place? How much in North Carolina, where an academic research triangle has become a locus for high technology industry? How much in the "Sun Belt," aggressively building its higher education system, often at the expense of Midwestern and Michigan faculties?

Other regions invest

The figures in the chart on this page illustrate the disparity. They denote per capita appropriations: the amount earmarked for higher education relative to the size of the population. California, even after Proposition 13, has budgeted over 60 percent more per person for higher education than has Michigan. North Carolina, about the same; and Texas, an even larger sum. As the chart attests, the states that are leading the Sun Belt surge, as well as the one with the least growth rate in the Midwest (Minnesota), have been investing heaviest in their colleges and universities.

For public higher education in 1983 the issue is not simply preserving what had been considered the Midwest (Minnesota), have been investing heaviest in their colleges and universities. But 39th and 40th against whom? How well are those states funding higher education that are considered our toughest competitors for new industry and new business? How much is spent in California, with strong aerospace and computer industries already in place? How much in North Carolina, where an academic research triangle has become a locus for high technology industry? How much in the "Sun Belt," aggressively building its higher education system, often at the expense of Midwestern and Michigan faculties?

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HOW I2 KEY STATES SUPPORT HIGHER EDUCATION*

"In dollar terms, the most conspicuous losers in the competition for state resources during the last decade have been educational programs. Typically, a one point increase in the Michigan unemployment rate is translated into a 5 percent cut in four-year college funding, a 2.5 percent cut in community college funding, and a 3.7 percent cut in the general School Aid Fund."


*


For the current fiscal year, state governments have set appropriations for higher education at per capital levels as high as $356 (Alaska) and as low as $37.60 (New Hampshire). While other factors affect these figures, including relative demand for public assistance, per capita expenditure is one indicator of a state government's priorities.

This year, if there were to be no further cuts in state appropriations, Michigan's per capita spending would still be $20 below the national average and would rank 39th among the 50 states. In other words, with a population of over 9.2 million citizens, if higher education were handled at the national per capita rate Michigan would increase its support by over $180 million. It would take over $380 million to catch up to Minnesota.

Some Questions and Answers About the State Economy

Most Michigan citizens are aware that the Michigan Legislature is considering one or more combinations of tax increases and spending reductions to deal with the State's operating deficit. The following series of questions and answers provides perspective—in capsule form—on the size of the problem and its impact on higher education.

Q. How large a deficit is expected in the State General Fund?

Current estimates range from $900 million to $650 million. The Governor has estimated $900 million; the Financial Crisis Council, $750 million; and, recently, the Senate Fiscal Agency has suggested $650 million.

Q. What percentage of the state budget do those estimates represent?

Actually, the level of state taxation has been reduced by over $1.5 billion in the last decade. This is because of the property tax income tax exemptions, and the elimination of state sales taxes on food and drugs. In 1981, Michigan ranked 32nd.

Q. Why can't we just cut services?

The deficit, said the Governor, "is a threat which can undermine our every effort to create jobs, to diversify our economy, to preserve our resources, and to improve our quality of life." The State cut $778 million from the budget this past year, and has reduced its payroll by more than 10,000 jobs. According to Governor Blanchard in his State of the State message, if every state employee were laid off for the rest of the year (shutting down the state police, schools, mental institutions, social services, and all state police operations) only half the deficit would be covered. That illustrates the scope of the problem. As the Governor stated, "We would pay an enormous price."

Q. What is the Governor's plan to erase the entire deficit through a tax increase?

No. There is also an $800 million cash flow shortage carried over from past years.

Q. How can't we just simply carry over deficit to next year?

First, it would only dig a deeper financial pit for the future. Legally, it also is unconstitutional. The State must balance its books by the end of each fiscal year.

Q. Why can't we just cut services?

The State General Fund comes primarily from tax revenues. Despite systematic cuts and reduced benefits to people over the past two years, compared to any other state in the country, there has been a disproportionate impact of the recession in Michigan. According to the Governor, if Michigan's unemployment rate were only at the national average, "We would have a balanced budget or a manageable deficit, but...the sheer volume of those on relief is driving our state into an ever-deepening deficit."

Q. What is the Governor's tax plan?

Along with the $225 million in spending cuts, he would permanently raise the state income tax rate by 1.0 per cent of taxable income. He also has suggested a temporary one-quarter percent increase to resolve the cash flow problem.

Q. How much new money was that bring to the State?

About $675 million would be brought in by the permanent increase. The other one-quarter percent would expire when the State's cash flow shortage is eliminated.

Q. With such an increase, how would Michigan state taxes compare nationally?

Overall, in 1981 (the last year for which we have such a comparison) Michiganders paid $657 per capita in state taxes, ranking 17th nationally, and only $14 over the national average. Because Michigan wages are higher, a fairer comparison might be an adjustment based upon income, and four as a flat percentage of an individual's federal tax (Nebraska, Rhode Island, Vermont, North Dakota).

Q. How would the tax rate compare with the past?

Actually, the level of state taxation has been reduced by over $1.5 billion in the last decade. This is because of the property tax "circuit breaker", other increased income exemptions, and the elimination of state sales taxes on food and drugs. In 1980 (again, the last year for which statistics are available), after circuit breaker adjustments were made, the average income tax rate in Michigan was reduced from 4.6 to 2.7 per cent.

Q. What if the economy suddenly turns around?

Most government officials and lawmakers predict a very slow recovery. While they may disagree on the dimensions of the recovery, and some may project a better recovery, the Governor has called for $225 million in spending cuts along with the tax increase.

Michigan Budget Trends

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"We're mortgaging the future, the things like electrical engineering and computer science. That is what northern California has done well, Massachusetts has done well, and their economies are booming along in those regions simply because they have invested well in those areas. We need genetic technology. It is going to be a revolution that sweeps this country in 20 years."

- Dr. Dale Stein, President, Michigan Technological University, January 18, 1983

"When I first came to Michigan, it was clear that much of the intellectual resource, the brainpower, was resident in Michigan, but we didn't provide the nest to ground for it and it just left us. If we don't provide the nest ground, we're going to have the same problem 10 or 15 years from now wringing our hands and saying why didn't we do something to retain that intellectual resource."

- Dr. John X. Jamrich, President, Northern Michigan University, January 31, 1983

"Michigan State University and the rest of higher education in Michigan already have endured major cutbacks, withdrawals and executive orders that jeopardize the quality of our academic programs and threaten the economic, social, and cultural future of the State. It is time for the State to seek permanent solutions to our fiscal crisis and avoid further damaging cuts to higher education. If the State takes such a approach, despite the difficult days that still lie ahead, we can view the future with a new sense of hope at Michigan State University."

- Dr. M. Cecil Mackey, President, Michigan State University, February 11, 1983
On January 25, the leaders of Michigan's state college and university system urged the Governor to recommend a budget plan that would set "a level of tax necessary to avert any further erosion of support for colleges and universities."

"In recent years," they wrote, "Michigan's support for higher education has declined abruptly and now ranks among the lowest in the nation."

Elsewhere in this document, a decade long erosion has been addressed. Just since 1980, Michigan colleges and universities have suffered more than a 20 per cent loss against inflation.

In actual dollars, since 1980 the system has accrued a loss against its appropriations of $118 million: more than enough to fund Ferris State, Lake Superior State, Grand Valley State, Saginaw Valley State, Eastern Michigan, and Oakland Universities this year.

Looking at the appropriations process in terms of purchasing power, by last September it would have taken $757.5 million to equal the $630 million 1980 appropriation. Instead, state colleges and universities were allotted $610 million, or $147 million less than would keep up with inflation.

"For the past four years, we have endured cuts that have seriously damaged this state's higher education system. Therefore, the Michigan Council of State Colleges and Universities unanimously endorses a budget plan which sets a level of tax increases necessary to avert any further erosion of support to our colleges and universities. To do otherwise would certainly impair our ability to produce the educated talent that an economic recovery demands."

- Dr. John T. Bernhard, President, Western Michigan University, and Chair, Presidents Council of State Colleges and Universities

For reprints of this Special Report, contact Presidents Council of State Colleges and Universities, 306 Townsend, Suite 450, Lansing, Michigan 48933, telephone 517/482-1563.
Among Alumni

Dear Alumni

The present status of memberships in the Western Michigan University Alumni Association is a matter of great concern to the board of directors of the Association. As only a part of the alumni work is funded by university appropriation it is necessary to supplement this by memberships. At the directors' annual meeting they discussed the long term funding of the Association, and implemented a drive for annual memberships with a two-year payout to significantly increase the investment account of the Association. The income from such invested membership funds will then provide an annual stipend to be used for operations.

What is the motivation for you to act now?

Membership fees will be increased substantially, an action that was taken by the board this year. The annual membership fee will go from $10 to $15; the individual life memberships from $150 to $250; and the family life membership from $180 to $300.

If you received by mail this copy of the Alumni Association newsletter, you are either a member of the Association or a contributor to the University. If the latter, we urge you to move now on your own membership in the Association. The necessary application appears at the bottom of this page.

But, if you are already a member we ask that you become an active agent in the current membership campaign, and that you enlist another member of your family, or a co-worker, or a friend, or a former classmate. Each year parents of graduating seniors are urged to provide memberships as gifts. If a child of yours has already graduated, a related membership gift would be appropriate.

To take advantage of the current membership rates, act today: for yourself, or recruit another, or make a gift.

Western Michigan University, your alma mater, faces crises in the months ahead and it needs to have its friends gathered close around to lend strength as it may be needed in a variety of ways.

Western Michigan University needs you today!

...signature...

Alumna heads Michigan AAUW

Susan Rickert Harris, MLS '74, is president of the 7,000-member Michigan division of the American Association of University Women. After four years in Valdosta, Ga., as a librarian, she moved to the Upper Peninsula and is now an instructional aide in the Delta-Schoolcraft schools working with a variety of programs for special need students and occupation related activities for students.

Mrs. Harris is the Upper Peninsula representative to the School Program Services Advisory Council of the Michigan Department of Education and in 1979 was named "Young Careerist" by District 2 of the Business and Professional Women.

Association membership campaign proceeds; dues to increase

A major membership campaign is now underway by the Alumni Association under the direction of Dewey Haner, BA '59, which is expected to significantly increase the numbers of alumni who make a commitment to a long term relationship with the University.

"It has been more than 10 years since the annual and life member dues of the Association have changed," says Haner. "The alumni directors have voted to increase the dues, hence the membership drive now to give many alumni an opportunity to become life members at a significantly lower rate."

Life memberships for an individual now are $150, and will go to $250. To increase the life memberships and to build a long term fund for the association which can assist in its annual operation, the Alumni directors have set the life memberships to two annual payments of $90 each, or one payment. Family life memberships are $180, or two payments of $110 each. The family life will increase to $300.

**MEMBERSHIP APPLICATION**

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- **Annual Membership**: $10 per year
- **Annual Family Membership**: $15 per year
- **Individual Life Membership**: $180 or $90 per year for 2 years
- **Family Life Membership**: $180 or $110 per year for 2 years

Please make check payable to WMU Alumni Association.

Unions

- **Class of '58 to celebrate Silver Anniversary**: The WMU Alumni Association will host a silver anniversary reunion for the Class of 1958 Friday, Oct. 14, Homecoming eve. The reunion will be held in conjunction with the 1983 Homecoming festivities. The class of '58 will have a special reunion dinner Oct. 14 and then join with other alumni Saturday, Oct. 15, for the numerous Homecoming activities being planned.

- **'43 Reunion committee makes plans**: The Class of 1943 will gather in Kalamazoo June 10 and 11 to celebrate the 40th anniversary of their graduation from what was then Western Michigan College of Education. A committee comprised of Ernest and Margaret (Ackley) Bonjour, Joyce [VanderWeele] Dasher, Robert Doerr, Mary (Jenkins) Hubert, William Kersten, Kathleen (Austin) Lucking, Patricia (Maier) Muth, Robert and Margaret (Mahoney) Oudsma, George Slaughter, William Steenrod, and Olive (Slaughter) Westerfield, has been formed at this time to help the Alumni Office with reunion plans.

- **Reunions**

  - **Class of '58 to celebrate Silver Anniversary**
  - **'43 Reunion committee makes plans**

**Alumni Association new life members**

Michael L. Donah, BBA '78, Chicago.
James A. Gambino, BA '70, New Baltimore.
Donald H. Harris, BS '50, West Bloomfield.
Robert Hillis, BS '81, Islandhead Park, III.
Hubbel, Bondich Alumni, BS '46, Bellaire.
James L. Keese, MA '73, EDD '73, and Rhonda VanderLann (Keese, BS '79, Kalamazoo, IL.
Andrew McCollum, BS '51, Hillsdale.
John L. Murphy, BS '52, St. Clair.
Alice P. Oleson, BBA '57, Almond, Belgium.
Clara J. Wheeler, MA '54, Traverse City.

**Among Alumni**

**Student Alumni Service Board**—From the left, front row, are the newly elected officers of the Student Alumni Service Board: Michael E. Vennix, an Enordee: senior, public relations director; Kathleen M. Graham, a Lomond senior, president; Sandra K. Hicks, an Albion senior, secretary; Elaine K. Nyberg, a Frankfort junior, treasurer; and Jeffrey M. Pope, a New Allis, Wis., senior, vice president. In the center rear is Wayne L. Baskerville, assistant director of alumni relations, the organization's adviser. The board serves as a link between students, alumni, and Western.

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- **Andrew McCollum**, BS '51, Hillsdale.
- **John L. Murphy**, BS '52, St. Clair.
- **Alice P. Oleson**, BBA '57, Almond, Belgium.
- **Clara J. Wheeler**, MA '54, Traverse City.
Alumni tours in spring/summer planned...

- England-Wales-Ireland tour scheduled for June and July

By the time you read this, the alumni tour of Hawaii will have been enjoyed by some from the islands, with most of the group taking the two-week, three-island travel option.

The next travel adventure for alumni will be a 16-day tour of England, Wales and Ireland, leaving Kalamazoo and Detroit on June 29. Russell A. Strong, director of alumni relations, will direct this travel experience, which follows similar trips to Scandinavia and Italy.

The cost of the trip is $1,699 from Detroit, flying by scheduled airline to London's Gatwick airport. From there the first overnight stop will be at Winchester. The group will go as far as Land's End, and then double back into Southern Wales.

Upon reaching the Irish sea, the tourists will embark for Ireland, and will spend three nights in the Emerald Isle. Returning to Northern Wales, they will proceed towards Chester, then south through Coventry to Oxford. Not being provincial in their view of education, the next night will be spent in Cambridge, thence to London for two days and two nights.

They will fly out of Gatwick July 14, arriving in Detroit the same day. Round trip bus connections will also be provided between the campus and Detroit's Metro airport for those going from the west to the east, and back, with perhaps an intermediate stop along the way.

- Other tours planned

"We are now working on details of a fall trip to Spain," says Strong. "In late winter I am anticipating travel to Mexico, or another Central American resort spot."

Summer of 1984 will feature the 400th anniversary of the Passion Play at Oberammergau, Germany. This will be combined with a tour of Southern Germany.

"We are pleased at the interest being shown in the various travel opportunities we have presented," says Strong, and "we expect the next several years to continue to offer travel to a wide variety of places.

"In talking with your friends, you may want to emphasize the fact that one does not need to be a Western graduate in order to participate. Today such travel is open to any interested person." 

- Japanese business/seminar set

A late spring seminar on business and society in Japan is being planned jointly by the office of International Education and Programs at Western and the L. Lee Stryker Center at Kalamazoo College.

"This venture into Tokyo is designed to familiarize business men, teachers and students with the business methods and institutions of the Japanese," says Dr. Alfred K. Ho.

You may 'appear' in this book....

Every teacher who has ever stepped into a classroom has come away with impressions. Good teachers turn those impressions around and use that experience to improve their own techniques. Dr. Frank Gross, an associate professor of social studies, has not only mulled over his own perceptions, but during 10 years at Western has studied closely the how, what and why of teaching, so as to make every effort to do a better job each day.

Prodded on by two major studies on the philosophy of teaching, Gross has used his own students as guinea pigs and out of his own "laboratory" experience has written a new book Passages in Teaching (Predictable Cities in the Teaching of Adolescents and Young Adults). Although names of specific students are not used, if you attended one of Dr. Gross classes in the last 10 years you may well appear in the book. It was published last summer by the Philosophical Library of New York.

Widow of alumnus is Alzheimer’s Disease ‘activist’

Edward M. Tingstad, a football player of some distinction while a student at Western Michigan during the early 1930’s, was always interested in athletics. At Northwestern High School, Decatur, he was captain of the baseball and football teams. He was named to membership on the all city baseball and football team and the All State football team in his senior year.

At Western Michigan he was captain of the football team in his junior year, president of the lettermen’s club and a member of the Student Council and the Athletic Board. After his discharge from military service during World War II Tingstad moved to California and became a member of the staff of the Los Angeles Recreation and Parks Department and remained with that department until his retirement.

Ed Tingstad died July 26, 1982, in Los Angeles of Alzheimer’s Disease. It is estimated that there are currently some 2 million victims of this progressive brain damaging condition in this country. Afflicts seven to 15 percent of those 65 and over and according to some is the fourth most common cause of death.

Alzheimer’s Disease was first identified in 1906 but is just now becoming known because of the great increase in the aged population. Alzheimer’s Disease now becomes a matter of serious concern, as the middle 60’s is the age at which the disease becomes most virulent.

There is no known cause for Alzheimer’s Disease and hence there is no known effective treatment for it.

Mrs. Tingstad, the surviving spouse, is sometimes referred to as an Alzheimer’s Disease Activist because of her efforts to raise the awareness of this disease which is so devastating in its treatment of its victims and their families.

She set up an Alzheimer’s Disease Research Fund through the Andrus Gerontology Center at the University of Southern California. She hopes that as yet unthought of ways of caring for Alzheimer’s patients at home will be developed through research and that presently used methods of home care can be improved and greatly expanded.

She also designed a stress management program for spouses of Alzheimer’s patients. The program was used by the Alzheimer’s Disease support groups at the Andrus Older Adult Center in Los Angeles. She lectures to interested professional and lay groups about what it’s like to live with an Alzheimer’s victim 24 hours a day—and how to make the care giving less stressful.

She compares caring for an Alzheimer’s victim with caring for a young child but points out some important differences—a child can be put down for a nap or a feeding but not an Alzheimer’s Disease patient. And while the child is developing intellectually, the patient is losing that ability.

Mrs. Tingstad would be glad to hear from individuals who believe she might be helpful in some way in an Alzheimer’s Disease related situation. Please send a self-addressed, stamped envelope with inquiries to: Mrs. E. M. Tingstad, 349 S. Gramercy Place, Los Angeles, Ca 90020.
1947  Walter A. Chojnowski, BS '48, MA '53, retired last November as office education consultant for the Wisconsin Board of Vocational, Technical, and Adult Education, a position he had held for 22 years. The Rev. Richard Dunkelberger, BA '47, is now executive director of Presbyterian Villages of Detroit, Inc., a senior citizens' residence. He recently spoke at the First Presbyterian Church in Schoolcraft, and for 10 years served the First Presbyterian Church in Sturgis.

1949  Murtha Wright Shrum, BS '49, received service awards for volunteer leadership last fall from both the Ingham County Medical Facility and the Lansing YWCA. She is a past president of Theta zeta chapter, ABE. A freelance photographer, her works have been shown in area galleries, and a picture of her work was a photographer appreciation in the summer issue of "Eberly's Michigan Journal."

1950  Dr. Robert A. Palmiter, BA '50, MA '55, chaired a session of the Michigan Linguistics Association annual meeting last fall. He is chair of the WMU department of languages and linguistics.

1951  Jerilee Denison Gregory, BS '51, MA '72, M5 '76, is the new president of the Tri-County Council of Women in Educational Administration. She is a coordinator of reading programs in the Benton Harbor schools and their golden reunion. Williams Rogers, Jr., BS '51, retired at the end of 1982 as administrative assistant in the business office of the Kalamazoo Gazette.

1954  Dr. Patricia Hemphill Beilke, BA '55, MA '56, BEd '74, has been named administrative assistant in the department of library science at Ball State University, Muncie. Daniel R. Smith, BBA '55, is now president of First American Bank Corp., Kalamazoo, Michigan's fifth largest bank holding company. He had been president of First National Bank since 1976. Dr. Henry J. Brown, BA '55, Battle Creek dentist, has been designated a fellow of the Academy of General Dentistry.

1956  Frederick W. Peyer, BM '56, is the new director of the concert theatre at C. W. Post Center of Long Island University, Green- ville, N.Y. He had been managing director of Flinn's Institute of Music. William E. Lee, BBA '56, has been named to the domestic lending council of Robert Morris Associates. He is vice president and officer in charge of the commercial loan department of American National Bank in Kalamazoo. Lee is also second vice president of the Michigan chapter of Robert Morris.

1957  B. Everett Blanchard, BS '31, has been appointed vice president of The International College of the Commonwealth of Massachusetts. In November a national study made by Dr. Blanchard, "The Mental Health of College and University Professors Engaged in Teacher Education," was published.

1962  R. Randolph Pensinger, BA '52, has become a member of the 1982 Detroit Operations Million Dollar Club for Detroit Diesel Allison. The award, which includes a $5,000 stipend, was for his work in 1981. He is married and is a Denver, Colorado, resident.

1963  Mike Hinga, TC '63, is one of four adult education teachers in Michigan to receive the outstanding teacher of the year award of the Michigan Association for Public and Private Education. He teaches in the Portage-Comstock Adult high school.
1964
Michael I. Hessel, BS ’64, is now vice president/operations, Time Oil Co., Indianapolis.
William B. Fitzgerald, BA ’64, and Gary L. Walker, BS ’64, are two of the law firm of Fitzgerald, Hodgman, Kanal, Rutherford, Cawley, Bobs, and King in Detroit. Fitzgerald has been active in Democratic politics.
Carole Edmonds, BA ’64, MA ’69, is now national president of the Association of Educational Supervisors.

1965
Dr. Decollus Johnson, BS ’65, MA ’69, has returned to Kalamazoo Family Health Center as a psychologist, where he had been faculty of the University of Toronto and was director of Kalamazoo College, Battle Creek.

1966
Dr. David M. Ridgway, BA ’66, is the new president and chief executive officer of Muhlenberg Hospital, Plainfield, N.J. He has been there since 1970 and earned his master’s degree at George Washington University.

1969
Ralph B. Davison, BS ’69, is now public relations manager of the Heart Book/Busines Publishing Group in New York. He had been vice president and president of Bingley’s Circulation Distributors, another Hearst unit.

1970
William P. Eischstaedt, RA ’70, has been elected an assistant vice president of First National Bank, Kalamazoo. He is also vice president in charge of marketing for the American Institute of Banking for 1982-83. Moving from Alma College to Butler University, James F. Prickett, BS ’70, has been named associate director of admissions for the Indianapolis school.

1971
Marjorie K. Gentry, BBA ’71, has been named secretary and director of savings for Colonial Savings Association, Houston, Texas. She has been with them for five years.

1972
Timothy W. Coyle, BBA ’72, MBA ’77, has joined the CPA partnership in Grand Rapids, Garver and Coyle. He had previously been with the firm for nine years, and now makes his home in Big Rapids where his wife, Patricia, MPA ’70, MBA ’71, is an instructor in its associate degree program.

1973
Maureen Hogan, BBA ’73, has been elected vice president of the Jordan Library, New Rochelle, N.Y. During a year’s leave of absence from the Jordan Library, she is in charge of the library’s summer session.

1974
Robert W. Semmel, BS ’74, MBA ’77, has joined the staff of the National Bank, Racine, Wis., as a research analyst.

1975
David E. Collins, BS ’68, has completed his MBA degree at Eastern Michigan University. He lives in Novi.

1976
Ruth Hodgson, BA ’69, and her husband own the Little Caesar’s pizza franchise in several Lake Michigan communities.

1977
John Richardson, ’69 Sandra Borsch Carter, MSL ’66, serves as editor of “Library Research,” a quarterly publication of Ables Publishing Corp. She is director, Library School, University of Wisconsin-Madison.

1978
Richard F. Cawthorne, BS ’66, now with Cawthorne and King in Detroit, has been appointed W. Pat McPhee, BBA ’69, MS ’71, an account supervisor, working with D. M. Hodgson, D. M. Hodgson, and J. V. King in Kalamazoo.

1979
Jane Borch Carter, MSL ’66, serves as editor of “Library Research,” a quarterly publication of Ables Publishing Corp. She is director, Library School, University of Wisconsin-Madison.

1980
William F. Smith, Jr., BBA ’71, has become director of marketing for First American Bank, Kalamazoo.

1981
Charlotte Laws Morrison, BBA ’69, has been appointed president of the American Society of Real Estate Appraisers.

1982
Theodore Raskin, BS ’69, has been elected vice president of the National Bank, Kalamazoo.

1983
Donald P. Moul, BS ’69, in September was named facility manager for Cornings Glass Works at Paris, France.

1984
Darleen Griffin Boris, BS ’69, was teacher of the week in Cedar Springs’ Beach school last June.

1985
Samuel Sonnetti, BBA ’69, is now national account manager/industry consultant for National Bank, Kalamazoo.

1986
Richard F. Cawthorne, BS ’66, has been appointed W. Pat McPhee, BBA ’69, MS ’71, an account supervisor, working with D. M. Hodgson, D. M. Hodgson, and J. V. King in Kalamazoo.

1987
Douglas Fleming, BBA ’69, is now a certified fight instructor according to the certification commission of the Professional Photographers of Michigan. He operates Fidelux Studio in Kalamazoo.

1988
Vic Carpinelli, BBA ’69, MBA ’71, an account executive for the Detroit News, has been named sales manager for the Kalamazoo office.

1989
David E. Collins, BS ’68, has completed his MBA degree at Eastern Michigan University. He lives in Novi.

1990
Malvin Myers, BA ’68, has been promoted to head, marketing planning department, and research manager, for Burroughs Wellcome Co., at Research Park Triangle, N.C.

1991
Eugene Voreichich, MS ’68, was placement chair for the 1982 convention of the American Speech and Hearing Association.

1992
William F. McPhee, BBA ’69, MBA ’69, now an attorney, has been made general counsel for the Linneman & Associates, Flint, Mich., a firm that was formerly a manufacturing firm in Albion.

1993
Gwen cpamard, MSL ’72, an instructor in its associate degree program.

1994
Robert D. Dittmar, BS ’69, MBA ’68, has joined E-Systems’ ECI Division at St. Petersburg, Fla., as production pricing manager. He had formerly been with Hamilton’s Avionics division in St. Petersburg.

1995
Dan H. Kelly, MA ’66, presented a paper at the South Central regional conference of the American Speech & Hearing Association last March. He works in Houston, Texas.

1996
Louis Wilhelm, BS ’66, now with Bergstrom Paper, Neenah, Wis., has been elected to a three-year term as a trustee of WMU’s Paper Technology Foundation, Inc.

1997
Curt Swanson, BS ’68, received his Ph.D. degree from the University of Virginia last fall, completing a dissertation on transportation systems.
L. Bowman, 73, '75
Jean Douma, '80

1973
Lauren Bowman, BA '73, MSL '75, received a Junior/Members Round Table Development grant which enabled her to attend the American Library Association meeting this past summer. She is young adult librarian in Farmington.

Merry Carson Pattison, BA '73, received her doctor of education degree at Western last April in counseling and personnel.

Laureen Bowman, BA '73, received a Development grant which enabled her to attend the American Library Association meeting this past summer. She is young adult librarian in Farmington.

Charles O. Houston III, BA '73, is now a member of William Fitzgerald's law firm in the First Federal Building in Chicago.

Gary DeMar, BS '73, has been named vice president of Publishing for The American Vision, an Atlanta-based Christian education-communications ministry. His book, "God and Government," is in its fourth printing, and he is working on another volume for the ministry's "Biblical World View Library.

Mary Allen Douth, MSL '73, has been appointed head, adult loan division, Kalamazoo Public Library.

1974
Stephanie Ried, MA '74, and Brenda K. Houghton, MSL '74, have each recently published papers in the area of speech and hearing disabilities. Ms. Ried gave her a concert at the Kalamazoo State College, and Ms. Houghton had hers published.

Linda Knox Valentine, BBA '74, is now corporate compensation manager for Hart Schaffner & Marx in Chicago.

CTS Corporation, Elkhart, Ind., has elected Thomas C. Eggebeen, MA '74, as assistant controller. He had been with Ernst and Whinney, Grand Rapids.

Judith Walter McNally, MSL '74, has been appointed library director at Fremont.

Scott Frost, BS '74, became the fourth generation of his family to own a retail business in the same Albinh building, as he opened Frost's New and Used Goods this past summer.

Sonni Marvin, BS '74, has been appointed manager of the Kalamazoo Medicare office of Upjohn Healthcare Services. She was formerly a medical secretary in the public relations department of the Van Buren County Health Department.

Randy L. VanAntwerp, BS '76, MSA '78, has become marketing manager of packing products for the KVP Group, service division, James River Corp.

William J. Williams, MA '74, received his doctor of philosophy degree from Western in science education.

Dr. Wayne A. Wiegand, MSL '74, was the recipient of the Joseph Windrow prize of the Library History roundtable, American Library Association. His essay was entitled, "Bibliographic Descriptiveness in Sources of Upjohn Healthcare Libraries, 1914-17."

Eva Yost, MSW '74, is in West Springfield, Mass., as supervisor for the single parent and family life services department of Our Lady of the Providence Children's Center. She is recognized by the Academy for Certifiable Social Welfare.

Patricia B. Jackson, BBA '74, is now tax manager for Goodman, deMink, and Associates, Kalamazoo.

1975
Comerica Bank-Detroit has appointed Jean Batey Limin, BA '75, corporate service office manager for corporate finance services.

Patrick M. Atkins, BS '75, is now regional sales manager for Manpower Temporary Employment Services, Inc., responsible for sales and operations in Kalamazoo County.

Judith L. Leiger, MA '75, after teaching for two years in Chatham, Ontario, has become a preschool teacher in the American bicultural kindergarten.

James J. Haviland, MA '75, received his doctor of education degree from Western last April in educational leadership.

Sandra J. Edwards, MA '75, a member of the therapy faculty, has completed a longitudinal study of twin infants, one of whom has Down's Syndrome. She and Shirley Sparks, with whom she produced the study, presented their results last August to the north regional conference of the American Speech and Hearing Association in Indianapolis.

Jacque Jennings Still, BS '75, has been promoted to retail and office manager for the Kalamazoo Center.

Craig J. Yatenca, BBA '75, is now associate media director for Kenyon & Eckhardt Advertising, Birmingham. He lives in Royal Oak.

Donald A. Stickel, Jr., BS '75, MSL '76, has joined the staff of the American Chemical Society's Chemical Abstract Service at Columbus, Ohio. He had been life sciences librarian at Purdue University. Returning to her alma mater, Denise Twobey Kelly, MA '74, is now a member of the counseling staff of the WMU Center for Women's Services.

Marilyn Kertoy, MA '74, is a doctoral candidate at the University of Wisconsin.

Lyn Gilbert Goldberg, MA '75, is president of the Michigan Speech Pathologists in Clinical Practice.

Claudia Wood Judson, BS '75, MA '79, is now associate media director for Kenyon & Eckhardt Advertising, Birmingham. He lives in Royal Oak.

Richard B. Benedict, MA '75, received his doctor of education degree in April from Western. His field is educational leadership. He co-authored two studies during the current year, "Ground Water and Transition Landfills," and one on the Navy's ELF communication system.

Joseph E. Schmitt, MA '75, is recognized by the Academy for Certifiable Social Welfare.

1976
Larry E. Blanchard, BBA '76, has been appointed vice president and auditor of the American National Bank Holding Company, Kalamazoo. He had been with Coopers & Lybrand, South Bend, Ind., for the previous five years.

Richard J. Seidman & Seidman has promoted Robert L. Abramowitz, MSA '76, to tax manager of its Kalamazoo office.

Dr. Richard B. Benedict, MA '75, received his doctor of education degree in April from Western. His field is educational leadership. He co-authored two studies during the current year, "Ground Water and Transition Landfills," and one on the Navy's ELF communication system.

Joseph E. Schmitt, MA '75, is now assistant controller of Harper-Grace Hospitals in Detroit.

1977
Mary Ann Haws Johnson, BS '77, MA '79, is now office supervisor in the WMU business library.

James M. Walsh, MSL '77, has headed west to become the head of the documents and maps section of the University of Wyoming Library at Laramie.

Rogers Flint, BS '77, and his wife are managing the new Bethesda Group Home for mentally retarded at Frankenmuth.

Joseph H. Burn, MBA '77, has joined Straka, Jaracsko & Co., Utica, vice president, management consulting services. He lives in Groove Point.

Mike M. Betz, BS '77, has become "access facilitator" for the city of Kalamazoo's cable television operation. He had been senior TV producer for WMU-TV.

Janice Dax, BS '77, has been named an assistant vice president, responsible for adult medical services at Bronson Methodist Hospital, Kalamazoo.

Jim Hickey, BA '69, has moved to the new ABC bureau in Detroit, West Germany. He joined ABC News in 1969 and is a research assistant in WMU's department of languages and linguistics.

Dr. Reza Assadi, MA '78, EdD '81, has been designated a chartered financial analyst. He is vice president and investment officer of American National Bank, Kalamazoo.

John Janicki, BBA '77, is now an assistant vice president and commercial loan officer for American National Bank, Kalamazoo, after five years with the Bank of Lansing.

Richard M. Sharpe, BBA '77, completed USAF pilot training last September at Reese AFB, Lubbock, Texas.

John M. Brink, BBA '77, has become a principal in the CPA firm of Robert P. Egly, Jr., Kalamazoo. Jean C. Vollinck, BBA '76, at the same time was named manager of auditing and quality control.

David S. Washburn, BBA '77, is now controller of Oconics Corp., Allendale, N. J., a subsidiary of The Stryker Corp., Kalamazoo.

David C. Blough, MBA '77, has been designated a chartered financial analyst. He is vice president and investment officer of American National Bank, Kalamazoo.

1978
Raymond Puszczowski, BBA '78, is now regional sales manager for DeGroot Office Machines, Kalamazoo, responsible for Calhoun County.

Esther Adkins, BS '78, MA '82, has been named assistant vice president for obstetrical services at Bronson Methodist Hospital, Kalamazoo.

Rick A. Smallmond, BBA '78, has been named a mortgage officer for First National Bank of Kalamazoo.

Dr. John A. Vollino, BS '78, completed his medical studies at Wayne State University in June. He is now in a three-year residency in family practice at St. John's Hospital, Detroit.

Dr. William K. Redmon, MA '78, Ph.D. '81, has joined the faculty at West Virginia University as an assistant professor of psychology.

Ron Semaan, BBA '78, is president of the Wayne State University Law School student board and editor of the Law School newsletter. Touche Ross & Co., Chicago, has named Michael A. Denzel, BBA '78, supervisor in its tax department.

1979
Carolyn Roe, BBA '79, has been assigned to the Detroit area as a professional sales representative for Smith Kline & French laboratories.

William S. Preston, BBA '79, MA '81, is now sales manager for the Gustin-Bacon division, Aerotex Corp., in Los Angeles, covering Southern California and Arizona.

Robert A. Taggart, BBA '79, has been promoted to sales manager for the American National Bank, Kalamazoo.

Lindy Bell-McAllister, MA '79, has become coordinator of clinical education, Department of Speech and Hearing, University of Queensland, Australia.

Robert C. Howe, BS '79, is now assistant retail marketing supervisor for McMahan & McDonald, Grand Rapids, food wholesalers.

Lisa Tesson, BBA '79, is now an account executive for Maxwell Advertising, Kalamazoo.

David M. Thomas, BBA '79, has joined the law firm of William Fitzgerald in Detroit's First Federal Building.

1980
Michael L. Mueller, MBA '80, has been named a trust investment officer at Comerica Bank, Kalamazoo.

Lorenaire Karas, BS '81, is now promotion manager for the Westmain Mall, Kalamazoo.

Lee F. Marks, BS '81, has been commissioned as an ensign in the Naval Reserve after completing ground school at the Naval Aviation School, Pensacola, Fla.

Mary Ann R. Workee, BS '81, a Grand Rapids art teacher, had her cast paper work exhibited last summer in the Overbrook Gallery, Framingham, Mass. and the Michigan State University Museum.

Pat Charity, BS '81, has returned to the campus to become assistant women's basketball coach.

Bruce Nickelle, MA '81, is administrative aide to the committee on tourist industry relations of the Michigan House of Representatives.

The Michigan Association of Substance Abuse Coordinators has named John Bicknell, MSW, '81, as its executive director.

Jim Hickey, BA '69, has moved to the new ABC bureau in Detroit, West Germany. He joined ABC News in 1969 and has covered such major events as the Lebanese events of 1982, the return of the American hostages from Iran, and the eruption of Mount St. Helens. Hickey's first broadcast was on 2/13/80 as a WCFL-TV contract announcer.

Richard M. Sharpe, BBA '77, completed his medical studies at Wayne State University in June. He is now in a three-year residency in family practice at St. John's Hospital, Detroit.

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Ron Semaan, BBA '78, is president of the Wayne State University Law School student board and editor of the Law School newsletter. Touche Ross & Co., Chicago, has named Michael A. Denzel, BBA '78, supervisor in its tax department.
1982
Margaret L. Kurtz, MWS '82, is now a counselor at Alfred University in New York. Sherry Miller, BFA '82, has joined Kornick Lindsey, a Chicago design and marketing firm, as a designer. In September, Jeanne O'Rourke, BS '82, joined the staff of the Good Shepherd Home and Rehabilitation Hospital, Allentown, Pa., as an occupational therapist.

Patrick R. Moore, BBA '82, has become business manager of the Harper Creek schools at Battle Creek, and the state's youngest school business manager.

Scott Hodges, BS '82, is a dental student at the University of Michigan.

Kathleen Neidhart, BS '82, is a graduate assistant in speech pathology at Wayne State University, Detroit.

Karen Pilarski, BSW '82, received a $200 scholarship from the Paw Paw chapter of AAUW to continue her graduate studies at WMU.

Heather Ann Cowan, BS '82, is now an assistant manager trainer for K-Mart Apparel of Jackson.

Doug Boos, BBA '82, is now with Cooper & Lybrand, Detroit.

Lauren Kay Smith, BS '82, received a graduate assistantship in the WMU School of Librarianship.

Galen Anderson, BS '82, is a safety consultant for the Lansing Disabuig Agency of Labor at Lansing.

Paula Wright, MSL '82, has become assistant director and reference and library services librarian at the Richland Library, Fremont, Ohio.

Theresa Tower, MSL '82, is now assistant children's librarian for the Kanawha County Library, Charleston, W. Va.

Jim Jump, BBA '82, is now selling office copiers for Lanier Business Products in Beaumont, Texas, and has found time to qualify for the Boston Marathon in April.

Janalee Reineke-Lyth, BBA '82, has been appointed librarian for the San Francisco Chronicle.

Heather L. Chapman, MSL '82, is a consultant for the Michigan Department of Education.

SueAnn Weesies, MSL '82, has become a consultant for the San Francisco Chronicle.

John S. Kucia, MSL '82, is now assistant director and reference librarian for the Waldo Library, Kalamazoo.

Gretchen Ann Gabel, BSL '81, and John E. Representative for the Michigan Department of Corrections, he teaches at Hackett high school. They live in Portage.

Christopher W. Penrose, BS '78, and Terry Ann Burkett, Aug. 14 in South Fowlerville. He is with Merrill Lynch and they live in San Diego.

Norm P. Kellogg, Jr. BA '78, and Mary C. Drable, MSL '82, are living in Battle Creek. She is a branch manager of Comerica Bank—Battle Creek, and they live in Kalamazoo.

Sarah E. Nikitas, RM '79, and Alfred Newman, Nov. in Kalamazoo. Both are with the USAF Tactical Air Command Band, Lansing AFB, Va., and live in Newport News.

Chappie Lou Graham, Aug. 18 in Battle Creek, and they live in Kalamazoo.

Jim M. Neff, BS '83, and Dennis K. Smith, Oct. 9 in Kalamazoo. She is a charge nurse at Total Living Center.

David R. Hahn, BBA '81, and Patricia Taylor, Sept. 18 in Battle Creek. He is employed by the U.S. Air Force, and they live in Kalamazoo.

Lisa A. McBride, RA '81, and Steven Forby, Sept. 18 in Kalamazoo. She is a stylist for Candlelight Yellow Pages of Michigan, and they live in Kalamazoo.

Bill M. Neff, BS '83, and Dennis K. Smith, Oct. 9 in Kalamazoo. She is a charge nurse at Total Living Center.

Gail D. Brown, BS '81, and Roger N. Burns, Oct. 29 in Kalamazoo. She is T H 1 Floor Cop Service, and they live in Kalamazoo.

Judith D. Case, BBA '81, and Robert O. Ferrn, Sept. in Kalamazoo. She is with First American Computer Services.

Nancy G. Morris, BBA '81, and Marty Ellman, Oct. 9 in Kalamazoo. She is in marketing for Duracell Corp. and he is in sales at AT&T. Both are in Grand Rapids.

Kevin R. Kisacik, BS '81, and Dawn Watson, Sept. 25 in Otsego. He is with Okun Brothers Shoes, Kalamazoo.

Dori Markley, BSL '81, and H. Scott Keegan, Dec. 4 in Kalamazoo. She is with American Fibril, Inc., Battle Creek, and they live in Kalamazoo.

Jeffrey T. Kowalski, B '80, and Michelle Rodriguez, Oct. in Paw Paw. He is with Menasha Corp., Coloma, and they live in Paw Paw.

Mark A. Tresmesta, BS '81, and Barbara Dykstra, Nov. 26 in Kalamazoo. He is a teacher.

Stephen C. Guadizal, BS '81, and Carol Lesman, Dec. 11 in Kalamazoo. He is with Goodyear Tire Co.

1981
Donald L. Kuball, Jr., BS '81, and Kimberly W. B. Oct. 2 in Kalamazoo. He is an industrial designer for J.R. Sarno, DePileman, Ill., and they live in Chicago.

Robert J. Markus, BA '81, and Jillian Marable, BS '82, Oct. 2 in Paw Paw. Both are with Crowe Chizek & Co., Elkhart, Ind., and they live in Kalamazoo.

Aaron P. Strebeck, BS '81, and Jane Sandak, Sept. in Kalamazoo. He is an industrial engineer for Contour Saws, and they live in Mishawaka.

Lisa A. McBride, RA '81, and Steven Forby, Sept. 18 in Kalamazoo. She is a stylist for Candlelight Yellow Pages of Michigan, and they live in Kalamazoo.

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Chappie Lou Graham, Aug. 18 in Battle Creek, and they live in Kalamazoo.
Deaths

Dr. Lee O. Baker, professor emeritus of agriculture, died Dec. 17 after a long illness. He had first joined the faculty in 1954, and chaired the department from 1959 until his retirement last fall. Dr. Baker was a graduate of the University of Wisconsin and Michigan State University. In 1975 he received a teaching excellence award from the WMU Alumni Association. Nationally, statewide and locally Baker was extremely active in professional and civic organizations. He leaves his wife and two daughters. A scholarship fund has been established in Dr. Baker’s name.

Agnes E. Anderson, TC '15, an assistant professor emeritus of business, died Dec. 20 in Marquette, where she had made her home since her retirement in 1965. She also had degrees from Ferris State College and the University of Tennessee.

Conant Brown Johnson, BA '73, died Nov. 16 in Kalamazoo where she had lived her entire life. She was the sister of John Johnson of Kalamazoo City and Kalamazoo Mrs. Johnson leaves two children, Joan Johnson Clapp, '66, and William C. Johnson, '50, six grandchildren and one great-grandson.

John H. Plough, TC '15, BA '42, assistant professor emeritus of interior design, died Dec. 13 in Amherst, Ohio, after a lingering illness. He was a member of the faculty from 1941 until retirement in 1966. Plough leaves his wife, three sons, including James, BA '53, 10 grandchildren and 23 great-grandchildren. Another son, Duane, BA '42, 1962.

Marlin Hessling Underwood, TC '21, BA '33, died Nov. 19 in Kalamazoo. She leaves two children, 14 grandchildren and several great-grandchildren, as well as a sister, Betsie Hessling, assistant comptroller of the University from 1916 to 1961, now of Ft. Lauderdale, Fla. Mrs. Underwood taught in the Kalamazoo schools for 35 years, retiring in 1967.

Donald G. Patterson, TC '25, BA '47, died Nov 23 in Kalamazoo. He was a Kalamazoo teacher and principal. He leaves his wife, three children, 13 grandchildren and 12 great-grandchildren.

Mable Hanna Shaw, TC '26, died July 26 in Jackson.

Dr. Martell Cushman, TC '28, BA '32, a nationally prominent educator, died Nov. 28 at his home in Port Charlotte, Fla. He had earned his M.A. degree at the University of Michigan and his Ph.D. at Cornell University. Dr. Cushman was an international presider of the Metro Kagga at one time. He served as dean of education at the University of North Dakota and dean of higher education at Southern Illinois University. The WMU Alumni Association honored him in 1976 with its Distinguished Alumni designation. Dr. Cushman leaves his wife, Frances.

The Broncos have been led by Coach Lindsay’s Bronco hockey team Western was tied with Michigan for the Western Collegiate Hockey Association season WMU Arena.

Tests on the home ice of Lawson Stadium say’s men’s swimmers begin to focus on the MAC championships are the determinant spot with ten games left to go. The Broncos were 8-14 in the conference.

Lindsay feels that the team’s current 10-5-7 clocking; Clarke in the 100-yard freestyle with 253.55 points .

Winter Wrap-Up (Continued from Page 8)

Hockey

Bill Wilkinson’s Bronco hockey team enters the “dog days” of the season as the regular season duals have no effect on the regular season duals have no effect on the Bronco team record in the event. Sprinklers turned on at an at the Michigan Relays Friday, Jan. 19. The pair was clocked in :06.2.

Women’s Swimming

After seven meets the WMU women’s swimming team shows great promise. The team in scoring with 2.0.

Men’s Swimming

As regular season dual meet competition draws to a close, Coach Pete Lindsay’s men’s swimmers begin to focus their training towards the Mid-American Conference championships at Eastern Michigan in early March. Lindsay feels that the team’s current 0-9 standing will not hinder their MAC performance. “How we have done in the regular season duals will have no effect on our final conference standing. The MAC championships are the determinant spot with ten games left to go. The Broncos were 8-14 in the conference.

Men’s Track

The team started off on a very satisfying note for Coach Jack Shaw’s WMU men’s track team. In the first competition begun with a grueling test of three meets within one day span before the Western Michigan Relays Friday, Jan. 10. Top early-season performances included senior Tim Shepard’s 1:10.72 in the 600-yard run at the Michigan Relays Jan. 22. That effort equal the Bronco’s best record in the event.

Sprinters Tony Ellett and John Mathew have been the top sprinters for the Bronco men’s track team. They have been a top performer at the Washburn Invitational. They have won the 200-meter hurdles with a meet record time of 21.8, and a week later at the Michigan Relays, they took first place in the five-event pentathlon, scoring a record 3,506 points.

Marvin Luther King banquet—Shown from the left at the annual banquet Jan. 14 of the Martin Luther King Jr., Program are Griselda Gordon, assistant to the vice president for academic affairs and student programs director, and Charles K. Reese, a Kalamazoo freshman. Paul J. Adams III, principal of Providence-St. Mel High School, Chicago, the banquet keynote speaker, Martin Luther King Jr., Program director here. Adams observed that “education in the United States is in trouble, particularly among native black communities.” He said, “Education is survival.” He noted that much delinquency can be traced back to the parents, the adults who discipline create good schools. He urged the MLK students at Western “to work hard to be the best in your field.”

Survey

(Continued from Page 5)

sive (69.8 percent); [2] there are alternative answers to the job training and technical schools (64.3 percent); and [3] people don’t like school enough to continue their education after high school (51.2 percent). XV. Less than two in 10 Americans (17 percent) get their news from print media—newspaper, magazine, television and radio—as “very important” sources of information about colleges and universities.

Staffing

(Continued from Page 7)

sonally testify to the anguish of recommending decisions that adversely affect the lives of many,” he continued. “The best that can be done in our circumstances—and it will be—to keep the University open to all new and native solutions to our complex problem that recognize and respond to our obligation to be humane.”

Bernhard’s report was in response to a survey sponsored by the Board of Trustees Oct. 15 that directed the administration to consider curricular and academic changes, eliminating or modifying some programs, services, offerings or locations; and, according to the report, to “reduce the number of faculty and other positions.” The Board cited the survey’s request for the Board of Trustees to listen to the opinions of 1,700 students over the past two years as reasons for its resolution.
Go home, put your feet up and watch a little TV.

By Frank R. Jamison

There is a revolution brewing in America, the likes of which we haven’t seen since those erstwhile Indians gave King George a salty cup of tea. No, on second thought, it may make that historic evening look like child’s play. The transistor over taxation only affected a few thousand colonials, but the changes currently brewing will touch the lives of hundreds of millions in the U.S. and Canada, and eventually urbanites all over the world. And talk about a surprise! This little intruder has already crept into your home and has quietly hidden in the living room, den and likely even the kids’ bedroom!

If it were only a simple case of a prowler or thief, we’d know what to do. But this one’s not so innocent. It entertains, informs, makes us laugh and even tells us what happened around the world while we slept. The “intruder” is cable television. And the reason we are so blase about the growth of cable, and think we’re so prepared for it, is that it looks so innocent. The “intruder” is cable television. And the reason we are so blase about the growth of cable, and think we’re so prepared for it, is that it looks so innocent.

But wait a minute, there are other things starting to happen on some nearby television stations, automated news, weather and stock quotations. In more recent times we have watched cable services grow in direct proportion to the ability of space technology to place more “birds” in orbit. We have seen the growth of distant broadcasters, broadcast television, so familiar to us, so accepted a part of our lives.

This is the birth of cable TV. Newspaper services and national television stations, automated news, weather and stock quotations. And the reason we are so blase about the growth of cable is that it’s so familiar. The “intruder” is cable television. And the reason we are so blase about the growth of cable is that it looks so innocent.

The name of the game is specialization. Video games, recipes, 24-hour-a-day sports, 24-hour-a-day news. We can watch the paper flow in. You will be surprised to fill closets with it, and as you stick around the living room, den, or basement, or activate an intrusion alert signal to a paramedic service.

No, this is no simple case of a prowler or thief. This is something that is defined by each of us in his or her own way. Make no mistake about it, one day it will make its way into your home.

The higher perception of reality a character has, the more he is like his own friends. The third type is what Potter refers to as being in the “magic zoo” of perception. A member of the National Federation of Local Cable Programmers, he was recently elected to the board of directors and is vice president of the newly formed Michigan chapter of the NFCLP. He recently sat on the Cable Television Advisory Committee for the City of Portage, Michigan. He holds three university degrees in media and is a member of the board of directors of the Portage Cablevision. During a recent two year residency in Saudi Arabia, he managed a medical media center and a community cable system.

Illustrations by Fritz Seegers.

This feature was adopted from a May 1982 article appearing in the Science for Citizens Center Newsletter. The author is Manager of Television Services and Professor of Instructional Communications at WMU. Jamison was co-founder of the Kalamazoo Committee for Cable Television and a member of the National Federation of Local Cable Programmers, which he recently elected to the board of directors and vice president of the newly formed Michigan chapter of the NFCLP. He recently sat on the Cable Television Advisory Committee for the City of Portage, Michigan. He holds three university degrees in media and is a member of the board of directors of the Portage Cablevision. During a recent two year residency in Saudi Arabia, he managed a medical media center and a community cable system.

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TV viewing and violence

“Perceived reality” is a vital factor in determining if watching violence on television causes or influences a person to commit an act of violence, says Dr. W. James Potter, assistant professor of communication arts and sciences, who is researching that subject.

In his studies, Potter has included the idea of “perceived reality” because “no one really knows what reality is. It’s something that is defined by each of us in his or her own way, so that’s why I call it perceived reality.”

Potter observes that one way to deal with the problem is through education about perception and reality.

“Some people who watch TV perceive that what they see is highly realistic, while others watch the same program and say, ‘No, that’s just fiction—that never would happen to me.’ That’s very unrealistic. So you have different people watching TV and what makes them different is how much they really see on the show,” Potter observes.

He says there are three types of persons when it comes to perceiving reality on TV. The first type does not believe what is seen. The second type watch because they believe some characters are like their own friends. The third type is what Potter refers to as being in the “magic window” category, persons who literally believe everything they see on TV.

The higher perception of reality a viewer has, he affirms, the more likely that person will be affected by media messages, including violent ones. He says, “It doesn’t really matter what is on television, it’s how people accept or reject the program that counts. People who are ‘high’ perceivers of reality, whether they are two or 80 years old, are just as susceptible to media messages. And people who are ‘low’ perceivers of reality tend to discount the messages. They’re invulnerable to them. I think what needs to be done is not regulation of the family hour, because it’s not just the children who are overly affected. When the children are in bed and the parents are watching TV, some parents can be very upset by what is shown. It’s not just age—it’s the psychological trait of perceived reality.”

“If you are a member of the first type, you will be surprised at how expansive a list you have! Then see how many of these needs could be met by cable. You’ll be surprised again. While this is happening, write letters, read articles, find out everything you can about what other cities and towns of your size expect and already have in the way of cable services. That will give you a good idea of where you should level your expectations. Then really get serious. Write down, in simple terms, what your minimum standards are for cable in your town. Translate this into an ordinance and send every cable company in sight a request-for-proposal (or RFP) based on that ordinance. Then sit back and watch the paper flow in. You will be surprised to fill closets with it, and you will get some surprising and stimulating offers! Now it’s time to get real expert help, someone to separate the blue sky from the practical possibilities. Tap the winning bidder with the golden key to your city and step back because the flurry of cabling activity will be fast and furious. Simplicity? Well, maybe. But don’t rule it out. Those who think seriously about the growth of cable know that is destined to be more than a master antenna system. If well anticipated, it will be a community resource of expanding importance. The key to the realization of that future is found in good community and corporate planning now.

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