

# THE OAKLAND MAGAZINE UNIVERSITY

WINTER 1983



A New Medium For OU...Cable TV

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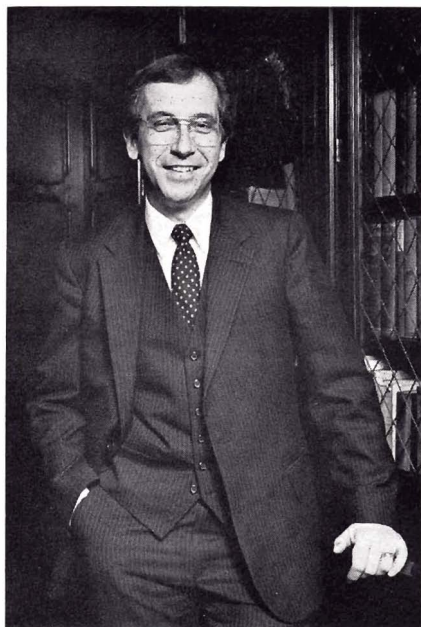
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## ABOUT THE COVER

Student Antonia Sillick adjusts the  
monitor during the taping of  
Commentary on "The Blue and the  
Gray," OU's first public service  
program for cable TV.

## PRESIDENT



Ann Straky

As we enter 1983 the university continues to consolidate its strengths through the cooperation and dedication of its faculty and staff. They are to be congratulated for their efforts and continued zeal during this difficult period of reorganization and fiscal uncertainty.

At this time it's appropriate that the university also recognize the continued support of alumni and friends who have given generously to sustain many university activities. Congratulations and thanks are certainly in order to the many alumni who have contributed to this year's annual fund drive. It is significant that commitments to the 1982-83 alumni fund drive have increased in spite of the dismal economy in the state of Michigan.

Pledges received from this year's telefund grew nearly 36 percent over last year. In the last 10 years the number of alumni has grown markedly. Alumni commitment in the preservation of quality educational opportunities at Oakland University exemplifies the importance of private sector support. It insures the margin of excellence

that distinguishes great universities.

We must also recognize the continued generosity of the members of the President's Club. Their sustaining support provides the basis for many vital aspects of university life and programs which could not otherwise be carried forth.

Through the fine efforts of the President's Club Steering Committee and its energetic chairperson Ralph Norvell, the club exceeded this year's goal of 500 members. Membership is now at 507, an increase of 90 members. This new enrollment is a tribute to the friendship and support OU enjoys in this community.

In the years ahead Oakland University must effectively pursue every opportunity to enhance its private sector support. To help do that, the university has employed one of this country's most prestigious firms, Brakeley, John Price Jones Inc., as its fund-raising counsel. The Brakeley company will work closely with the university to maximize OU's development efforts to secure major financial support from private, corporate, and foundation sources. This effort will be a top institutional priority in 1983.

As I look back on the events of 1982 I'm mindful of the great resilience of this university. It has struggled with serious reductions in state funding and has emerged still strong and vibrant.

I look forward to 1983 as a year characterized by a renewed spirit of teamwork—a year in which we all can face the future with optimism in harmony of purpose and resolve.

Very best wishes to members of the Oakland University family for a healthy, happy and productive new year!

*Joe Champagne*



# Tuning in on Cable TV

By Ann J. Lowe

"Ready two" ... "Cut two" ... "Pan left" ... "Zoom tight" ... "Ready one" ... "Cut one" ... "Two minutes" ... "One minute" ... "Wrap" ...

Compared to the often over-worked verbiage associated with academia, the terse vocabulary of the video studio seems incongruous in the university setting. And yet, it is this same language which Oakland University finds itself embracing as the institution explores the opportunities of cable technology.

The telecommunications services now available through cable technology inspire awe. Two-way communication between audience and program is a common feature of today's newest cable systems. Its data bank linkages and electronic mail features will facilitate home shopping and banking transactions. Security system connections between residents and local police and fire departments are also possible with cable. Other conveniences include automatic energy and utility management for public facilities as well as meter reading services for consumers.

The multi-channel capacity of cable TV means also the feasibility of specialized programming, such as all-sports channels, video news papers, continuous stock market coverage, and foreign language programs. Through public access channels individuals can experience all aspects of the video media. The neighborhood five-year-old, for example, can become an overnight celebrity after the cablecasting of her dance recital. With public access to cable training and equipment, the local photographer will have the opportunity to become an amateur video technician.

The Tribune-United cable franchise agreement, which was accepted on October 5, 1982 by 11 communities in Oakland County (of which OU is a part), promises just these kinds of consumer benefits and technological advancements.



During the taping of OU's Commentary on "The Blue and the Gray," student assistant Michael Osterage enjoys the rare opportunity to instruct faculty members, Carl Osthaus and Bob Simmons.

Offering 108-channel capacity, special developmental grants for education, fiber optic technology, and video training and equipment for interested local groups, the community is on the threshold of a brave new world.

Less than 15 years ago cable systems served only 5 percent of the nation's television viewing audience. Today nearly 28 percent of the 82 million TV homes in the country are now wired for cable telecasting. Most of Oakland County should be wired by 1985.

A technology which was once considered merely a "backwoods utility," an inexpensive means of transmitting network broadcasts to sparsely populated areas, has mushroomed into a glamorous Wall Street investment ... an industry which is characterized by cut-throat competition among high-powered cable companies on the one hand and by grass roots control on the other.

Oakland University's involvement in cable television began in

1979 when cable companies first approached the Detroit area with their electronic wares. Taking an active position in response to the local franchising process, the institution established a special committee to evaluate the possible impact of cable systems on higher education.

In June of 1980 Oakland University helped organize the Educational Telecommunications Consortium (ETC), a group which currently consists of representatives from 10 nonprofit educational institutions who serve residents of Oakland County. The goal of this consortium is the effective and efficient use of cable communications technology for the benefit of the citizens in Oakland County.

"One of the fundamental objectives of this group," explains Audrey Marriner, OU cable TV office administrator and ETC representative, "has been to serve as a central resource on all aspects of the franchising process for local governments and civic groups. A side advantage of the organization," Marriner continues, "has been the

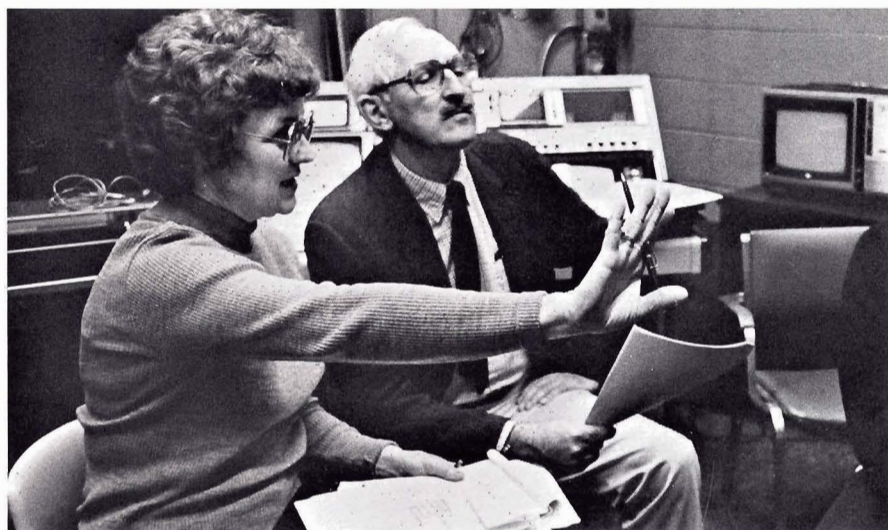
group's success in promoting cooperation among the more than 50 local units of government in Oakland County who are interested in obtaining cable services. Cooperation among governments is important," Marriner adds. "Larger franchise areas have more bargaining power for better services."

As the need for institutional involvement in cable communications became more clear—at least in the external process of exploring various franchise options—the university replaced its early committee with a Cable TV Office in April of 1981. Through this office the university continues to provide valuable resource services to its community and now is also helping to coordinate various internal cable applications.

As more and more communities in the county are finalizing their franchise agreements for cable service, program development is ranking higher on the university's academic agenda.

In December of 1981 Senior Vice President for University Affairs Keith Kleckner appointed a Cable TV Development Committee to 1) foster the experimental tele-course development among members of the faculty, 2) keep the faculty informed on the cable systems being studied for communities in the area, and 3) identify questions of academic policy which should be addressed prior to offering televised instruction for credit.

While this committee was given one year to complete its tasks, the group's sensitivity to the rapid developments in cable franchising and services created a sense of urgency in their effort. The committee presented its recommendations and analysis to the institution in August of 1982, six months ahead of schedule. Their recommendations stressed the importance of pursuing quality programming and of addressing valid community and instructional needs through the medium.



Video editing sessions can be as intense as the actual taping. Bob Simmons and Antonia Sillick consider film deletions and voice-over alternatives after the final taping of OU's *Commentary on "The Blue and the Gray."*

"In our effort to assess the institution's readiness for cable communications," remarked Carl Barnes, committee chair and OU professor of art history, "I was surprised at the high level of interest and respect held by institutional leaders and faculty for this new technology. We also discovered," continued Barnes, "that our deans believe cable programming to be a valid scholarly activity for faculty to pursue."

While the university's first experiments with cable programming lack the slick, commercial aura usually associated with network broadcasting (as might be expected), the experience excites many of those staff, faculty, and students who have voluntarily begun to dabble in the video media.

In the summer of 1982 the Department of Rhetoric began taping a pilot segment of what is hoped will become a 10- to 14-week instructional program on effective study skills. The course is designed to improve note-taking techniques, concentration, memory, analytic reading, and test-taking skills. The pilot segment which is based upon an existing university course was adopted, designed, and presented by Barbara Hamilton, special instructor

in rhetoric and by Donald Morse, professor of rhetoric and English.

Hamilton's enthusiasm for this new instructional tool is readily apparent ... "The experience has been exciting," she said. "Video instruction is quite different from classroom instruction. The challenge is in translating pedagogy from one medium—the classroom—to another—the TV screen," she said.

"With video instruction you have neither a captive audience nor direct eye contact with your students. The instructor," Hamilton added, "must depend on visual aids, props, and a tighter script to insure that the message gets across."

In addition to instructional programs, OU is also investigating the area of public service programming. An hour-long university program entitled *Commentary on "The Blue and the Gray"* was telecast November 22 over five local cable systems. The commentary was a reaction and analysis by university and community historians on the highly publicized CBS mini-series, *The Blue and the Gray*.

Whatever the production lacked in commercial broadcast sophistication, it more than counteracted



with genuine interest and informational integrity on the part of its participants, Carl Osthaus, OU associate professor of history, Steve Mrozek, curator of the Troy Historical Museum, Richard Abbott, professor of history at Eastern Michigan University, and Robert Simmons, associate dean of OU's College of Arts and Sciences.

While clarifying some of the fictionalized portions of the CBS special, the panel emphasized in greater depth many of the authentic characteristics of the civil war period which the movie itself could only suggest.

The responsibility for the program's content necessarily belonged to the panel experts. Production and direction, however, were the responsibilities of student intern Antonia Sillick and her volunteer, student assistant Michael Osterage,

both of whom are communications majors.

"I am so grateful," remarks Sillick, "that the university trusted me enough to organize such a project ... a project which I could not have directed without the assistance of other students, the coaching of the audio-visual staff, and input from professors. Of critical value, too," continued Sillick, "was the contribution of outside advertising agencies, commercial broadcast companies, and photographic and music resources which provided technical consultation as well as actual materials." Sillick summarized her experience by suggesting that the success of the production was the result of a cooperative effort between students, faculty, staff, and outside professionals.

Beyond instructional and public service programming, cable com-

munications will also have potential impact on the university's research. Linkages between cable systems and data processing banks, for example, may expand inter-institutional research sharing and the dissemination of new discoveries. The two-way communication system, or addressable features, of cable could efficiently assist sociologists, psychologists, and market research analysts in data collection for their particular studies on individual or societal behavior.

"There can be no question that the technology inherent in today's cable systems can indeed enhance and is consistent with the university's revitalized role and mission statement on instruction, research, and public service," says OU President Joseph Champagne.

While the gap between promise and reality is closing, Oakland University, along with its community, is only beginning to unearth the many applications of a still relatively unknown commodity.

Much has yet to be learned ... Who is our audience? What kind of programming can best serve the needs of our community? How do we supplement video instruction with personal instruction? What sorts of applications are better handled by other means? To these questions and others OU will discover the answers as it continues to explore this new electronic medium through the efforts of its Cable TV Office, academic committees, audio visual staff, and first few productions.

Should the university progress no further in its cable endeavors than a few well-organized, high-quality, public service and instructional programs, the experience will still offer valuable training for OU students whose career options will increasingly involve the electronic and telecommunications industries.



There's more to television production than the action in front of the cameras and behind the monitors. George Preisinger, manager of audio-visual services, and Barbara Hamilton, rhetoric instructor, coordinate script and production directions for the first segment of a pilot study skills telecourse.

# Successful Membership Drive Exceeds Goal

Members of the President's Club Steering Committee, led by chair Ralph Norvell, enrolled 90 additional members for the club in 1982. Current chair of the OU Board of Trustees Ken Morris and his wife Doris brought the membership total to 507 for the year.

New members Kathy and David Lewis brought the membership drive to its goal of 500. David Lewis graduated from OU in 1964 and in 1979 received an OU Distinguished Alumni Service Award. From 1970 to 1981 he served as a charter member of the OU Board of Trustees and from 1978 to 1980 Lewis was board chairperson. New alumni membership also was represented by Judith O'Brien ('81) who joined with her husband John and by Mary Najarian ('80) who joined with her husband Gary.

New members for the last quarter of 1982 are: Mr. and Mrs. Bernard J. Aude, Jr., *Bloomfield Hills*; Mr. and Mrs. John H. Barey, *Orchard Lake*; Mr. Donald

M. Beck, *Farmington Hills*; Mr. and Mrs. William F. Bledsoe, *Highland Park*; Mr. and Mrs. Bruce Budde, *Troy*; Mr. and Mrs. Richard A. Calice, *Troy*; Mr. and Mrs. Fred E. Darter, *Rochester*; Mr. Walter E. Davison, *Northville*; Mr. and Mrs. William J. DeRosa, Jr., *Rochester*; Mr. and Mrs. Phillip J. Devendorf, *Berkley*; Mr. and Mrs. Robert B. Dutchshen, *Troy*; Mr. and Mrs. James B. Fitzpatrick, *West Bloomfield*; Mr. Harold E. Fox, *Clarkston*; Mr. Anthony M. Franco, *Bloomfield Hills*; Mr. Charles C. Hess, *Troy*; Mr. and Mrs. Robert C. Krejsa, *Bloomfield Hills*; Mr. and Mrs. David B. Lewis, *Detroit*; Mr. and Mrs. Kenneth A. Limberg, *Troy*; Mr. and Mrs. William K. Mack, *Rochester*; Mr. Robert O. MacMillan, *Birmingham*; Mr. and Mrs. Robert J. Martin, *Rochester*; Mr. Andrew G. McCarthy, *Royal Oak*; Mr. John F. McMahon, *Drayton Plains*; Dr. and Mrs. Edward McPhee, *West Bloomfield*; Mr. and Mrs. Frank J. Metzger, *Royal Oak*; Mr. Steven C. Miltenberger, *Farmington Hills*; Mr. and Mrs. Ken Morris, *Troy*; Mr. and Mrs. Gary M. Najarian, *Farming-*

*ton Hills*; Mr. and Mrs. John N. O'Brien, *Troy*; Mr. Steven D. Pearson, *Pontiac*; Mr. and Mrs. Patrick J. Potter, *Orchard Lake*; Mr. David C. Ray, *Royal Oak*; Mr. and Mrs. William C. Rumph, *Sterling Heights*; Mr. and Mrs. Patrick J. Ryan, *Rochester*; Mr. and Mrs. Louis C. Schmidt, *West Bloomfield*; Mr. and Mrs. Steve P. Slifko, *West Bloomfield*; Mr. and Mrs. Stephen S. Stanton, *Southfield*; Mr. Jonathon A. Vandertill, *Farmington Hills*; Mr. and Mrs. Judd C. Wellard, *Rochester*; Mr. and Mrs. H. Wayne Wells, *Rochester*; Mr. and Mrs. Norman O. White, *Bloomfield Hills*; Dr. and Mrs. William G. Wilcox, *Drayton Plains*; and Mr. and Mrs. Steven R. Zodtner, *Birmingham*.

The following have recently become life members: Mr. and Mrs. Edwin L. Adler, Mr. and Mrs. David H. Carney, Mr. Harold E. Fox, Mr. and Mrs. Robert E. Gustafson, Mr. and Mrs. Edwin R. Langtry, Mr. and Mrs. Frank J. Metzger, Mr. and Mrs. Ken Morris, Mr. Floyd Shotwell, Mr. and Mrs. Victor Zink.

## In Memoriam

John S. Bugas, an enthusiastic benefactor of Oakland University's cultural programs, died on December 2, 1982.

Bugas was especially interested in Oakland's Meadow Brook Theatre, to which he contributed regularly during the theatre's developmental years in the late '60s and early '70s. Bugas's daughter Diane graduated from Oakland University's Academy of Dramatic Art and appeared in several plays at Meadow Brook Theatre.

A former chief of the Detroit FBI office and retired Ford Motor Company executive, Bugas was a life member of the President's Club. He served on the steering committee of the club from 1972 to 1976.

## Foundation Elections

At the annual meeting of the Oakland University Foundation October 27, 1982 executive trustees, ex officio members, and officers of the foundation were selected for the 1982-83 term.

Elected by unanimous vote were executive trustees: Harold A. Cousins, Edwin O. George, Dorothy Johnson, Marvin L. Katke, Semon E. Knudsen, Walton A. Lewis, Robert J. McGarry, Howard L. McGregor, Marian Mitchell, Ralph T. Norvell, Jody Petersen, Henry D. Price, Bonnie Vining, Harold Warner, and Norman B. Weston.

Named as ex officio members

were Robert W. Swanson with the title Executive Vice President, Oakland University Foundation; James L. Howlett; Harold A. Fitzgerald; and OU President Joseph E. Champagne. Swanson replaces Robert A. Dearth. The resignation of Sally Lewis was noted with regret and the foundation welcomed Henry D. Price as a new executive trustee.

Foundation officers elected for 1982-83 are Norman B. Weston, president; Bonnie Vining, vice president and secretary; and Robert J. McGarry, treasurer, with the remaining members of the executive trustees serving as vice presidents.



## President's Club Christmas Walk at Meadow Brook Hall





## Two Alumni Affiliates Hold Annual Meetings

The Oakland University Engineering Alumni Association held its annual dinner meeting at Meadow Brook Hall with 140 engineering alumni and guests in attendance.

Charles L. Knighton, vice president of small car engineering and planning for Ford Motor Company North American Automotive Operations, delivered the keynote address. Having recently returned from Europe where he was vice president of car planning and engineering for Ford of Europe, Knighton spoke on European-style international automotive design and assembly and



David Jeshurun ('78), retiring chairperson of the engineering affiliate organization, congratulates student Jean Chagnon-Royce, a recipient of a Thomas A. Yatooma Memorial Scholarship.

discussed how those methods could be applied to American manufacturing to increase efficiency and quality.

The meeting also included announcement of the Thomas A. Yatooma Memorial Scholarship for students who "exemplify a standard of character, academic excellence, and service to professional and community organizations." Retiring chairperson David Jeshurun ('78) presented awards to students Jean Chagnon-Royce, Mark Shermetaro, and H. Dean McGee.

Newly elected affiliate council members are Mary Clor ('81),



Frank Fogarty ('76), chairperson of the new arts and sciences affiliate organization, welcomes alumni to their first annual meeting.

Rosemary O'Toole ('82), and Bob Cavannaugh ('78). They will join returning members, chairperson Diane Geffert ('81), Mary Schaefer ('81), Matt Champlin ('78), and Gene Polan ('79).

The recently organized College of Arts and Sciences Alumni Association held its first annual dinner meeting at Meadow Brook Hall in October.

Brian P. Copenhaver, dean of the college, welcomed affiliate members and guests and reported on noteworthy current events in the college—faculty accomplishments, outstanding students, and significant research awards. He said that he and the college faculty will encourage alumni participation in fund-raising, cultural, and student career-assistance programs and that he will continue to explore other ways by which graduates can support the arts and sciences at Oakland University.

Results of the new affiliate's first election were announced. Serving two-year terms are: chairperson Frank Fogarty ('76), vice chairperson Cynthia Brody ('78), secretary-treasurer Marilyn Cooke ('79), Laura Schartman ('79), and Letha Williams ('79). Elected to one-year terms are: William Connellan ('67), Doris Dressler ('81), Larry Good ('73), and Barbara Hedburg ('78).

## Arts and Sciences Careers Day '83

Alumni are a vital source of information to OU students who are seeking careers in today's tough job market. Your views, occupational experiences, and participation are needed to advise Oakland students at this year's Careers Day on Wednesday, March 16 in the Oakland Center.

If you are interested in offering your unique perspective as a College of Arts and Sciences graduate to help students in making career decisions, please return the Careers Day coupon to: Career Advising and

Placement, Careers Day '83, Room 201 Wilson Hall, Oakland University, Rochester, MI 48063.

This program is sponsored jointly by the OU Career Advising and Placement Office, the OU Alumni Association, and the OU Undergraduate Student Alumni Association. For more information contact the OU Career Advising and Placement Office (313) 377-3250 or the OU Alumni Relations Office (313) 377-2158.

### CAREERS DAY '83

Name \_\_\_\_\_

Degree/major \_\_\_\_\_

Home address \_\_\_\_\_

Employer \_\_\_\_\_

Occupation \_\_\_\_\_

Home phone \_\_\_\_\_

Work phone \_\_\_\_\_

Please Return by February 7, 1983.



## 1982-1983 Telefund Achieves Goal

Continuing an unbroken record of a minimum 20% annual increase, the OU Alumni Association's annual telefund campaign realized a total of \$70,448 in pledges from 3,084 alumni. In addition, another 1,444 of the graduates contacted indicated willingness to donate an unspecified amount to the fund drive.

Chairperson for the 1982-1983 drive was Barry M. Klein ('68), association treasurer. "We knew that with the economy still depressed, a 20% growth target was quite ambitious," Klein said. "I'm surprised and pleased so many alumni responded generously."

According to Joan Stinson ('63), director of alumni relations, a significant factor in this year's success was the overwhelming turnout of volunteers: over 260 individuals representing students, faculty, alumni, administrative and clerical staff, and the community participated in the 17 day campaign.



Donna Zobel, one of the three top student fundraisers, won a \$500 scholarship for her successful telefund efforts.

"We had more volunteers each night than telephones and frequently sent workers to make calls in other campus offices," Stinson said. "Apparently there is a growing awareness of the need for alumni

contributions to help fill the gap between the university's needs and available state funding."

Alumni have until June 30, 1983 to complete pledges made during this telefund.



Robert W. Swanson, vice president for developmental affairs, Midge Baker ('77), president OU Nursing Alumni Association, and Barry M. Klein ('68), OU Alumni Association treasurer toast telefund success.

## Alumni Call for Nominations for Teaching Excellence Award

All members of the OU community, including alumni, are invited to submit nominations for the annual Teaching Excellence Award, to be presented to a full-time nonvisiting member of the OU faculty in the fall 1983 convocation. The award will carry a cash stipend (last year's award was \$1,000).

The letter of nomination should contain sufficient supporting statements to permit an initial review of the nominee. Criteria for

nomination include: superior classroom performance, thorough preparation of instructional materials, fairness, depth and rigor in evaluating students, evidence of professional commitment, and personal interest in students.

Deadline for nominations is February 8, 1983. Nominations or questions should be addressed to Carlo Coppola, chair, Teaching Excellence Award Committee, 430 Wilson Hall, Oakland University, (313) 377-2154.

# George T. Matthews Returns to the Classroom

By James Llewellyn

In the search for charter faculty for the College of Arts and Sciences, the cornerstone of the new Oakland University, one of the prize appointments would go to a scholar from Columbia University.

Intrigued by the promise of the new institution, George T. Matthews would leave Columbia and come to OU in 1959 as an associate professor of history.

In the years that followed he would serve the university as professor, department chairperson, associate dean for humanities, dean of arts and sciences, vice provost, and then, in November of 1979, as interim president.

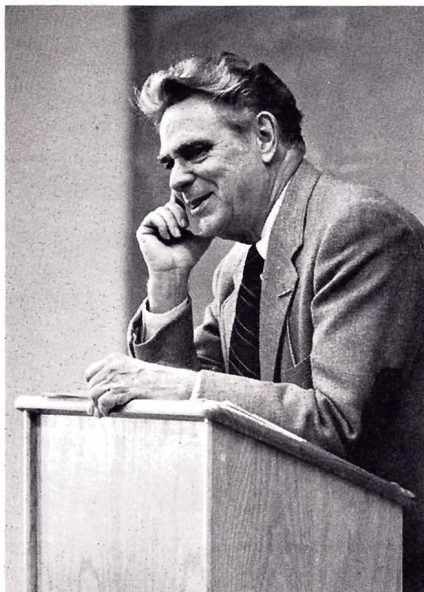
That others would select him for administrative positions might have been inevitable, but it was never part of the Matthews game plan. and now in 1982 he is back where he set out to be—in the classroom.

"I can say that when I started teaching in 1945 after five years in the air corps I never had any idea that I would go into administration," Matthews recalls. "I wanted to be a scholar, I wanted to be a professor of history, and I wanted to be a teacher. To some modest degree, I have achieved these closely related goals.

"As I look back on it," Matthews admits, "almost from the beginning I moved in an administrative direction, but I never had any ambition to be a dean or president."

But matters have worked out well in the end, for as Matthews says, "After all, I have been spared the embarrassment of ending up as an administrator. I am a full-time professor again, thus bringing a pleasing symmetry to my sunset years."

Matthews looks back briefly on his top administrative post, the period of time he served as interim president (November 1979-February 1981). "When the board appointed me I said I would do my



**Former dean and interim president George Matthews finds greatest satisfaction as a professor and scholar.**

best to keep the ship on an even keel even if it sank."

He explains that being an interim president is difficult. "You need to be conscious that you should not take large initiatives or take the university in new directions that would hamper the new president. But at the same time, there are plenty of needs that require attention. You must try to strike a balance.

"Being an IP was a difficult job, and sure, I miss the ego massaging that goes along with the position, but I'm glad to be back in the classroom."

He says relationships with faculty colleagues are good with few scars from his days as an administrator. "I used a styrofoam club and not a bullwhip," Matthews quips.

"I am taken aback by the amount of work I have to do. That impresses me more than anything. It has been over 20 years since I had to prepare for a full load of three classes, and I must say I find myself humping to keep ahead of the game." Matthews

confesses, "After all, I am getting long of tooth and short of breath. I am going on 66 and feeling less energetic than I once did. I now find myself nodding over my books come 11 p.m. I used to be able to read all night.

"For the sake of argument, I will concede that my colleagues are as conscientious as I—and that means I think most faculty work pretty hard."

In his years at OU, Matthews would earn respect from his faculty colleagues for his scholarship, his eloquence, and a ready wit. Students would be inspired by his warmth and a sincere desire to impart knowledge and by a classroom style that could bring any subject to life.

In teaching classes of 70, 40, and 6 students, he necessarily uses both the lecture and seminar formats. "I like both," he says.

Matthews has some tips for the aspiring teacher that have stood the test of time; be serious, never solemn; maintain good humor but don't crack jokes (and there is a difference); prepare well, but don't overprepare; and treat students with respect but remember that you are the teacher.

Matthews plans to retire at age 68 and write a couple of books. With retirement he will also begin a great amount of travel although he and his wife Margie will probably continue to live in Michigan.

Ever the scholar, Matthews says, "I want to learn about a lot of things I don't know much about now."



# F. James McDonald Visits OU

By Colette Fortin

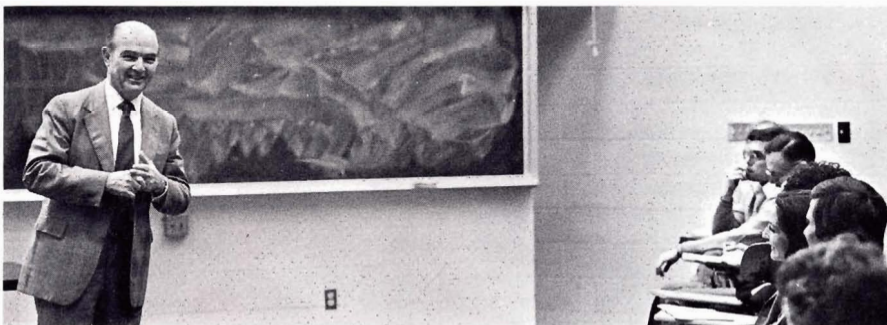
"People tell me that I chose a poor economic time to be the president of General Motors. All kidding aside—they're wrong. I can't think of a better time to be at the head of an organization." F. James McDonald, chief operating officer of General Motors, shared these optimistic remarks and more with the OU community on November 8, 1982.

Acting upon an invitation from the School of Economics and Management (SEM) and its alumni association affiliate, McDonald arrived in the late afternoon for an informal discussion with the SEM faculty. He followed the seminar with a general lecture which was open to all economics and management students.

After a brief introduction by Ronald M. Horwitz, dean of the School of Economics and Management, McDonald spoke for roughly twenty-five minutes. He was quick to put himself and the audience at ease by leaving the podium to interact better with the crowd. His speech ranged from explaining how "quality of work life" builds a company's credibility to his personal accounts of a visit at a northern Michigan UAW lodge.

Following his talk McDonald fielded a series of questions from an alert audience. The dozen or so inquiries concerned robotics, corporate competition, customer relations, statistical analysis, and auto safety standards. Undoubtedly, the questions could have continued indefinitely, and had the evening not been approaching late hours, the equally enthused McDonald probably would have continued answering them.

Upon first impression McDonald presents an air of self-confidence and shrewdness. He fixes a quiet, steely gaze when considering a question, yet is quick to answer in vivid terms and with a pleasant grin. Perhaps most impressive, though, is his ability to lend his attention



James McDonald had no difficulty relating to his audience of some 400 OU students, faculty members, and guests who filled O'Dowd Hall's largest auditorium to capacity.

exclusively to the matter at hand. When talking to him on a personal level, he makes the listener feel as though he has nothing more important demanding his concentration. When speaking, he is direct and straightforward.

McDonald holds an unusual capacity for enthusiasm. This is evident not only in his lecturing style but also in his involvement with Oakland University. He began his active OU association with the Meadow Brook Festival and Theatre, and in 1976 he and his wife Betty became chairpersons of the festival's sponsoring committee. In 1977 he joined the President's Club and in 1978 McDonald became the first and, thus far, the only chairperson of the SEM Board of Visitors.

McDonald believes it is important to be involved with OU because "there needs to be a positive, constructive relationship between the business community and its prospective business people. Each can discover how the other operates. The faculty, the students, and I can benefit from one another."

Dean Horwitz agrees. McDonald candidly counsels us on the corporate world and business trends so that we can design a relevant curriculum, he says. Horwitz adds that McDonald has met on occasion with Oakland students to explore

their particular interests, ideas, and opinions.

Volunteering time in various other capacities, McDonald also concerns himself with the Harvard University's Graduate School Visiting Committee.

Though it seems unusual for McDonald to be involved in such dissimilar universities as Harvard and Oakland, he finds the contrast rather exciting. "I realize that Harvard is rich in tradition. It's established and has quite a reputation. But to be in the midst of a young university like Oakland is truly a thrill. I enjoy being able to contribute to OU because it is continually growing and developing," McDonald says, smiling.

McDonald empathizes with Oakland's economic pressures and is quick to offer some encouragement.

"Like GM, Oakland University is concerned with economic issues. However, a downward trend in the economy can't harm the credibility of a quality institution or company."

McDonald concluded his discussion by thanking the university audience for being "an intelligent and inquisitive group" and then kiddingly urged them all to buy GM automobiles. It only seems proper that the audience should rather have thanked McDonald for being so dedicated to our "developing" university.

# The Magic Kingdom of Computers

By Helen J. Schwartz

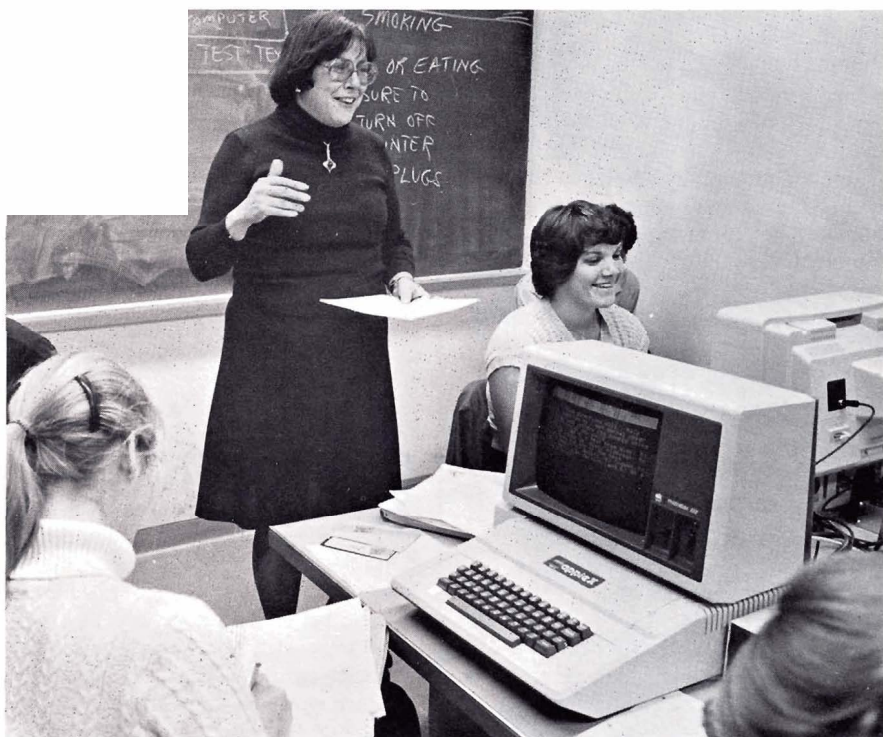
"What's an English professor doing with computers?!" It's a question that has plagued people delivering equipment to our new computer-equipped writing lab. (They've finally learned that ENG in the address does *not* mean engineering.) It's also a question I've asked myself when a salesperson at a computer store inquires whether I want a serial or a parallel interface. (How on earth should I know!) And it's a question that friendly but puzzled colleagues, students, and alumni ask me all the time.

The alumni grant recently awarded me will help make the answers clearer. But here's an interim report!

Clearly, computers can make communication faster, easier, and cheaper. Word processing and telecommunication promise to revolutionize journalism and publishing—in fact, most kinds of business. Already here at Oakland our word processing network and electronic mail help faculty to get grant proposals okayed and printed for mailing and make writing for publication easier to revise and send.

The prospects are indeed exciting for computers as tools for research in the humanities and as resources for a kind of learning never possible in public education before.

Computers can extend the power of the human mind. Directed by human analysis and ingenuity, computer programs can do repetitive, meticulous searches to aid our understanding of the most beautiful artifacts of human language. We can analyze thematic and metrical aspects of literature that were simply too tedious and wide ranging for a person to attempt before. Or they can help speed more modest projects. Even now, the Bible is commercially available as a searchable database for microcomputers. A computer program can function like a concordance, finding each place that, for example, the word "promise" is



Helen Schwartz, OU associate professor of English, finds the computer a valuable and fun tool to use in her writing laboratory.

used (in the King James version). But better than a concordance, the computer program can find the reference *and print it on the screen*.

Another example: Brian Copenhaver, professor of history and dean of the College of Arts and Sciences, has used the technical precision of computers to help bring together and analyze multiple versions of a historical book that influenced thinking in science and literature for centuries.

Furthermore, computers are being used in the study of the humanities to foster creativity, individualized learning, and communication among students. For example, in Associate Professor Joan Rosen's class on Virginia Woolf students shared their research by creating a group bibliography (including annotations). A student, referred by Terri Spinelli, assistant

professor in economics and management, improved his writing skills by using GRAMMAR, an interactive, individualized program giving practice on selected rules of punctuation and grammar. Forty students in my world literature class used a computer program to develop character analyses and to discuss them (electronically and at the *student's convenience*) with fellow students. Later, Charlotte Stokes, assistant professor in art history, suggested modifications to the program so that it could be used by students in her classes.

Now, the educational potential for word processing is being developed in English and rhetoric classes. (Thanks to an alumni grant, additional software and equipment will expand the educational facilities we can offer students.) Word processing can help increase both the quantity and quality of student writing. Computer programs



prompt students to recall and analyze information for papers. Students can save their writing on disk so that they can use other computer programs to analyze their writing—for spelling, readability, coherence, and organization. And disk storage makes it easy to provide feedback from the teacher and other students—feedback when *it is still possible and easy to revise*.

But there are other returns from using computers in the humanities. For many who suffer math anxiety, the idea of using computers or programming them is terrifying. Yet word processing looks very familiar to anyone who has used a typewriter keyboard. Using computers primarily with *words, not numbers*, can provide a relatively painless introduction to this tool for tomorrow. And since math anxiety has in the past been especially high for women and minorities, this kind of introduc-

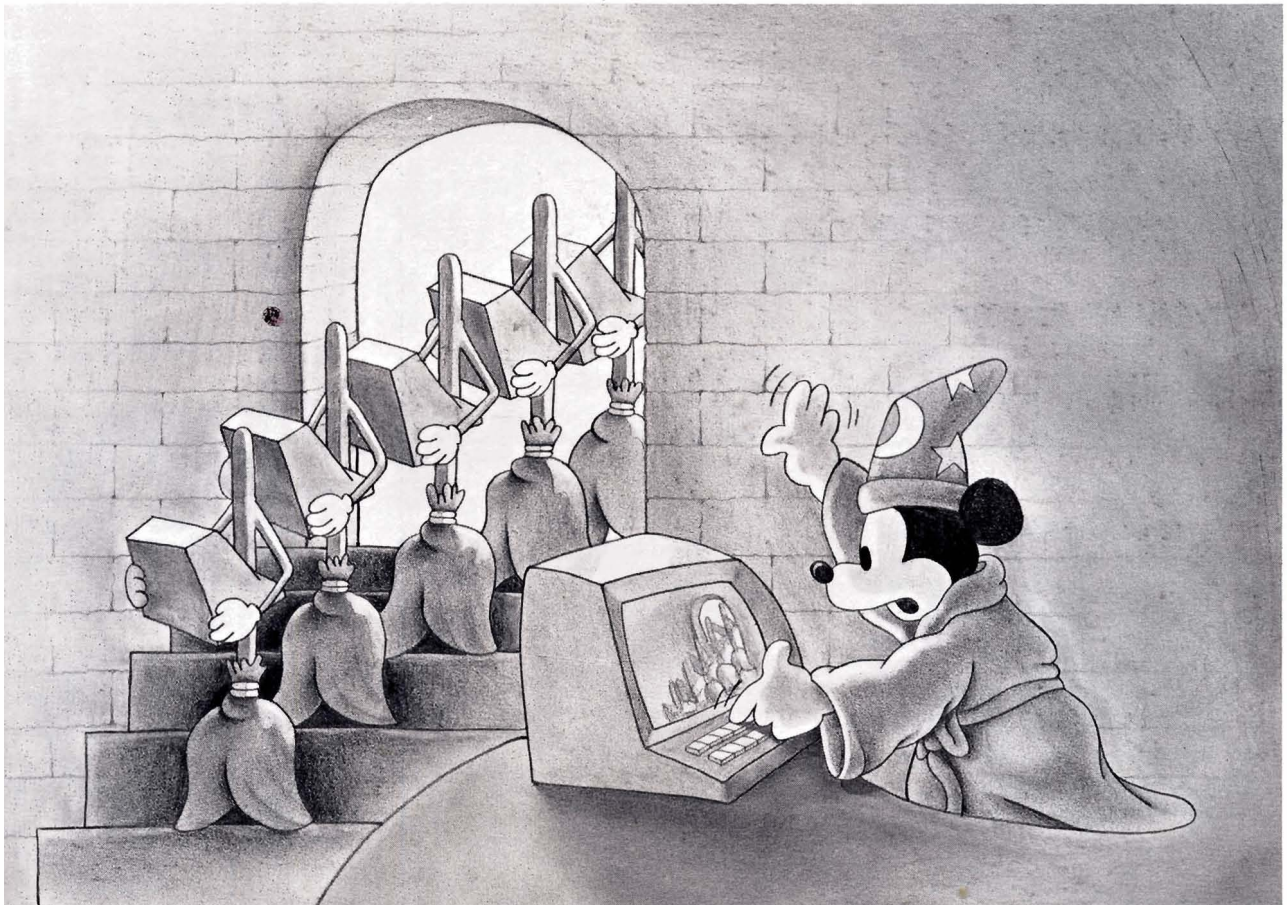
tion to the computer may help ameliorate past patterns of unequal opportunity.

Research, education, communication—here lies the promise of the computer in the humanities. But will anyone ever take humanities courses when it seems that job security in the coming “Information Age” demands technical expertise about the care and feeding of computers? How will we educate the millions of people who will be required to perform computerized searches of data bases, to analyze this information and make decisions, and to implement these decisions via computerized telecommunications?

But wait a minute! Look at that job description again. Except for the mention of computers, aren’t we simply describing the traditional goal of liberal education? Finding,

analyzing, and communicating information. The power of the computer lies in its ability to extend *human thinking*. Its drawbacks stem most often from the abdication of human responsibilities to the machine.

Remember the sorcerer’s apprentice in the Disney film *Fantasia*? He wanted to use magic to ease his work. He knew enough to get the broom to carry water, but he didn’t know how to *stop* the magic. Anyone who has ever had to carry water will sympathize with the apprentice’s endeavor. And in our world of computer magic we probably wouldn’t want to give up the convenience and capacity they provide. But we do need to learn more and better ways of *using* the magic. Here lie the challenge and opportunity for liberal education in the decades to come.



# Unassuming Coach and Talented OU Team Head into Another Winning Season

While newspapers and spectators describe the 1982-83 OU women's basketball team as fast, dynamic, and aggressive, Coach Dewayne Jones characterizes his team as balanced, versatile, and intelligent. His description, however, may say as much about his coaching style as it does about his team.

"I expect 100 percent effort from the team in games and practices," Jones says, "but I don't like to see my players consumed by their sport." He explained by pointing out that he liked to encourage outside interests among the players. And in fact, he and Assistant Coach Pattie Graves often schedule special activities for the team when they are on the road. "This team likes to have fun," he remarked. "They're loose on the court and have their sport in proper perspective. They enjoy basketball for what it is, not so much for the glamour or the publicity."

The OU Pioneer starting line-up looks no different than last year's when the team surprised not only itself but also the rest of the OU community by becoming one of the top four NCAA Division II teams in the nation.

Statistics from the 1981-82 season are impressive. The women Pioneers achieved a 27-5 record, the best ever at OU for either men's or women's basketball. In addition the team was second highest in the nation in scoring and averaged 79.5 points each game.

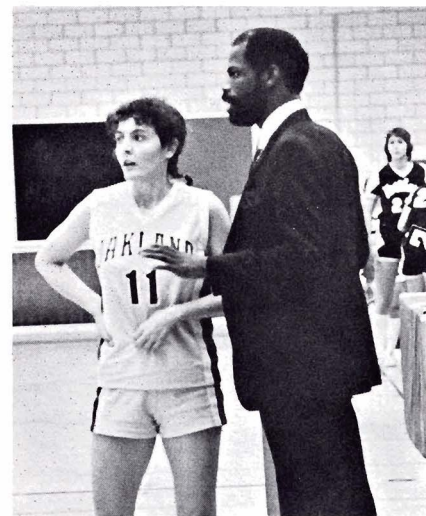
"Last year we felt from the very beginning that we had a good team," said Jones. "Our goal was simply to make improvements every time we played. We continued to improve and our team ended up in the finals."

Despite the fact that the team's star players have all returned, Jones' coaching job this year offers more challenge than ever before.

"Our schedule is not as tough

this year," he said. "To maintain concentration and effort, we have to set individual and team goals for each game. Winning isn't going to be enough if we want to find ourselves successfully competing in post-season tournaments this year," he added.

Expectations are high for the OU women Pioneers, not only among fans but also among the players themselves. Distractions produced by memories of last year's successes will no doubt affect the team's consistency this year. But whether it's fast and aggressive basketball or intelligent and versatile play that you appreciate, the OU women's basketball season promises to be an exciting one to watch and to follow.



Coach Dewayne Jones directs senior guard Anne Kish during a break in the play.

## Winter Athletic Events at Home

### MEN'S BASKETBALL

Northwood Institute	..... Jan. 8
Wayne State	..... Jan. 15
Hillsdale	..... Jan. 17
Grand Valley	..... Jan. 27
Saginaw Valley	..... Jan. 29
Ferris	..... Feb. 10
Illinois Institute of Technology	..... Feb. 14
Lake Superior	..... Feb. 17
Michigan Tech.	..... Feb. 19

### WOMEN'S BASKETBALL

Northwood Institute	..... Jan. 8
Wayne State	..... Jan. 15
Hillsdale	..... Jan. 17
Grand Valley	..... Jan. 27
Saginaw Valley	..... Jan. 29
Shaw	..... Feb. 7
Ferris	..... Feb. 10
Lake Superior	..... Feb. 17
Michigan Tech.	..... Feb. 19

### MEN'S SWIMMING

Waterloo	..... Jan. 7
Western Ontario	..... Jan. 22
Clarion/Kenyon	..... Feb. 4
Kalamazoo College	..... Feb. 19

### WOMEN'S SWIMMING

Waterloo	..... Jan. 7
Western Ontario	..... Jan. 22
Michigan State	..... Jan. 29

### WRESTLING

Ferris	..... Jan. 26
Grand Valley	..... Feb. 2



## 1964

**David C. Stinson** has been named managing director of General Motors Distribution Ireland, Ltd., Dublin. Stinson was formerly the GM area director of personnel administration for Europe based in Wiesbaden, West Germany.

## 1967

**Douglas W. Lyon** was appointed principal, Management Services Department, Flournoy and Gibbs, Inc. in Toledo, Ohio, specializing in decision support systems, including microcomputers and timesharing, and financial planning and analysis for business.

**Ken and Vicky (Frost '69) Seifert** are living in Tampa, Florida, where Ken is doing a one year vascular surgery fellowship at the University of South Florida, and Vicky is continuing her work in the field of commercial interior design. Ken completed his general surgery residency at the University of Utah in July.

## 1969

**James Verschueren, Jr.** has been appointed director of the conference center and special programs at New England College, Henniker, New Hampshire. Verschueren formerly served as dean of administration and finance and director of admissions at Franconia College, Franconia, New Hampshire. He also spent one year in Cameroon, West Africa as a Peace Corps volunteer.

## 1970

**Cindy Lack** has completed her medical residency in Marquette, Michigan.

**Susan LaFehr** resides in Palm Beach, Florida, where she is a county forensic psychologist. She has one son, David.

**Betsey Baldwin Melnick** and her husband Robert of South Lyon, Michigan, announce the birth of their first child, Nathan.

## 1971

**Joseph Davidson** has been named managing editor of the *National Leader*, a Philadelphia-based black weekly newspaper with a circulation of 100,000. He had been a reporter at *The Detroit News* and the *Philadelphia Bulletin*, where he was city hall bureau chief. Davidson recently was appointed as a 1983 Pulitzer Prize juror.



Davidson '71

**William Foren**, a Farmington attorney, is working with the Ames Center for Surrogate Parenting to help bring surrogate mothers and childless couples together.

## 1975

**George W. Jackson** has been named to the faculty at the Lawrence Institute of Technology School of Management. He is also a management program planning and development specialist for Detroit Edison.

## 1976

**John Hammond** starred as John Geyser in the CBS mini-series *The Blue and the Gray*, subject of OU's first cable TV production, *Commentary on "The Blue and the Gray."*

**Susan A. O'Sullivan** has been appointed director of marketing for the Gulf-Western Manufacturing Co., Southfield, Michigan. Prior to joining Gulf-Western, she held various engineering and product planning positions with Ford Motor Company. O'Sullivan, her husband, and two children reside in Rochester.



O'Sullivan '76

## 1977

**Michael Jay** and his wife, the former Nancy Thompson, announce the birth of their first child, J. Peter, on July 15, 1982. The Jays reside in West Virginia.

**Scott P. Nelson** was recently appointed to the position of employee involvement and statistical methods coordinator of the Ford Mt. Clemens Paint Operations.

**Gordon Robinson**, a Ph.D. candidate in sociology at Michigan State University, has won an Excellence in Teaching Award from MSU. Robinson is one of only six graduate students throughout the university to be selected for the award. He has been teaching at MSU for four years and hopes to complete his dissertation in the next year.

## 1978

**Patrick J. Freer** has joined Broadcast Music, Inc. in New York City as a songwriter affiliate. A member of the Detroit-based band Homework, Freer plays the drums and sings. He writes many of the compositions the group performs.

**David Jeshurun**, past chairperson of the OU Engineering Alumni Association council, was promoted to the position of small car planning analyst at the Research Center of Ford Motor Company.

## 1979

**Keith T. Chreston**, CPA, has accepted the position of controller of the Headquarters Companies, Inc. in San Francisco, California. Chreston formerly was with Arthur Young and Company in Detroit and San Francisco where he was a senior accountant.

## 1980

**Janet Slocum** has been promoted to special representative-trainer, of Burroughs Wellcome Co. headquartered in Detroit, Michigan.



Slocum '80

## 1982

**Mary Irvine** left for Mbabane, Swaziland in southern Africa this past September where she will be serving in the Peace Corps as a secondary education mathematics teacher.

## IN MEMORIAM

**Julie Tomasi '82** died Sunday, October 10, 1982, of injuries sustained in an automobile accident. Ms. Tomasi was a member of the Meadow Brook Estate while at Oakland. A memorial scholarship has been established in her honor. Alumni who wish to contribute to this scholarship may so designate their Alumni Annual Fund Drive donations.

# CALENDAR

## JANUARY

### "Talley's Folly"

Meadow Brook Theatre ..... January 1-23

### OU Alumni Association

Business Meeting, Meadow Brook Room, Oakland Center ..... January 10

### School of Engineering Seminar Series

203 Dodge Hall ..... January 14  
January 28

### Alumni Day, Pioneer Basketball Doubleheader vs Wayne State

Lepley Sports Center ..... January 15

### OU Board of Trustees

Business Meeting, Lounge II, Oakland Center ..... January 19

### Michigan Artists Series: J.C. Heard and Company

Varner Recital Hall ..... January 20

### Winter Carnival

..... January 21-30

### OU Gospel Choir Sing-A-Thon

Crockery, Oakland Center ..... January 26

### "The Children's Hour"

Meadow Brook Theatre ..... January 27-February 20

## FEBRUARY

### Black Awareness Month

..... February 1-28

### "School for Wives"

Studio Theatre, Varner Hall ..... February 4-6  
February  
February 17-20

### OU Alumni Association

Business Meeting, Meadow Brook Room, Oakland Center ..... February 7

### School of Engineering Seminar Series

203 Dodge Hall ..... February 11  
February 25

### OU Band Children's Concert

Varner Recital Hall ..... February 13

### OU Board of Trustees

Business Meeting, Lounge II, Oakland Room ..... February 16

### Pontiac-Oakland Symphony

Varner Recital Hall ..... February 20

### Michigan Artists Series: New World String Quartet

Varner Recital Hall ..... February 24

### "Morning's at Seven"

Meadow Brook Theatre ..... February 24-March 20

## MARCH

### OU Alumni Association

Business Meeting, Meadow Brook Room, Oakland Center ..... March

### Spring Dance Concert

Varner Recital Hall ..... March 10-13

### School of Engineering Seminar Series

203 Dodge Hall ..... March 11  
March 25

### Michigan Artists Series: Musicians of Swanee Alley

Varner Recital Hall ..... March 14

### OU Board of Trustees

Business Meeting, Lounge II, Oakland Center ..... March 16

### Arts and Sciences Alumni Career Day

Crockery, Oakland Center ..... March 16

### Slavic Folk Ensemble Recital

Varner Recital Hall ..... March 18-19

### "The Unexpected Guest"

Meadow Brook Theatre ..... March 24-April 17

### "Pippin"

Varner Recital Hall ..... March 24-27  
April 2

### "Tribute" (SET production)

Studio Theatre, Varner Hall ..... March 25-27  
April 1-3  
April 8-10

# THE OAKLAND MAGAZINE UNIVERSITY

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**NOTICE:** The OU Foundation Office will be relocating in rooms 268-270 South Foundation Hall and the Office of Alumni Relations will relocate in room 266 South Foundation Hall as soon as possible after the first of the year. Telephone extensions are expected to remain the same.