

THE OAKLAND SAIL

Oakland University, Rochester, MI; Vol. VIII No. 12 November 22, 1982

Students get taste of market analysis

By LARRY SULLIVAN
News Editor

Students got a taste of marketing in the beer industry last Thursday night in Meadow Brook Hall.

Craig Plowe, national coordinator of marketing presentation program for the Miller Brewing Company, was present to talk about his employer's strategies and to hear a student analysis of the firm.

The presentation was part of Frank Cardimen's management strategy course every year holds a dinner and invites an area industry to send a speaker.

Miller's intention of the program, according to Plowe, some "goodwill" to its customers.

"A lot of students here buy our beer and it's just our way of saying 'Thank you,'" Plowe said. "Maybe we're giving something back that's valuable."

FOUR OF Cardimen's students, Kevin Huston, Bob Harding, Karen Elia and Dave Landmesser combined on the Miller analysis, which covered topics like the company's strengths and weaknesses, the state of the beer market and their recommendations.

Plowe was impressed with the group's review, and could tell they had put a lot of work into it.

"It was excellent. The amount of detail they put into it was very good because most of the brewing companies don't release a lot of that information," he said. "Secondly, their speaking ability, which takes a lot of training, and what I do a lot of, was very good also."

Initially the students had second thoughts on talking about Miller with a company representative present, but their fears quickly disappeared.

"WE WERE AT first apprehensive because we thought 'What if what we say isn't right?', but that wasn't the case" said Huston, a senior in Management. "We did enough research so we knew what we were talking about."

"We all looked forward to it, but with a certain amount of reservation," said Landmesser a senior in Management and Finance. "There was a lot of work that we knew had to go into it, and it took a lot of effort, but I think that the bottom line was when you get (See *Marketing*, page 5)



True optimist

While others would wait to schuss a snow-covered mountain, Jeff Trim and other members of the Skiniks ski team find the same pleasure in skiing the grassy hill alongside Lepley Sports Center.

New budget prepared

By STEVE BRUDZINSKI
Asst. News Editor

Looking toward its financial future, Oakland University has prepared the 1983-84 operating budget request for the approval of the State of Michigan.

The request totals 40,067,000, a \$3,805,850 increase over the last budget. Beside the usual outlays for payroll, maintenance, and other expenses, the budget request also allocates money for more visible items:

-\$360,000 is requested to help pay for a cost overrun of over half a million dollars on the University's Honeywell computer system.

-\$200,000 has been requested for job retraining and economics development projects.

-\$175,000 from the State is also requested for the upgrading of Kresge Library's circulation system, which according to the budget request becomes "more antiquated each year." The University wishes to change the system before next Spring, when Mohawk Data System, the company servicing the library, will "no longer provide routine maintenance except at exorbitant prices."

-\$167,500 has been requested data systems to "provide more efficient and effective service to students in the areas of

advising, curriculum planning, registration and academic program selection."

HALF A million dollars is also requested for the purchase of new scientific equipment.

Funds have also been asked for "strengthening" the Skill Development Center, the Urban Affairs Center, and the establishment of a "competence-based stem" to the nursing program's baccalaureate program.

In addition, the University needs money for the purchase of an Optical scanner. (\$92,000).

The \$3 million increase in 1983-84 budget request is also due in part to increases in compensation adjustments for University employees,

Firm hired to look at funding

By CINDY MOOTY
Staff Writer

Campus renovations, too costly for government funding, will rely on a multi-million dollar fundraising campaign to begin next fall.

The administration has hired a Stanford, Connecticut-based firm to act as consultants on the viability of such a campaign.

Gene Anderson, Senior Consultant Vice-President from Brakeley, John Price Jones, Inc., will arrive at Oakland next week to initiate the consultation process.

THE SELECTION of this firm was through an intensive search, and Robert Swanson Vice President for OU

Developmental Affairs is certain that this firm is the best candidate for the job at hand.

"By all standards, they are the best," he said. "I would say they have the best reputation of any fundraising consultants in the country."

Even though administrators knew they wanted this organization to help raise money, OU had to be accepted by the organization.

"They won't take a client on unless they think it can be successful," Swanson said, citing that they recently helped Purdue University raise \$45 million.

THE MONEY hoped to be raised is to come entirely from voluntary contributions. Area businesses, corporations, individuals, and alumni are all hoped to participate.

Brakley will not do any of the fundraising—their responsibility lies in estimating Oakland's value to the community to see if the goal in mind is feasible.

"They'll help us organize it (the campaign), advise on the fundraising committees, and the organizational aspects of it, but they don't go out and raise the money for us," Swanson said.

Through January of 1983, the firm will review the institutional requirements for the campaign, and formulate a case statement of the needs.

FROM JANUARY until March, they will interview businesses in the area and prepare a summary report.

Then, from March through May, Swanson said that five to ten corporations will be interviewed along with individual prospects.

From all this will come the development of specific plans and goals. By late summer or early fall in 1983, the campaign should be launched.

"That is the preliminary time-table right now, subject to the reports and analysis," Swanson said.

"THIS IS A major campaign—a multi-million dollar campaign, (and) we want it to be responsive to the needs of the university," he said. "We have money needs...a number of programs need the stability of funding, and to enhance and improve other programs-- We've got to plan for Oakland's future," he said.

The goal hoped to be attained has not been set, and will not be until Brakley finishes its report.

"We don't want to set \$10 million if we can get \$15 or \$20 (million), and we don't want to set \$20 (million) if that's not attainable," he said. "We want it to be a successful campaign. We want to reach our goal."

INSIDE

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- Local TV reporters are teaching on campus. See page 7.
- Pioneer soccer team advances to National Semifinals. See page 8.
- Men's swimming upsets Michigan State University. See page 9.

War scares children

By DEAN STANLEY
Staff Writer

The fears and anxieties felt by children about nuclear war are steadily increasing and it is up to the schools and the parents to turn this trend around.

That was the message of last Tuesday's guest speaker, Lillian Genser, at the eighth "Arms for Armageddon" lecture, sponsored by the New Charter College.

Genser, who spoke before a group of students and local residents, is the Director of the Center for Peace and Conflict Studies begun at Wayne State University in 1965.

SHE TOLD THE audience that war has always been a "means, that historians use, to make U.S. learn American history," and that history during peace-time has not been as easy to recall as history during war. In the past there have been good

including salary increases and "indexes" for faculty members.

Although faculty members rejected the University's wage offers this fall, the budget request uses the rejected figures for "planning purposes."

THE UNIVERSITY is currently running without a general fund budget, due to "uncertainty of...state appropriation" and "lack of a contract settlement" with the AAUP.

OU has been operating off a "continuation" budget which the Board of Trustees had adopted in June as an interim measure. According to the budget request, "A final 1982-83 budget has not yet been submitted to the Board for approval."

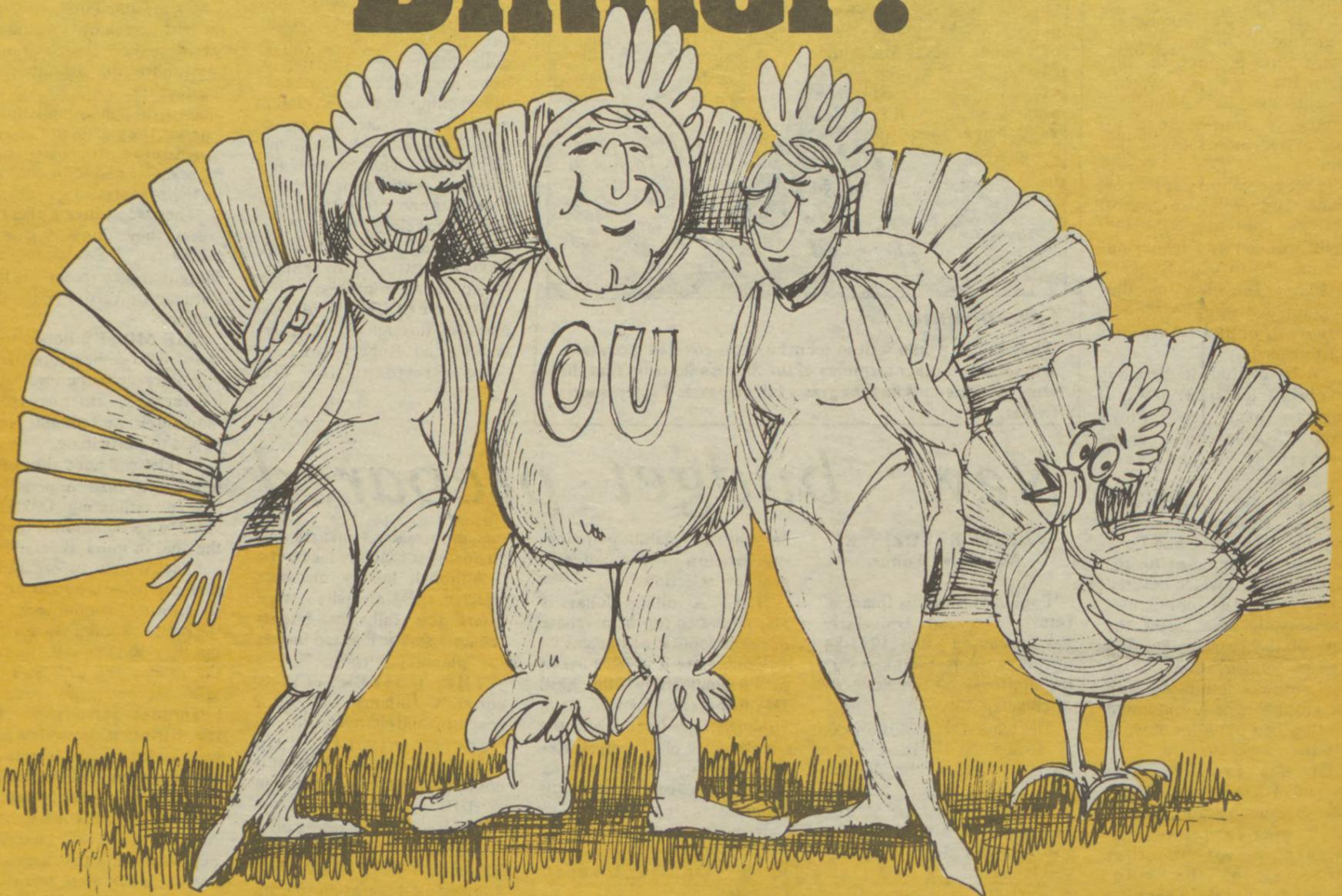
reasons for war, she said, but since there "has been a qualitative change in weapons and now no one can win," adding that "those involved in education today, can no longer glorify war as a means of solving conflict."

Originally, just the people who fought in wars, were killed or injured, but since World War II and the Korean War "the greatest casualties have been civilians," Genser said.

Children make up a good part of the civilian population and she said that "we are providing them (the children) with horrible anxieties about the present (and) are depriving them of a vision of the future."

CITING A STUDY from 1943, "the most disturbing factors (to children) was that they were separated from their parents in the chaos that followed some kind of (See *Children*, page 10)

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Past president looks back at Congress

By KRISTEN PRUSIS
Staff Writer

The main focus of University Congress is to represent the student, but to one past official, they don't do it.

Don Fuller, Congress President during 1976-77, said the members are too concerned with representing themselves.

"At the time what you really get hung up on is what kind of name you can make for yourself," he said.

The Congress members' concern with their own careers is only one part of the problem, however.

Fuller feels congress should, "try to set up some kind of long standing structure that in the long run could really help students, although in the short term may not do a whole lot."

THE LONG TERM things that could really make an impact don't tend to follow from administration to administration," further explained Fuller.

Fuller feels that if you are looking at congress as a group of students who get together to discuss mutual ideas, come up with opinions of the moment, and maybe pass them on, then it is working fine.

"But," said Fuller, "if you are looking for something more long lived, where you could have a situation that would progress for years and really mean something, then it is really being gone about the wrong way at this point, and that's not really anyone's fault; it's just the way things have been for a long time."

The same kinds of things and

the same issues are being brought up and taken care of now as they were when Fuller was congress president.

"Occasionally you get a ringer thrown in just to make it interesting, but most of the time it is the same stuff," said Fuller.

"I'M SURE what will happen this year," Fuller continued, "is what has happened virtually every other year, there will be a lot of little picky things that tend to take up a lot of people's time."

A main concern of Fuller's is that the congress doesn't take the time to find out what the students at Oaklands' opinions are about the issues, and which issues they would like to see congress address.

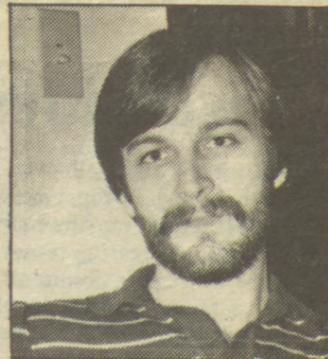
"Simple communication is really all that's needed and it is something that is not taken advantage of," said Fuller.

He continued saying, "If you really care about what students have to say, you can't wait for them to come and tell you; you've got to go out there and ask them face to face, and I don't think that is happening—I haven't seen it happen in a long time."

OVERALL, FULLER feels that congress needs to address

the long term issues that may not be able to be completed in

one term, but that may have to be passed on to the next administration.



Don Fuller

"Congress is in a position where it could set up a real feeling of continuity, but you have to do that beyond one administration and into the next two or three administrations," Fuller said.

Foreign students set record

(CPS)-- Foreign student enrollment at U.S. colleges and universities has hit a record high of 326,300 students this year, despite a 25 percent decrease in the number of Iranian students now in this country, a recent report by the Institute of International Education (IIE) reveals.

The total reflects a six-percent increase over last year's foreign student enrollment, the report says, with significant increases in students from OPEC (Organization of Petroleum Exporting Countries) countries, Mexico, and emerging Asian nations.

But a drastic decline in the number of Iranian students studying in the U.S. also slowed the overall growth of foreign student enrollment.

IN 1980, the report points out, Iranians represented 20

percent of all foreign students here. This year, Iranian enrollment slipped from 47,550 to 35,860, accounting for only 11 percent of all foreign students.

"The Shah of Iran had a lot of money and was trying in his own way to modernize the country by sending and encouraging Iranians to study here," said Douglas Boyan, editor of IIE's annual "Open

Doors" report.

"But since the revolution, the government isn't giving money for students to come here," Boyan said, "and the general upheaval in Iran has made travel to the U.S. more difficult.

"We're seeing a 10 percent annual increase in students from all other countries, if you take away the Iranian factor," he says.

Police hold party

By JOE CONTE
Staff Writer

Four Oakland students were allowed to get legally drunk in Oakland's Fireside Lounge Monday.

Marianne Poulin, Editor of the *Oakland Sail*, Denise Hayes, Scheduling Office, John Rhadigan, Manager of WOUX, and Fred Zorn, University Congress President elect participated in the project, part of a CIPO co-ordinated program.

Each student was given enough alcohol, according to body weight, to become legally drunk. When they finished drinking, the Oakland County Sheriff Department administered field sobriety tests and a breathalyzer test.

The tests attracted many spectators who watched the participants try to recite the ABC's, a balance test, a finger-to-nose test and a heel-to-toe test. With the exception of Denise Hayes, the students all registered legally drunk on the breathalyzer, which is .10 or higher.

ON THE FIRST breathalyzer test, Hayes registered .07, Poulin, .12, Rhadigan, .11 and Zorn, .11. There was an average increase of .01 on each of the two following tests. All students had some difficulty with the field sobriety tests.

"If someone asked me to drive, I probably would have. I didn't feel that bad, but the breathalyzer showed that I was legally drunk on the third try," Hayes said.

This project has been to Oakland University before, but this is the first time it has been accessible to the commuters. Paul Franklin, Co-ordinator of Student Programs, feels that the program is successful because "It is contacting a larger percentage of people for the first time."

Deputy Ken Watters of the Oakland County Sheriff Department said the program is a "tremendous success because it lays to rest a lot of fallacies people have about drinking and driving."

"I learned the relationship between how I feel and what the breathalyzer said, and that will help me be more discrete about my drinking and driving in the future," Rhadigan said.

This event was part of Oakland County's Alcohol Enforcement Education Project. The project's goal is to reduce the number of alcohol related traffic deaths and injuries in Oakland County.

"This program is helpful because it allows the observers to see the limits of our drinking," Zorn said.

By bringing the information and education program to Oakland's campus, Gerald Feddersen, Program Director hopes to make students more aware of the alcohol related traffic problem in Oakland County. "We have a horrendous problem with alcohol related traffic accidents and persons under 24 are doubly involved so it's important for them to see the problem.



Here, catch!

The Oakland Sail/ Klara E. Verdoni

Withney Brown, comedian and juggler, entertained at the Mainstage Thursday, November 18.

New concentration for students

By MARTHA WORLAND
Staff Writer

In a time when most schools are cutting back on programs, OU has just begun a new one—a 24-credit neuroscience concentration in the Department of Biology.

William C. Hoffman, Mathematics professor and coordinator of the concentration, is happy with the concentration's beginning.

"In these days of program retrenchment everywhere, it is perhaps refreshing to find a new and timely program being actually started," he said.

The neuroscience concentration (a program of less than departmental major status) was arranged when students expressed considerable interest in the program. And, student response has been enthusiastic, according to Hoffman.

"STUDENTS SAY that this is the class they've been waiting for," he said.

Neuroscience is the study of the brain's workings, involving the fields of biochemistry, biophysics, mathematics, and linguistics.

When asked what linguistics had to do with brain research, Hoffman said, "There is the

burning question of how the brain handles language."

The concentration is an undergraduate program consisting of two different tracks—one experimental, the other theoretical.

The experimental track deals primarily with laboratory brain research, while the theoretical track concentrates on the "mathematic modeling of the nervous system."

WHILE THERE is no particular science background necessary to enter the program, students interested in the theoretical track should have a fairly extensive background in mathematics.

The mathematics involved with the theoretical track "aren't high-school mathematics," Hoffman said. All classes in the concentration begin at the 300-level.

Students that have completed the experimental track will have a firm basic knowledge of neuroanatomy, neurobiology, neuroendocrinology, and physiological psychology.

Those completing the theoretical track will have a good understanding of the basic mathematics used in devising theoretical neuroscience

models and interpreting hypotheses drawn from them.

The concentration will enable students emerging from either track to enter graduate study at advance levels in over 100 schools in Canada, Mexico, and the U.S.

"IT PUTS A student in a very preferred position for graduate study," Hoffman said.

Some area universities that carry graduate studies in neuroscience are Wayne State, Michigan State, and the University of Michigan.

Professor Hoffman believes that while OU does not offer a degree in neuroscience, the concentration "is as good as any other program in the area."

There are only "one or two" students presently in the program, but Hoffman expects that number to increase to "approximately 50" in time.

"The field itself is exploding," he said. "In about three years we hope to get some more staff members working with microelectrodes."

For anyone interested in neuroscience, Professor Hoffman will be giving a talk on Dec. 6 at noon in 350 Hannah Hall.

EDITORIAL

Two sides to money

Money is tight all over, and it's the same for everyone whether they are consumers or organizations.

Students are not the only ones who have to handle rising costs with decreasing resources.

The University, despite all of its sources of financial support, has to face the same problems as the students, except the administration has the added burden of considering the best interests of thousands.

The University is put in the difficult position of weighing all the students' wants, against what they think are the students' needs.

Perhaps the problem of seeing this other side of the money situation, is that students have grown up with inflation.

Every day the media and influential others tell the general public about less-than-optimistic news.

They cast the bill holder as the good guy, valiantly trying to handle the deficit in light of limited, and dwindling, resources.

Corporations, who are passing the bills along, are forced into a bad guy role, sitting there with all of their millions in reserve.

Many blindly take this picture as true. Never is the corporation seen as one who has to pay bills, like payroll and services, also.

Recently, one of the auto makers ran into the problem of trying to explain this misconception. Chrysler reported that they had a profit, but it was just on paper.

Their workers, however, demanded a piece of the action. They could not see that the profit was in non-cash areas. The report by the auto maker was more to please its investors, and the federal government, than as a signal of recovery, and increasing benefits.

Here again, the little guys have to see that the big guy is in the same role as they are. Chrysler has bills to pay, like payroll and services, in light of decreasing resources from its car sales.

Once the consumer, whether a student or parent, gets the whole picture, maybe the two sides can work more closely in defining what each other's needs and wants are.

Letter upsets chaplain

Dear Editor,

I should like to take this opportunity to respond to Lawrence Orton's letter to the editor (*Oakland Sail*, November 8, 1982) decrying the presence of the Soviet diplomat on the campus of Oakland University.

Three points, at least, are worth bearing out.

First, there is nothing "unfortunate" about bringing Mr. Kuznetsov to campus for the purpose of discussing official Soviet policy from an insider's perspective.

Rather, the visit provided us a rare opportunity to hear the enunciation of Soviet policy from an appointed representative, one privy to data not available to most of us. Anyone who uncritically embraces official United States government statements and accusations about the intentions and activities of the Soviet government and believes these statements to be unfettered by bias or prejudice is naive and ill-informed.

There is no question but that both governments engage in the most insidious forms of propagandistic attacks on one another and we, as concerned citizens, have not only the right but the obligation to offer forum to the side we so readily vilify so as to bring the argument into clearer perspective.

Second, to accuse the Soviet Union of "hypocrisy" reveals a

sad shortsightedness on the part of Dr. Orton.

It is absolutely true that the history of Soviet political and military activity since the 1945 onset of the Cold War is peppered generously with incidents of brutality, imperialism and the excesses of totalitarianism. To imply, however, that the United States is without stain during this same period of time indeed lacks accuracy.

Internally, one can only cite the violent struggles inherent in our resistance to black liberation and civil rights (the death of Medger Evars, Malcom X, Martin Luther King and others, the imprisonment of Rosa Parks, the spectre of the Klan), the pervasive presence of anti-Semitism and the continuing second class status of women in the working world.

Beyond all this, of course, is our economic and military support of martial law in the Phillipines, religious oppression in Argentina, apartheid in South Africa and the execution of innocents in Haiti and South Korea.

Finally, Dr. Orton's hasty potshot at Dr. Burke was not only based on unsubstantiated claims, but shoddy and unprofessional as well.

We should expect more from our academicians.

Erik Kolbell
University Chaplain



My Kollum

Marianne Poulin

Drinking before 5 has its drawbacks

This past week a few prominent students were asked to participate in an alcohol awareness test. These four willing students were lured into the proposition under the condition that they would get legally drunk.

As a participant, I figured this wouldn't be a bad way to spend an afternoon, so I agreed to do it. Little did I realize the consequences that would follow.

The test began at 10:45 am. This is a very early time in the day to start drinking, but I thought to myself, "It's got to be five o'clock somewhere."

Officers from the Oakland County Sheriff's Alcohol Enforcement team were present to administer the test. One of the officers asked each of us our body weight so he could figure out how much alcohol each of us would have to drink in order to achieve a level of .10. I lied about my weight, but I think the cop knew. He gave me more 100 proof vodka than I was supposed to have.

I mixed my amount of vodka with orange juice figuring that, since I didn't eat breakfast, and I didn't want to drink on an empty stomach, this would suffice.

Before we were allowed to start drinking, we were given a field sobriety test. I was asked to walk a straight line. This was no problem on the first try, probably because I am so short that the line was easily visible. I next had to recite the alphabet. This too was no problem because I am a journalist. The third test, however, was a little more difficult. When told to close my eyes and touch the tip of my nose, I lost perspective and hit the side of the nose instead. They made a note of this.

We started to drink.

Paul Franklin thought the audience should hear the conversation at the table while we were drinking, so he put the microphone on the table. We didn't really like the idea of being broadcast live, so our voices became hushed.

After the first drink, the effects of the alcohol were starting to set in. My teeth were becoming numb, while another person's face was beginning to feel a little funny. The microphone on the table did not bother us much.

By the second drink, we started to get a little giddy. Our voices raised a little so now the audience could hear us. In fact, we now used the microphone to broadcast announcements to the audience.

By the third and final drink things became a little fuzzy. We no longer needed the microphone in order to be heard. As some of the people watching noticed, we were on our way to

becoming loud and obnoxious drunks.

After the glasses were emptied, a deputy asked us to begin the tests. We were first put on the breathalyzer. We were each given a plastic mouthpiece that would fit into a hose. We were asked to breath into the mouthpiece to register our alcohol content.

On the first try I registered a .12. Not bad for my first try. I walked the line, and recited my alphabet in four different languages. The other three members of the group went through the same test, and like myself, passed with flying colors, (or at least flying).

Time started to pass very quickly. Before I knew it, a deputy was at my side to escort me to the breathalyzer. He told me to put the mouthpiece in the tube like before. But they tricked me. They made the tube smaller and kept moving it. No matter how hard I tried, I couldn't get that blasted piece of plastic into the hose. The deputy finally decided to help me. He got it on the first try.

I was then put through the field sobriety test. When asked to walk the straight line, I wondered "what straight line?" The piece of tape on the floor became narrow and crooked. On each side was a steep drop-off. All I could think about was that if I fell off the line I could possibly break my neck. I felt like a tight rope walker with no nets below. I used my hands for balance, but the deputy said to keep my hand to my side. I knew he wanted to see me plummet to my death.

The next thing they had me do is to recite the alphabet. Knowing that I have a terrible problem with spelling, I requested my copy-editor to help. They refused the suggestion. I did pretty good, only missing four letters. But I figured, I never use those letters anyway, so no big deal.

The test was over, I think, because I decided to leave. I somehow found my way back to my office, where I promptly crashed at my desk.

During intermittent snoozes, people came in to talk to me. My staff told me later that I gave away four full page ads, retracted three statements, promised to tell the good side of congress, and what a great job they were doing, and told off one professor on the phone. (Sorry professor.)

At 5:30 pm I decided to venture home. Upon arriving safely, I immediately went in my bedroom and crashed, (literally).

When the new day dawned, I awoke alive and almost well. It was at this point in my life that I decided to never drink again, or at least, never before five - our time.

Correction

Last week we identified Paulette Tilley, a member of the mime class, as Pauline Tiley.

The Oakland Sail welcomes letters from its readers. Each letter must include the writer's name. Names will be withheld only in exceptional cases. All letters are subject to editing for space and clarity. Address letters to: Editor, *The Oakland Sail*, 36 Oakland Center, Rochester, MI 48063

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The Oakland Sail is an independent, non-profit publication serving the Oakland University community. It is produced by students every Monday during the fall and winter semesters.

SAB has funds for student organizations

By CINDY MOOTY
Staff Writer

Funding is available for anyone wishing to start a group at OU.

The Student Activities Board (SAB), receives between \$15,000 and \$20,000 a semester, and this money is

delegated to registered student organizations that meet SAB's guidelines.

"All our student organizations are available to receive funding--all organizations registered with CIPO (Campus Information, Programs and Organizations)," said SAB chairman Kevin Davis.

SAB receives its funding from the Student Activities

Fee, and this money is allocated to registered groups which the Board feels represents a collective desire to improve the quality of the society and instructional environment of the University.

THE BOARD won't consider programs which do not cater to OU students specifically, and there are at least six major factors that should be considered:

- 1) If the event furthers human growth for both the individuals and organizations involved;
- 2) If it promotes educational and instructional programs;
- 3) If it exposes the University to alternative cultures and societies to add to the diversity of on-campus programming;
- 4) If it broadens social and recreational opportunities;

5) If it sponsors both broad range as well as special interests sorts of programs; and

6) If it insures that all students benefit from the allocations process by giving consideration to the problems of minority students in the University setting.

THE ORGANIZATION also cover some administration, publicity and telephone expenses.

"Usually if a group is denied a request, it usually has something to do with the paperwork," said Jan Kubik, SAB advisor and coordinator of Student Organizations.

The funding SAB receives and delegates has nothing to do with state appropriations, because the amount is derived from OU's full-time student enrollment. Kubik said that the majority of organizations don't suffer from allocations, but rather from their own enrollment.

"Organizations suffer more from enrollment than from

money," he said. "In theory, we're in competition with all of Detroit."

"Student organizations at OU have had to struggle to survive among a student body made up largely of commuters. Increasingly, these commuters work off campus full or part time.... To survive, student groups have had to overcome the problem of lack of continuity in membership and, especially difficult, a lack of continuity in leadership. Often when the leader of a group graduates, the organization ceases to exist," read a report on Student Organizations by Holley Waddell.

"**THREE OR** four people can make an organization vital, but if that person graduates, the group can go down hill," Kubik added.

Currently, there are only 80 registered groups on the campus, but Kubik said the number will grow. "Some years we've had as many as 120 here," he said.

Marketing

(Continued from page 1)

up in front of 125 people with limited experience to give a speech, you're a little bit shaky."

Plowe wasn't the only one impressed with the group's work, according to Huston.

"One of the distributors told me afterwards, he took a lot of notes from our presentation,"

he said.

ONE OF THE group's recommendations to Plowe, was that Miller begin to develop a product that would appeal to the growing market of women beer drinkers.

Plowe said that Miller had been looking into it, and the company has found that "women aren't hung on gender advertising."

"Women smoke Marlboros, but I doubt if you can name one guy who would be caught dead smoking a Virginia Slim" Plowe said.

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CAMPUS LIVING/ARTS

Herpes affects much more than body

By COLLEEN TROY
Campus Living/Arts Editor

(This is the second installment in a two-part series.)

"What's the difference between herpes and love?" someone asks.

He is met with uncomfortable chuckles and furtive glances as his friends all look at one another, wondering.

It is likely that nobody says anything, as the punch line, "herpes lasts forever," is revealed.

The subject of herpes is an uncomfortable one for many people. The recent media hype and increase in off-handed remarks has helped to brand herpes as the new leprosy.

Looking around campus, it can be figured that about one third of the people in view are infected with genital herpes. However, it is just as likely that they look no different from anyone else and their disease is their secret.

While herpes' physical

symptoms are painful, tending to lessen in severity, the psychological affects are often the critical factors of the disease.

"The psychological components of herpes have not been explored, almost at all," Dr. Steven Sherbel, a clinical psychologist, said.

"The medical aspects are getting a lot of attention, yet the psychological aspects are the most severe," he said. "The medical affects aren't what ruin people's lives. The emotional aspects are."

Sherbel runs both a private practice and advises a herpes social group in Oakland County called Confidant. The group is kept separate from his private practice.

Confidant currently has about 200 members, either already involved or attempting to become members. A screening process is required of all applicants, and all meet with psychologists before being accepted.

The organization provides

referrals, a newsletter containing the newest available information on herpes and functions as an introductory service.

Sherbel said the organization helps bypass the fear of rejection many of these people experience.

"It's not in society's best interest to alienate roughly a third of its young adults."

Dr. Steven Sherbel

As he put it, many sufferers become worried about their own desirability. "Generally women are more concerned with being contagious or with being attractive. Men are more concerned that something may be wrong with their penis," Sherbel said.

Fear of rejection can come in different degrees. Common are fears of intimacy, "What if I meet someone I like, do I keep

it a secret or risk losing them?" Sherbel said that is a common question.

As one OU professor who has researched the subject put it, "There is a social lack of faith in not telling a potential partner about herpes. Public hype says that herpes is bad, it's dirty. Always in telling there is a risk of losing a friend."

Ray, a junior at OU, said that more than anything else, herpes "makes you question sexual promiscuity," over anything else.

"I think it seems kind of funny to ask 'do you have herpes?' but I'd probably ask if it was a new relationship."

He said that if he found out someone was involved with had herpes and hadn't told him "I'd be mad. It's something you kid about but once you've got it you're stuck with it for life."

"If you're going to be that intimate it's something that should be shared," he said.

Sherbel said there are also

the cases of rejecting before before being rejected, or of completely isolating oneself.

"I know of one case of a very attractive young lady in her mid-thirties who hasn't dated in years because she has herpes," he said.

Therefore, accepting and dealing with the disease are crucial to a herpetic's emotional state.

"People need to understand the duration of an attack, acceptance is necessary to do away with self-torture and self-pity," the OU professor said.

As far as society's acceptance of the disease is concerned, Sherbel said he is seeing "almost a herpes liberation." He said people seem to be talking about it more, therefore some of the stigma may be lessened.

"It's not in society's best interest to alienate roughly a third of its young adults," he said.

Backstage at MBT

Theatre more than a stage

By CHERYL L. ANDREWS
Staff Writer

(Next week: A look at the performers of Meadow Brook.)

Meadow Brook Theatre is a warm glow of hope amidst the darkness of the present economic and social environment.

It provides entertainment not projected on a screen or run by a computer. It is live and provides interaction between performer and viewer.

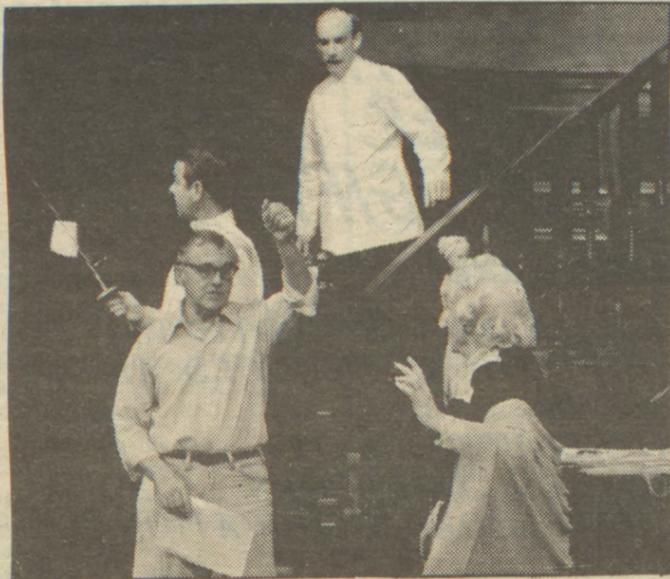
Terence Kilburn, Artistic Director of Meadow Brook Theatre, describes Meadow Brook as "unique. I don't know of any other like it in the country."

Its college-campus location gives an unusual flavor to the environment of the performers. There are trailers located on campus, contributing to the romantic aura of the gypsy lifestyle of actors and actresses.

Many of the performers are from New York and appreciate the easy access to the Theatre and to the many college facilities.

The theatre originally began as the Attic Theatre, an acting academy for performing graduates. It was an elitist program that priced itself out of feasibility.

Meadow Brook eventually evolved as the answer to the need for good, professional theatre at an economically feasible level. There have been many times when the security of Meadow Brook has been threatened by those who may have felt it to be unnecessary,



The Oakland Sail/Tom Primeau
Kilburn directs the cast of *Royal Family*.

but it has always managed to prove itself to those disbelievers, Terence Kilburn said.

Kilburn has been with Meadow Brook since 1969. Born in London, England, he was noted for his childhood acting roles in *A Christmas Carol*, where he played Tiny Tim, and in *Goodbye Mr. Chips*, where he played Colley.

He has since acted and directed in numerous plays in the United States and England. In 1970-71 Kilburn changed the format at Meadow Brook to a more American style with classical balance.

Why is Terence Kilburn willing to stay at Meadow Brook instead of traipsing all over Europe, or going to television, or any of many other choices?

"Where else could I do the number (variety) of plays?" he replied. Meadow Brook offers a freedom in selecting to Kilburn, who has obviously tuned in to what the theatre-goers are looking for. He brought a peak season subscription rate of 15,400, which was maintained until 1979 when "the economy played a more negative role."

According to Kilburn, "You work very closely with people on a personal level." This means fulfilling the roles of friend, psychiatrist, teacher, and parent. "Actors take a terrific risk each time they step on stage," he said. He believes in a loose approach, as a too pre-conceived, tight approach tends to inhibit the natural creativity of the performers.

(See *Theatre*, page 10)

Godot goes well

By BILL SLEEMAN
Staff Writer

Scholars and students of theatre have attempted for years to categorize *Waiting for Godot*, usually placing it in the theatre of the absurd.

The play at its simplest is the tale of two characters, Vladimir and Estragon, who are awaiting the arrival of a mysterious figure named Godot. At its most intricate the play is a condemnation of Christianity, Communism, Capitalism, love, hate, friendship, life, death, and just about anything else that the audience wishes to interpret into it.

In performing a play of such diverse interpretations a cast must be very good or else the show will be very bad. In the case of "Godot" the cast is quite good and the show comes off well.

Much of the credit is due to the presence of Chris Howe as Pozzo. Pozzo is an eccentric character who comes upon Vladimir and Estragon as they are waiting.

In Act I, Howe is both funny and tragic. Most memorable are his efforts to find an excuse to stay and chat with Vladimir and Estragon.

He provides a near perfect performance. One factor that keeps him from attaining a perfect performance is in Act II, when as a blind man he is able to pick up a number of items that he drops, without groping for them.

To Howes' credit is his ability to control his voice and his ability to time his delivery so that none of his lines are lost

to the audiences laughter.

Dan Fuller as Vladimir is every bit as good as Howe. Fuller's shifts in mood are performed quite well. When in Act I he suddenly decides to smile for no reason the audience is unsure if they should laugh or lavish pity on the character. He plays this indecision for all it's worth, bringing the audience to the point of laughter then abruptly changing moods and causing the audience members to take not of the irony of Vladimir's situation.

Deborah Ann Museles as Estragon provides, at times, a very good performance. At other times her performance was less than good. One problem was once she got going in a scene she would deliver her lines very fast, sometimes stepping on other peoples line or cutting them off completely.

The most memorable performance in the show is provided by Heidi Guthrie as Pozzo's servant Lucky. As Lucky, Guthrie doesn't have a great deal of lines, in fact she has only one scene in which she doesn't speak at all. Her performance in this one scene is so tremendous that the audience is left in awe. Also to Heidi's credit is her ability to stay almost totally motionless on stage when she isn't being addressed by Pozzo.

Waiting for Godot is a difficult show to perform well, and it is just as difficult to keep the audience interested in. But, thanks to an energetic cast, a talented director and good deal of ironic humor, a show bordering on boring is made (momentarily) lively and entertaining.

OPEN SPACE

By DONNA SOAVE

One of those days ...

Did you ever have one of those mornings? If you're like me, one of those mornings comes five days a week.

It all started last semester when I registered late for classes. I went through the typical regamarole fighting for classes, only to be defeated by upperclassmen.

I ended up with four general-ed's that didn't apply to my program. Projection for graduation: 1990.

Monday, Wednesday and Friday I had the 8:00 special surprise package.

It consisted of 1) abrupt awakening from buzzing alarm—hit the snooze twice. Now, twenty minutes late, the pressure was really on. My mind was saying hurry up while my arms, the only mobile parts of my body, were pulling the covers over my stupid mind.

2) I found my way off the loft, not necessarily the correct way, and headed toward the shower. I began to open a new bar of Coast and turned on the water only to find cold water as the eye opener.

3) Now to find something to wear. I opened the closet, shocked by the surprise it held. My laundry basket was overflowing with sweat socks covering my new designer jeans.

I put on my last clean sweat shirt and "the old stand-by bell bottom jeans." Oh well. Vogue wasn't calling me today. I made a mad dash for coffee.

I began my adventure to Dodge Hall with my trusty pen and my Organizer notebook. By now the caffeine was taking effect.

I walked with my eyes glued to the sidewalk to try and avoid the bird doo-doo, which was all over.

At last, Dodge Hall! As I walked to my seat, the cute guy in the next row came up and started talking to me.

Maybe this day won't be so bad after all.

Foiled again. He came to tell me that there were bird remains on my shoe and I had tracked them all over the carpet. That short cut I tried through the lawn nailed me.

But this semester I've outsmarted the system. When the alarm buzzes, I don't hit the snooze twice. I rip the clock out of the wall. Goodnight.

EDITOR'S NOTE: Anyone interested in writing a column for the Sail may stop in at the office or may submit a column in our mail box in the CIPO office. Include a name and phone number.

Reporters try classroom beat

By BARBARA HOWES
Staff Writer

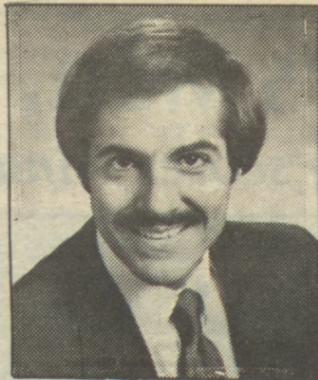
Although they can be found in fairly small classrooms once a week, diligently sharing their experience, their evenings are spent in front of hundreds of thousands of viewers.

Joe Spencer, night reporter for Channel 7 news and Dan Mountney, night reporter for Channel 4 news are both teaching 2-credit classes at OU. Their experience as reporters enables them both to accomplish their goals as instructors: to teach OU students the realities of radio and television news.

"I want to teach the students to become good reporters and good communicators," said Spencer. "I felt my class should be more than just simply how to write. I want to teach them ethics, responsibility and morals. Being a reporter is one of the most challenging jobs imaginable. An 'A' student doesn't necessarily make a good reporter."

Mountney agrees, "The students can get theory from text books. I want to teach them any sense of reality about what the business is about, and that broadcast reporting is not a game of show business," Moutney said. "My goal is to strike down any myths about the business."

Both Moutney and Spencer agree that a teacher should be



Joe Spencer

experienced in his field. Not with knowledge earned five or ten years ago, but experience gained from working in the field today.

"When I was in college, I had a lot of professors who were in the business ten years ago. But the business changes quickly. They just didn't keep up with it," Moutney said.

Spencer and Moutney became interested in reporting at young ages. Spencer got his first taste of broadcasting when he was 14 years old. His father, who was the general manager for a radio station in Amsterdam, N.Y., hired Spencer to do a record show for teenagers.

Spencer has always been interested in history. He graduated from Emerson College in Boston with a double degree in journalism and history. He feels that his knowledge in history is essential to his job as a reporter. "What I am reporting



Dan Moutney

today becomes history," he said.

Moutney started out as a political science major at Penn State University, but decided reporting was what he wanted to do most.

"I didn't know what the heck I was going to do with it (political science), but I knew that it was a nice broadcasting background. I figured I might as well go for what I really wanted, and changed my major to speech communication with a minor in journalism."

Moutney recalls that as a child he preferred the evening news to the comedy serials that entertain thousands of kids each night.

"I always wanted to be a reporter. When I was in grade school, I'd watch the news while my brothers watched Gilligan's Island, and I would fight with them because I wanted to watch the news. But I never thought I would be able to do it," he said.

(See Reporters, page 10)



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SPORTS

Pioneers win, advance to final four

Morgan scores winning goal for second straight game



Lou Vulovich heads the ball as three members of Cheyney State converge on him. The Pioneers won 2-0 to move on to the Regional Finals against Indiana State University at Evansville.

By MIKE STEWART
Assistant Sports Editor

The Pioneer soccer team advanced to the NCAA Division II Semi-finals this Saturday, with a 1-0 road game victory over Indiana State University—Evansville (ISUE).

The winning goal came at 40:26 of the first half when midfielder David Morgan, just inserted as a substitute, booted a penalty kick into the left hand corner of the net past ISUE keeper Greg Tassios.

Morgan's goal was enough of a margin to carry the Pioneers, who provided a stingy defense on a wet and muddy field to insure the victory.

The game was ironic in that Morgan came in as a substitute and scored the winning goal in last week's 2-0 victory over Cheyney State in the Mid-East Semi-finals.

After that victory, Parsons discovered that the Pioneers would be facing ISUE, a team that previously held a 1-0-2 edge against OU. He didn't seem affected by those statistics, claiming, "We feel we've been a little bit unlucky, against ISUE. We've got as good a team as they do; it's just a matter of scoring some goals."

Nearing the end of the first half, co-captain Dandy Oskey was fouled in the penalty area after taking a pass from Morris Lupenec. Just previous to the penalty, Morgan was substituted for Steve Mastrogianis. Mastrogianis is one of OU's better penalty kickers, however, just as last week, Morgan banged home the winning goal.

Much of the credit for the Pioneer victory must go to the defense. Mike Lupenec closely defended ISUE's leading scorer, Troy Berkely (19 goals,

4 assists). Also, keeper Paul Larkin stopped 11 shots in recording his 13th save of the season.

The Pioneers, now the champions of the Mid-East Region, have never made it this far in the NCAA play-offs and it showed a little bit late in the game, noted Parsons. "In the last 10 minutes we started to lose our composure. They really put the pressure on us," he said.

The Pioneers will now face the winner of the Southern Region play-offs, either Tampa or Florida International, in Florida next weekend.

"Next weekend's game will be the toughest one we've played," said Parsons.

So far, the Pioneers haven't given up any goals in the play-offs. If his team continues their tough defense and timely scoring, Parsons will find himself in the NCAA Division II finals.

Spikers finish at Ferris

By JULIE KAHLER
Sports Writer

OU's women's volleyball team wound up its season November 12 and 13th when the Pioneers traveled to Ferris for the GLIAC Tournament.

Oakland opened against Lake Superior, and then moved on to play Michigan Tech, Northwood, and Saginaw Valley.

"We did not perform well," said coach Bob Hurdle. Hurdle is right. The first game of the first match seemed indicative of the way things would go for Oakland throughout the tournament. OU built a four point lead against Lake Superior, and had only game point to go, when the Pioneers let Lake Superior back in the game. Oakland ended up losing 15-17. Oakland then lost the second and third games, 6-15 and 13-15 respectively, to lose the match.

"When you're that close, you shouldn't lose," said Hurdle of the first game. "We've been doing this a lot the second half of the season. We were there, but we didn't take advantage of the situation."

Oakland lost in a best of three match against Michigan Tech, scores were 12-15, and 8-15; and again, this time to Northwood, with scores of 15-13, 3-15, and 15-7.

The deciding game of the Northwood match was an instant reply of game one with Lake Superior. The Pioneers were ahead 14-12 with one point to go, and they let Northwood steal the game; this time it cost OU the match.

"I hate to keep saying that we're a young, somewhat inexperienced team," said Hurdle, "but that does have an effect on our play. We have not developed a killer instinct, and we need that. When you're in a close match and you don't know if you can win, you probably won't."

The tournament proved depressing in general for Oakland.

On top of losing the first three matches, Oakland lost one of its starting players, outside hitter Mary Pike, when she reinjured a bad knee early in the tournament.

There was one bright spot for the Pioneers, though. They won their last match, 15-12 and 15-9, against Saginaw Valley.

The Pioneers finished their 1982 season with a 4-8 league record, and a 13-13 record overall.

"We could easily have been 16-10, or even 17-9 on the season," said Hurdle, "we just didn't have the depth or the ability to pull it out in the end."

Hurdle reported that while the team had made fast progress early in the season, it seemed to reach a plateau about mid-way through, from which it then progressed only very slowly.

As for next year, Hurdle foresees a stronger, more confident and consistent OU team.

"We'll have more balance in the way of juniors, sophomores and freshmen," he said. "We'll be a more mature team with more experience. Because our team was all sophomores and freshmen this year, these young players got a lot of playing experience very early in their collegiate playing careers. We'll definitely benefit from that. Everyone has more experience."

Hurdle will have the women on training and weightlifting programs during the off season, and will begin spring activity in March. "I'm looking forward to next year," he said.

Hurdle also plans to pick up two or three good recruits, on top of hoping for return of all the 1982 season players.

Statistics leaders this year were: Total kills: freshman Becca Wyatt, 181; sophomore Erika Bauer, 161; sophomore Stacey Hardwood, 147; and freshman Mary Pike, 146. Bauer and Pike proved to be the

most effective OU hitters percentage-wise. Bauer had a percentage of .212, and Pike .201.

In blocking, Bauer again was the leader, with 34 solo blocks and 73 blocking assists. Becca Wyatt recorded 27 solo blocks and 60 assists in the season.

Mary Pike served up 187 points this season, with 41 of them on service aces. Erika Bauer had 169 points, 27 of them aces; and sophomore setter Linda Sciotti had 168 points, of with 33 aces.

Co-captain Erika Bauer had an outstanding season. A very consistent and well rounded player, Bauer stands a good chance of being selected for the all-conference team.

Players like these, combined with experience and a few new talents should have Oakland putting a pretty tough team on the floor in 1983.



The Oakland Sail/Dan Dean

Peggy Groen and Erika Bauer, members of OU's volleyball team, try to keep warm at the Pioneers' soccer game on Sunday, Nov. 14, against Cheyney State.

Cagers open on the road

By MIKE STEWART
Asst. Sports Editor

The OU men's team will get a chance to prove last season was no fluke, as the cagers start the schedule with two tough road games at Northeastern Illinois and the Illinois Institute of Technology.

The Pioneers will then host Indiana University/Purdue in the front end of a double-header event held at the University of Detroit on Saturday.

Coach Lee Frederick doesn't feel that these games will necessarily determine the season, but notes that a fast start would go a long way in providing confidence for the team.

"It's going to be a test for us. We beat both teams at home last season (Northeastern and IIT) but now we're going to play on the road and

that's tougher," said Frederick.

Frederick will be starting the season with a roster full of healthy players; players that are anxious to get started, notes the Pioneer coach.

"It's frustrating right now, we want to be out playing. We're ready; the veterans have carried over from last year and the freshmen have come around fast," said Frederick.

Both Illinois teams play a similar style to that of Oakland's fast paced offense and Frederick feels both teams have improved from last season.

"It's crucial for us to put money in the bank. We'll have to win 19 or 20 games in order to reach the NCAA tournament and in order to win you have to play on the road," said Frederick.

"I think we ought to win these three games; for us to have a great season we should win them," he added.

The IUP game at U of D is designed to bring some much needed exposure to the Pioneers. Although last season certainly went a long way in doing this for the cagers, Frederick wants the media to get an early look at this year's squad.

"We're trying to get some more exposure down in Detroit," said Frederick. "We just can't get the major news media out here that much."

Frederick hopes the bulk of the crowd shows up around seven o'clock so they can witness the Pioneers in action. OU will be starting at 5:30.

Reporters

(Continued from page 7)

Mountney and Spencer consider each other good, healthy competition. Not in the classroom, but on the news.

"It is a very competitive business," said Spencer. "I have to work harder because Dan Mountney is such a fine reporter. I'm a night reporter and he's a night reporter, so we are constantly in competition."

"Joe and I do compete with each other," agrees Mountney. "That's the nature of the business, to do better than the other guy. Joe and I have a good relationship, we don't interfere with each other."

The class, whether taught by Spencer or Mountney, involves much writing.

"Broadcast writing is fundamentally different. You are writing for someone's ear. You have to get the point across, and it has to be done simply and concisely, in a manner that is easy to understand," said Spencer.

According to Spencer and Mountney, the experience and rewards of teaching outweigh the extra cash. What they teach the students at OU is returned by a valuable teaching and learning experience for themselves.

"It is not a lot of money, but I get a kick out of it," said Mountney. "It's good to talk about what you do. By talking about it I think you can

improve what you do. The business has been good to me. This is my way of paying back the business."

"The money?" Spencer chuckled. "The money covers gas. I would do it for practically nothing. I try to use my mistakes to teach them to avoid mistakes I've made, but they are teaching me more than I teach them. They are the bright spots in my life. I tell them I hate when the class ends, our relationship does not. They will always have me as a friend and an advisor."

Theatre

(Continued from page 6)

Many of the performers have demanding, high-pressure jobs in the theatre and enjoy the creativity and low pressure of performing at Meadow Brook. This is not to say that they don't work, and work very hard, it's just that the conditions are more enjoyable and the performances reflect this pleasure.

Each play requires three weeks of rehearsal plus two days of technical rehearsal. Rehearsals are reality; they are the heart and soul of those entertaining, smooth performances that make it all seem so easy.

Children

(Continued from page 1)

The media is also a contributing factor, according to Genser. Another study, conducted in 1965, in which 300 English and 100 Japanese children were tested, found them to be "quite apprehensive" in relation to war.

A later Norwegian study found that "it was easier for them (the children) to describe war than it was to describe peace," Genser said.

"It's because we never really taught peace in school," she said. "Children don't know. It's an abstract concept to them...that's something we have to change."

The media is also a contributing factor, according to Genser.

The job of the parents she said is to "make sure that the children feel secure."

Citing another study, Genser said, "Parents who handle this issue (the threat of nuclear war) with young children find that these children have fewer anxieties if the parents are actively working to prevent nuclear war."

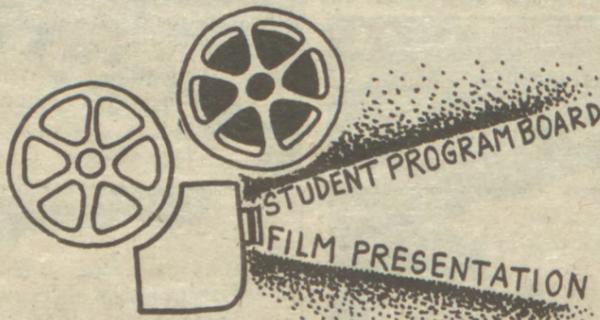
ON THE OTHER hand, children of parents who are not involved feel "their parents don't care about them" and are "very

anxious and terrified, and don't know who's in charge," she said.

Genser feels that the schools must take an active part in teaching peace and said that "we must expand the loyalty of the land (United States) to include other members of the human family."

By teaching peace and showing concern, Genser feels society can help relieve children's anxieties about the threat of nuclear war. "Children know that they can get run over, but if they know there is a traffic light, there's a safe way to cross the street."

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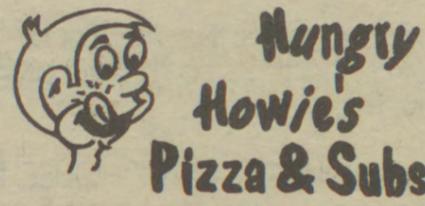


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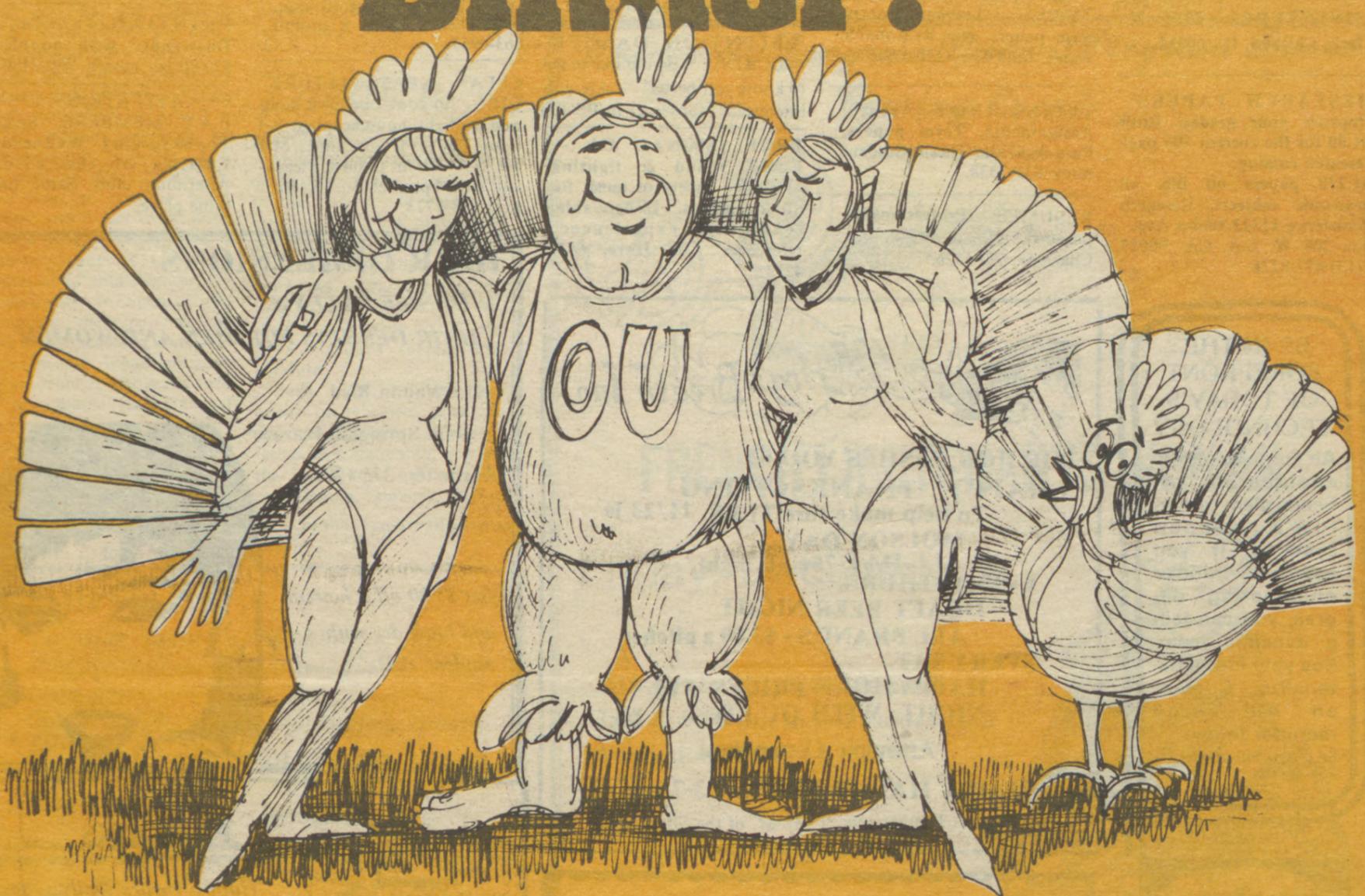


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