

NEWS



Vol. 5, No. 3, Sept. 17, 1984

Brochure being readied:

Bond issue drive gathers momentum

Copy has been written and a graphic image has been designed for a brochure promoting the passage of bond issue referendum number four. The referendum calls for \$2.2 million dollars to establish a center for industrial and business technology at Rhode Island College.


According to John S. Foley, vice president for College Advancement and Support at RIC, the coordinator of the bond issue campaign, "the brochure highlights the benefits of the passage of referendum number four."

The graphic image features a large number "4" superimposed on a grid which suggests the technological nature of the project. It will be utilized as the logo for materials related to the bond issue. (See sample on this page below).

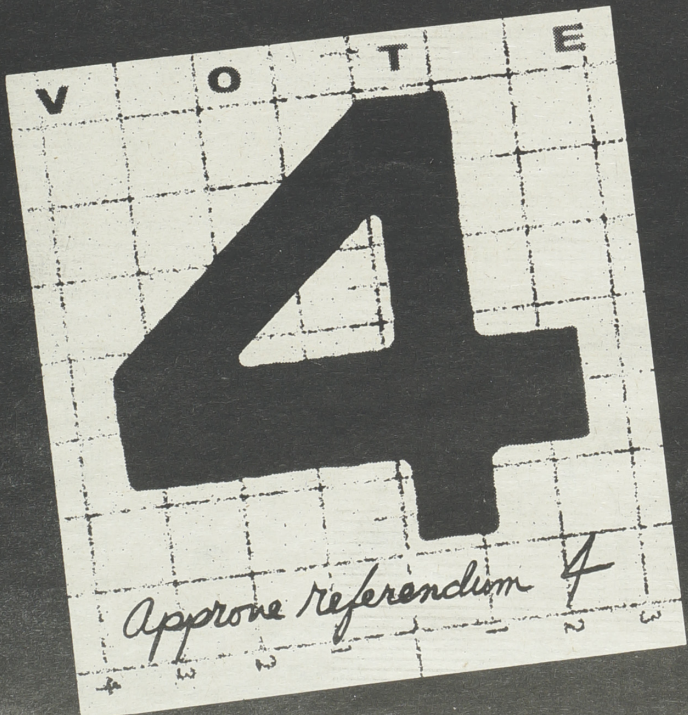
Referring to the brochure, Foley listed the benefits accruing to Rhode Island from passage of the bond issue as much needed educational opportunities, better job opportunities, a stronger business and in-

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New technology for business and industry through

Rhode Island College 

support higher education



By end of 1985 RIC Foundation:

Aims for \$1-million

Members of the Rhode Island College Foundation were told by its president at a meeting last Tuesday in the Faculty Center that with "something to push it along" foundation assets could reach the \$1 million mark by Dec. 31, 1985, the 20th anniversary of its founding.

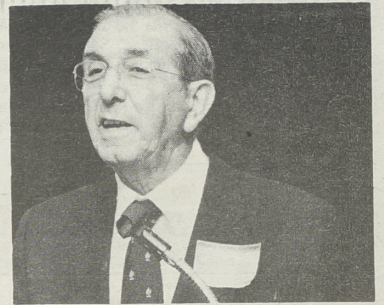
Dr. Renato E. Leonelli, professor emeritus of elementary education, reported to the 21 foundation board members and their spouses in attendance that foundation assets were currently about \$720,000 with investments yielding from 9 to 13 percent interest.

"True, not all (investments) achieved this percentage range, but enough to have me believe that our investments could achieve an overall 10-11 percent," said Leonelli.

By the year's end in 1985, he said, "we may have assets of approximately \$850,000" at the current rate, "but we are (still) short" of the \$1 million goal.

"We could do something to push it along," suggested the foundation president.

He said at the board of directors meeting this week he will request that a special fundraising committee be established whose goal will be "to work closely with the already-established fund promotion and fund proposal committees" with the objective of "increasing our assets to \$1 million."



Renato E. Leonelli

"If we succeed, we will celebrate our 20th Anniversary in a truly spectacular way," assured Leonelli.

He advised that board members should plan on seeking the support of other foundation corporation members as well as support from "outside" groups and individuals to reach the goal.

Foundation funds are used to support several different scholarships and awards, among other endeavors. There are approximately 50 separate funds within the foundation some of which are used for unrestricted support of the college.

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For Rhode Island's PR chapter:

'PRIDE' is becoming a tradition

By George LaTour

"PRIDE" it says on the cover of a national public relations society pamphlet.

Used in the context intended, it stands for Public Relations Internships to Develop Expertise. It also signifies the feelings most practitioners of the art have in their profession, despite occasional, often misdirected criticism from the equally-proud journalism profession.

And pride, defined as "reasonable or justified respect" and often displayed as enthusiasm, is certainly manifest among Rhode Island public relations practitioners, many of whom are members of the Southeastern New England Chapter of the Public Relations Society of America (PRSA).

They are making every effort these days to encourage college students to join them after college in the "planned effort to influence opinion through good character and responsible performance based upon mutually satisfactory two-way communication," to quote a current text book definition of public relations.

Taking their cue from the national society, Rhode Island's chapter has formed a statewide student liaison committee with contacts or "point persons" at most of the state's institutions of higher learning whose mission is to aid in the enticement of some of the best of these students into the public relations field.

They are doing this primarily through PR internships in private agencies, the non-profit sector, and in big business, but also through tours of public relations offices, contact with PR professionals, lectures, seminars and the like which tend to provide heretofore non-or-little-existent con-

tact with working professionals.

Too often in the past, apparently, public relations, advertising, communications and journalism students as well as other students of information dissemination or persuasion have been dissuaded from following through to a career in public relations because of a less-than-favorable image of the profession.

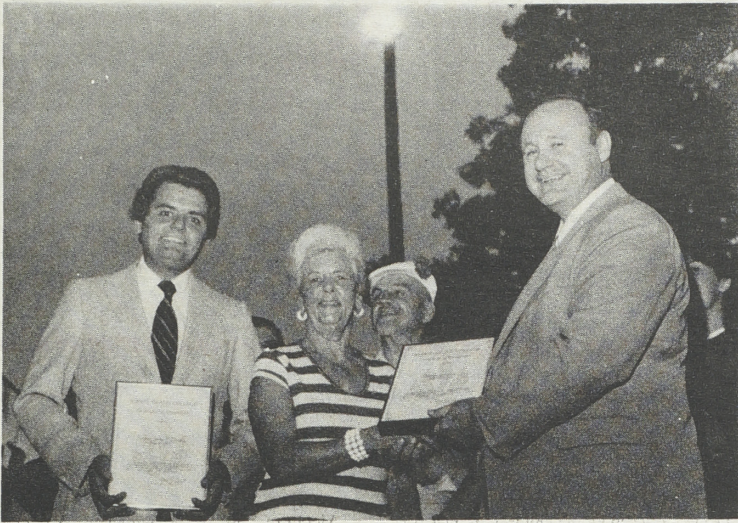
Such has occurred—in part—from the misconception of some, notably journalists (both professions rely on writing), of the role or mission of public relations. The "misconception" has its roots, to some extent, in the outrageous claims through press agency made by P. T. Barnum and his suc-

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Let there be (extra) light!



PRESENTING CERTIFICATES OF APPRECIATION to Sen. James D'Ambra (left), and Dorothy Sarmonte of the Mt. Pleasant area is President David Sweet of Rhode Island College. Sarmonte and D'Ambra were instrumental in getting the college to install extra lighting at its field track for evening use by Mount Pleasant residents. In response to the public concern, the college installed eight new lights which will come on automatically and remain lit until 10:30 evenings. Hundreds of walkers, joggers and runners use the track daily.

(RIC Photo by Gordon Rowley)

Focus on the Faculty and Staff

JAMES E. GILCREAST JR., director of development, has been awarded professional certification as a fund raising executive (CFRE) by the National Society of Fund Raising Executives.

Anyone receiving the CFRE designation must possess an accepted level of fund raising knowledge, a minimum of five years of fulltime fund raising experience, be successful in helping to raise a significant amount of money for non-profit organizations, and have contributed to the advancement of fund raising and philanthropic management.

These accomplishments are determined by an objective group of certified fund raising peers. To attain the CFRE

status, a candidate must also pass a comprehensive examination.

Gilcreast was formerly director of the Law Fund at Boston College. He joined the RIC staff two years ago. He had received his bachelor's and master's degrees in political science from Boston College.

DR. CAROLYN FLUEHR-LOBBAN, professor of anthropology, recently served on the Anthropology Review Committee for the National Endowment for the Humanities which determined the 1985 awards for the Fellowships for College Teachers, and for Junior and Senior Independent Scholars. The committee had met in Washington, D.C. on August 29-30.

PROFESSOR FLUEHR-LOBBAN's article, "Lessons from Fieldwork in the Sudan," has recently been published in a volume entitled *Muslim Women*, edited by Farida Hussain and published by Croom Helm in London.

Correction

Dr. Spencer Hall, director of the General Education Honors Program, has called the attention of the editor to figures supplied by the admissions office for an article entitled "Enrollment dips in keeping with trend says dean."

According to Hall, the figures regarding the honors program are inaccurate. Rather than the 15 new students reported by the admissions office there are 34, say Hall. Also, instead of a total honors enrollment of 50 reported by the admissions office, there are 80 students enrolled, Hall pointed out.

Do you need...

BOOKS WANTED: Donate your used books NOW to the 4th Annual AAUW Book Sale. Please deliver to the Central Congregational Church, 296 Angell St., or call 943-5310 for pick up.

FURNISHED APARTMENT FOR RENT: Fruit Hill Ave. near Rhode Island College. Large 2-bedroom with garage and laundry, fully insulated duplex (first floor) \$375 per month, no utilities. Please call 353-6547 evenings.

**What's News
DEADLINE
Tuesday 4:30**

Aid budget would drop 30% in 2nd Reagan term

WASHINGTON, D.C. (CPS)—Even with no further budget cuts, more students could be chasing fewer aid dollars during a second Reagan term if the administration achieves the goals set out in a recently-released budget document.

While the document, prepared by the Office of Management and Budget (OMB), predicts no actual cuts in federal aid, it also suggests the administration will ask for no aid increases, and forecasts inflation will reduce existing programs by as much as 30 percent by 1989.

"The changes are due primarily to inflation," says Barry White, OMB budget examiner. "We don't anticipate any policy changes."

The document outlines a drop in "constant dollars" (1984 dollars cheapened by inflation through 1989) spent on student aid in a projection of the 1989 budget.

Prepared last winter, the document doesn't reflect more recent negotiations with Congress that tacked \$2 billion on to the president's proposed budget, White stresses.

Even with the inevitable compromises to come in the budget process, the Senate's proposed 1985 education budget of \$8 billion and the House \$7.5 billion proposal already outweighed Reagan's \$6.8 billion request.

"This is not to say the administration has any proposals to make changes beyond the 1985 budget," explains White. "We will hold the Pell grant at the '84 schedule, combine Work/Study with SEOG (Supplemental Educational Opportunity Grants) and make new NDSLs (National Direct Student Loans) only from repayment of old loans. No new money will be available for NDSL."

Reagan's proposed budget would cut \$330 million in student aid, or 913,000 graduate and undergraduate awards.

Congress consistently has overridden the president's opposition to increase education spending, holding the proposed cuts to a total loss of 20 percent of the 1980 college budget.

"Fiscal '84 got some substantial increases," says Pat Smith of the American Council on Education (ACE). "We may get some increases again in '85. Reagan didn't ask for them, but we may get them anyway."

"For that reason, I expect no more to be taken out," says Don Gillespie, a spokesman for the College Board.

But since the '82 cuts, the face of student financial aid has changed, he points out. Grant money has dropped from 80.3 percent of the total aid package to 48.2 percent. Loans have increased from 16.9 percent to 47.8 percent.

If a second Reagan administration does manage to cut aid by 30 percent, Gillespie fears some students would be priced out of the education market.

"The big fear is that in the absence of student aid, lower income students can't go to school," says the ACE's Smith.

But the OMB document is only a projection, not a prediction of the 1985-86 budget.

When asked about maintaining current higher education appropriation levels through 1989, and the projected 30 percent drop in "constant dollars," however, Debra Kalcelvik of the Congressional Budget Office only laughs.

"There's probably a zero chance. Presidential budget requirements basically are ignored in Congress."

Womenpower colloquia set

"Womanpower: The Season of Women in Politics" is the title of a series of colloquia being co-sponsored at Rhode Island College by the department of political science and the Women's Studies Program.

There will be six colloquia, all to take place in the Board of Governors Room in Roberts Hall on the RIC campus. Leaders for each colloquia will be RIC faculty members. Each installment will include a panel discussion.

The first event in the series is scheduled for Oct. 3 from 12 noon to 2 p.m. Joan Rollins, professor of psychology, will lead a panel on the topic of "Women, Blacks and Ethnic: Allies or Competitors?"

On Oct. 17 from 12 noon to 2 p.m. Milburn Stone, chair of the department of political science, will moderate a panel focusing on "The Recruitment of Women to Political Power: Are the Times A-changin'?"

Ann Galligan, instructor of communications, will lead a panel discussing "Women, Politics and the Media" on Oct. 30 from noon to 2 p.m.

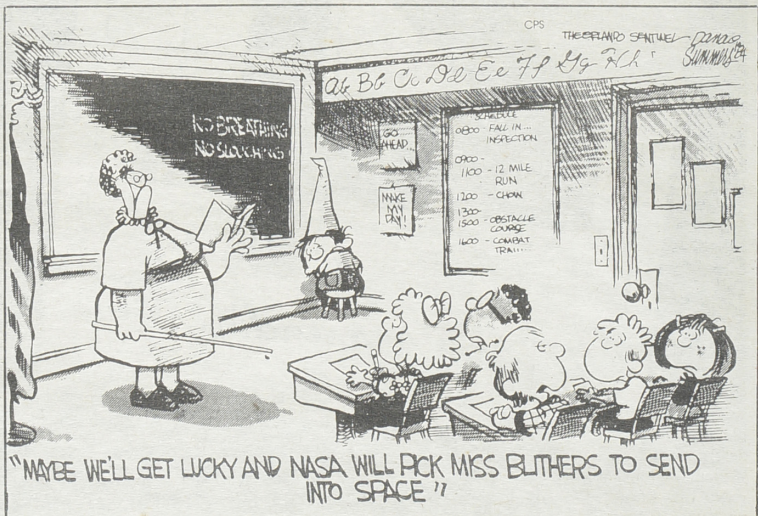
On Nov. 14 the topic will be "Cross Cultural Perspectives on Women and Political Power." Moderator for the panel will be Carolyn Fluehr-Lobban, professor of anthropology. The colloquium will be from noon to 2 p.m.



On Nov. 28 from 2 to 4 p.m. Mary Ball Howkins, associate professor of art, will lead a discussion entitled "The Rhode Island Woman as Political Candidate: Debriefing the 1984 Election."

The final installment in the series will take place Feb. 13 from 2 to 4 p.m. Dr. Victor Profughi, professor of political science, will moderate. The topic will be "The 1984 Vote: Is There a Gender Gap in Rhode Island?"

The colloquia are free of charge and the general public is invited. For more information call 456-8056.



DEADLINE

Deadline for submission of copy and photos is **TUESDAY** at 4:30 p.m.

Tel. 456-8132
Production by
BEACON PRESS

The Second Front Page

What's News @ Rhode Island College

59 freshmen get scholarships at RIC

Some 59 students at Rhode Island College have been awarded partial scholarships ranging from \$100 to over \$3,000 for the 1984-85 academic year, it was announced today by Dr. Spencer Hall, director of the General Education Honors Program, and James E. Gilcreast Jr., director of development.

In addition, a full Presidential Scholarship, which provides up to \$4,000 to cover the cost of tuition and fees, room and board, and books, has been awarded to freshman Kathleen M. Testa of Parlin, N.J.

The winner of the Presidential Scholarship, which is renewable annually, is considered the "most outstanding" student enrolled in RIC's General Education Honors Program as judged by the honors committee.

Nine of the partial scholarship winners are recipients of the Bacon-Ballinger Scholarships of \$500 each which are awarded annually to freshmen who have been accepted into the honors program. A tenth winner has yet to be announced. These scholarships are renewable annually also.

In addition to the scholarships that go to freshmen, 20 scholarships of \$500 each

have been awarded to sophomores and juniors as they continue to qualify for the renewable awards.

Financial support from the RIC Foundation and the RIC Alumni Association was instrumental in the establishment of the General Education Honors Program in the fall of 1983.

The foundation funds 10 Bacon-Ballinger Scholarships of \$500 each to freshmen, while the alumni scholarships—usually sponsored as a class gift—recognizes an outstanding student from each secondary school in Rhode Island who enrolls at the college through \$100 Alumni Honors Scholarships.

The third component of the scholarship program—the Presidential Scholarship—is funded by RIC scholarship funds administered by the Committee on Financial Aid.

The Elizabeth S. Carr Scholarships, which this year range from \$300 to \$3,425, are specifically awarded to undergraduates and graduate students who intend to select the elementary education curriculum.

The Elizabeth S. Carr Trust Fund for Scholarship was established in accordance

with the wishes of the late Roy E. Carr in memory of his daughter, Elizabeth S., who died in 1960 at the age of 31. She had loved to teach and was particularly interested in young children in kindergarten, first and second grades.

Mr. Carr's hope was that the trust fund would help to carry on his daughter's interest and spirit in teaching such young children by providing scholarships and necessary support to needy students to help them attain the training and education needed to teach young children in their first years of schooling.

SCHOLARSHIP WINNERS

Freshmen winners of the Bacon-Ballinger Scholarships and their hometowns are: Sharon L. Bowden of North Providence; Melissa C. Buser and John Duffin III, both of Pawtucket; Paula S. DeBonis of Cranston; Eric J. Emerson of Cumberland; Donna J. Henry of Woonsocket; Debra J. Hobday of Taunton; Eileen M. Lizotte of Warren; and Louise T. St. Pierre of North Attleboro.

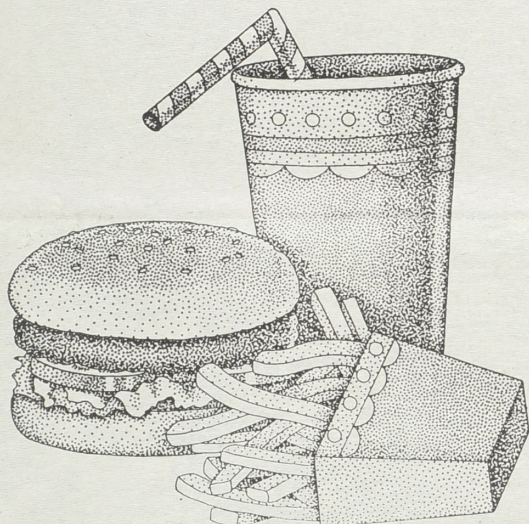
The 23 winners of the Alumni Honors Scholarships, sponsored this year by the Class of 1934, are: James S. Arcand, Sharon L. Bowden, Tammy L. Cannavo, Brenda J. Cornell, Barbara J. Delemontex, Donna L. DiQuinzio, Patricia E. Dwyer, Diane K. Fagan and Leah G. Galvin.

Also, Michelle L. Gauvin, Lisa M. Hanrahan, Donna J. Henry, Marguerite M. Lamb, Beatrice A. Lanzi, Eileen M. Lizotte, Michelle A. Martineau, Tracey L. Martineau, Kathleen M. McGregor, Lori Mello, Stephanie A. Placella, Christine M. Rolick, Susan J. Whipple and William F. Wilson.

The 26 winners of the Elizabeth S. Carr Scholarships and their hometowns are: Nancy J. Azar, Kathleen M. Magan, Jeanne M. McCabe, and Elizabeth McGuire, all of Providence; Amanda Brown of Weekapaug; Jená Carey of Westerly; Constance Crowshaw of Rumford; and Lynn DePasquale of Warwick.

Also, Dawn C. DiMarzo of North Providence, Brigette Faria of Bristol, Debra Filliatreault of North Smithfield, Lisa Kappas of Fall River, Edward Mitchell of North Attleboro, Mary A. Mullin of North Kingstown, Deborah Potenza, and Kelly A. Weston, both of Johnston, and Mary Lee Prescott-Griffin of Barrington.

Also, Claudette H. Recore of Forestdale, Cynthia A. Siler of Kenyon, Deborah M. Sylvestre and Maria A. Raspollo, both of Cranston, Jeanne M. Berthelette of Uxbridge, Lisa Ann Giannini of East Providence, Kimberly A. Oliver of East Greenwich, Holly R. Sherman of Middletown and Elizabeth Vickers of Portsmouth.



According to study:

College is fattening!!!

STATE COLLEGE, PA (CPS) If you're a college freshman, arm yourself for a four-year battle of the bulge.

A just released study of Penn State students by nutritionist Jean Harvey and two other researchers reveals men gain an average of 9.1 pounds during their first year of college. Women average a nine-pound gain.

And the extra pounds sneak up each year. Sophomores gain 7.3 pounds while juniors put on 7.8 pounds and seniors 6.5 pounds, the study found.

Many students blame fattening dorm food, but Harvey says the study exonerates it.

"Residence (on or off campus) wasn't a factor in weight change," she states. "So students' claims that dorm cafeteria food caused the gains aren't accurate."

The questionnaire, sent to 2,400 Penn State undergraduates, drew about 1,000 responses to 36 questions about weight, eating and exercise. Results show 67 percent of the men questioned and 62 percent of the women admitted gaining weight.

Only senior respondents lost weight, apparently thanks to exercise, Harvey says.

Emotional and psychological factors, such as living away from home, weren't surveyed, but Harvey has "a feeling people at Penn State are planning a study to determine the influence of these factors on student weight gain."

No one knows if all students put on pounds at the same clip Penn State students

do.

The American College Health Association shows no record of any national surveys similar to the Penn State study, though a 1978 federal study determined college students were an average of six pounds heavier than the students of 1968.

Yet overweight students and health and nutritional concerns have prompted many colleges to implement diet and exercise programs.

Wayne State University in Detroit bases weight control on behavioral methods to improve eating habits.

Many student health clinics publish diet tips in campus newspapers, especially during the spring "get in shape" rush.

In 1982, Stanford developed a dorm nutrition program, posting nutritional information for cafeteria food. It listed the calorie, fat and cholesterol contents of each item it sold.

A similar program exists at the University of the Pacific in Stockton, Calif.

Dietician Joan Nikirk calls it an "educational program, mostly presented through posters and pamphlets to make students aware of basic food groups and nutrition."

But the program has done little so far to change students' eating habits, Nikirk admits, although a survey shows 80 percent of the students are aware of it.

"There's only so much you can do in the dining halls," she says. "Maybe next year we'll take a different approach."



Enrico Pinardi

(File Photo)

Pinardi heads artists' delegation to Italy

Enrico W. Pinardi, professor of art at Rhode Island College, has been chosen to represent the United States in an international sculpture exhibition in Italy and to act as head of the American delegation comprised of three other artists.

As such, the American delegation, all of whom work in marble, has been asked to create works for the 22nd annual MAR-MOMACC exhibition at the Verona Fair in Sant'Ambrogio prior to the opening of the exhibition Sept. 16.

The works will be unveiled in a separate ceremony on Sept. 20 and remain on exhibit until the fair ends on Sept. 23.

These works will "remain the property" of the Verona Fair, according to the Italian Trade commission spokesmen for the organizers of the fair.

Other American team members are Mark

Ravibowitz, Jody Intermont and Tim Pollock.

The commission reported to Pinardi that "apparently, a single delegation from a different country is invited to participate each year" in the fair. Only American sculptors have been invited to this year's fair.

The American sculptors "who work in marble (will) participate in a unique exhibition titled: 'Hommage to Juliet,'" wrote the commission.

The fair organizers are to provide blocks of marble, "most likely a Rosso di Verona or other local white marble." Blocks will be cut to order for the American team.

President David F. Sweet termed Pinardi's selection an "appropriate recognition of your growing and substantial reputation as an artist."

Student Organizations Day



BROWSING IN KAPPA EPSILON'S photo album (above) at Student Organization Day last Wednesday are JoAnn Casey (l), a freshman from West Warwick, and Dawn DelBonis of Cranston, also a freshman. Sharon Crum Mazyck (top) gives career advice to students as 'Madame Futura.' Mazyck is with RIC's Career Service office. Kappa Epsilon's booth (right) has (l-r) Bob Clarkin, Sherri Richard and Tom O'Rourke ready to answer inquiries. Day was set up to allow student organizations to recruit new members.



HUMAN REPRESENTATIONS of comedy and tragedy at RIC theatre organization booth (top) are Alan Baptista, a senior from Taunton and Lisa Kirkwood, a senior from Tiverton. The chess club (left) is boosted by Vice President Lorri Levin of Rumford.



What's News Photos
by Gordon E. Rowley

★ BOND ISSUE

(continued from page 1)

dustrial base for the state and economic growth for the state.

Foley said that it is expected that the brochure will be in the mail to alumni, parents of current students at RIC and friends of the college by Oct. 1.

"The brochure regards the plan to establish a center for industrial and business technology at Rhode Island College as a sound, practical and economical means to meet rapidly growing demands for technological programs and services for Rhode Island students, workers and employers," Foley said.

It will be mailed in time to support and reinforce radio, television and newspaper advertisements scheduled in the week prior

to election day, Foley pointed out.

In addition to mailing the brochure Foley plans to use it as a major piece in a media kit which is being developed to send to editors, news directors and editorial page editors as well as local area talk show hosts.

RIC president, David E. Sweet, spoke on Sept. 11 at the Providence Rotary Club about the college. During his speech he called for the endorsement of referendum number four.

On Sept. 20 Foley will address the East Bay Retired Teachers Association in the first public speaking engagement exclusively dealing with the bond issue.

Monies obtained via the referendum will be used to convert Whipple Gymnasium into the center for industrial and business technology.

★ \$1-MILLION

(continued from page 1)

College President David E. Sweet gave enthusiastic support to the foundation's goal, and in an animated speech for Referendum #4, the bond issue authorizing funds for the renovation of Whipple Gym into a center for industrial and business technology. A \$2.2 million bond issue will appear on the November ballot and will be the only higher education bond issue before the voters.

This proposition supports a job-creating program and this state needs this, Sweet said.

He criticized critics of higher education, saying "teachers on the whole have done an incredible service for this society and we should stand up and say that."

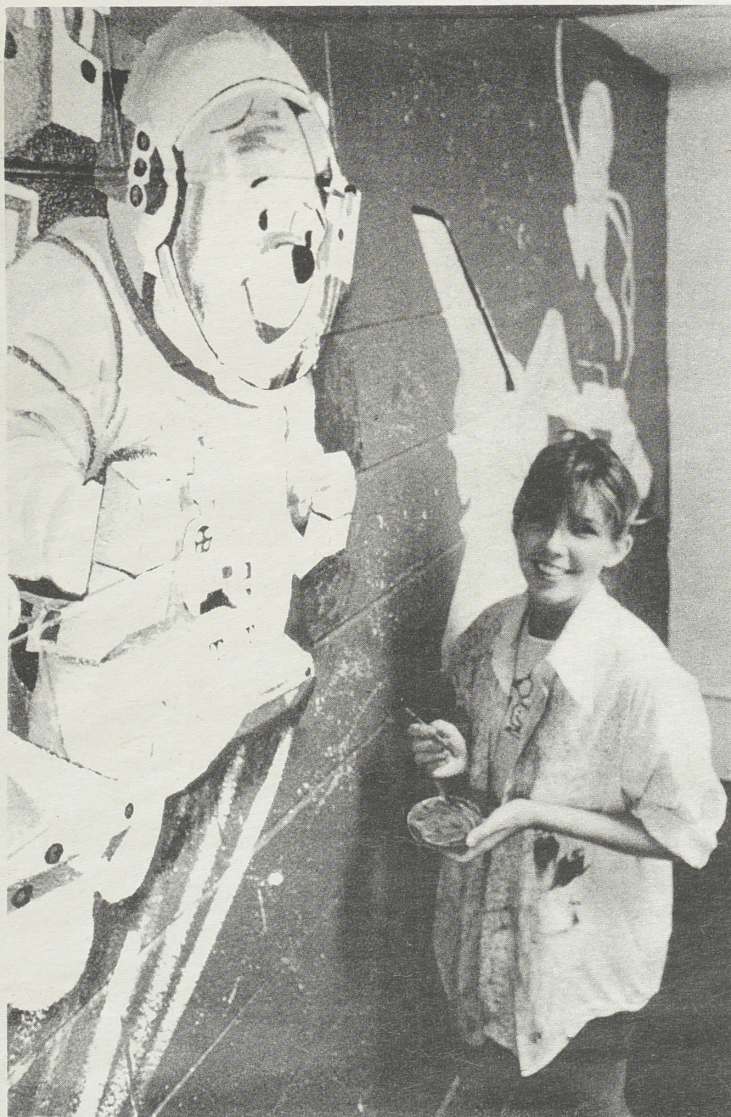
"There's lots wrong with higher educa-

tion...that was also the case 5,000 years ago...but there's lots right. We have in Rhode Island excellent colleges and universities, noted the president.

"Higher education is the second largest business in the state. If we can't support it for any other reason (we should) support it because it means jobs," he said.

The foundation recognized a number of financial supporters who have contributed \$100 or more. Given tokens of gratitude were Dr. John Nazarian, President and Arleene Sweet, J. Lynn Singleton, Robert Halkyard, Dr. and Mrs. Leonelli, Mr. and Mrs. John S. Foley, Mr. and Mrs. James E. Gilcrest Jr., Mr. and Mrs. Herbert Cummings, Miss Ruth Smith, Mr. and Mrs. Philip Toole and Dr. and Mrs. Edward Martin.

Murals for kids by Kappa Epsilon Women



PAINTING THE WALLS with murals at the Department of Children and their Families is Linda Grant of Riverside. She and six other sisters of Kappa Epsilon Sorority did the painting as a public service project. (What's News Photo by Gordon E. Rowley)

'PRIDE' is becoming a tradition

(continued from page 1)

cessors who adopted his methods of gaining publicity. Their actions aroused the hostility and suspicion of editors and both the practice and practitioners became tainted.

"This inherent suspicion remains as part of public relations' heritage," according to *Effective Public Relations* authors Scott M. Cutlip and Allen H. Center.

Reinforcing this suspicion by journalists in the modern era were the efforts—less blatant—by some PR practitioners to "slip by" editors unprofessionally prepared news releases (by journalistic standards) in the hopes that such would find their way into print.

These releases, more than not, included the PR practitioner's glowing description of his client or client's project (which has no place in the news columns), necessitating heavy editing on the part of editors, if the releases were used at all.

Edward L. Bernays of Cambridge, Mass., considered by most in the profession as the "Father of Public Relations," gave the following definition to the readers of the *Boston Herald American* in response to a negative article on the "abc's of journalism which appeared in that paper's columns previously.

The author, in discussing the teaching of journalism in the same department with public relations in Greater Boston's institutions of higher learning, had stated that "many people believe PR's goal is not only different from that of journalism, but actually contrary to it."

"Certainly the goal of public relations is different from that of journalism, but not contrary," maintained Bernays.

"The goal of public relations is to bring about the highest possible adjustment between the elements that make up our society. A secondary goal is to inform the public as a basis for their understanding and action. And it also embraces persuasion, important in our society, in which competition of ideas, services and things prevail in the market place," he explained.

Bernays is credited with creating and naming the profession of "counsel on public relations" and in 1923 wrote the seminal book on the subject, *Crystallizing Public Relations*, which laid down the principles, practices and ethics of the profession. That same year he taught the first course on public relations at an institution of higher learning at New York University.

Colleges and universities, obviously, are considered the main source of future professionals, and, hence, the current effort by the Public Relations Student Society of America on the national level and the student liaison committee in Rhode Island.

"The past 10 years have seen a heightened awareness by business and public sector of the importance of professional PR," reports Peter C. Bedard, who has earned the right to place the coveted initials APR (accredited in public relations) after his name. Bedard, president/public relations at Chaffee-Bedard Inc. in Providence, is president of the local PRSA chapter.

"What this means is that a lot more public relations jobs have been created," he says, adding, "our biggest problem is we now have a shortage of qualified professionals."

"If we don't bring in young people, in two or three years we'll be hurting even worse than we are now," he assures.

Founded in the fall of 1982, the Southeastern New England Chapter of the national society began almost immediately to set up a student liaison program.

To date, it has a point person/liaison and students who have demonstrated an interest in public relations at Brown University, the University of Rhode Island, and Roger Williams, Bryant, Rhode Island, Providence, and Johnson & Wales colleges.

(At RIC, the point person/liaison is George LaTour, senior public relations and information officer at the college's office of News and Information Services (News Bureau).)

In the past year the committee has brought students and college faculty members to the Cambridge home of Bernays for three separate informal discussions. It has sponsored tours of agencies and corporate PR offices at which they were given entree to presidents, vice presidents and senior executives.

The meeting and discussion with PR professionals at their offices "was probably the most exciting class-related experience they

had," according to Nondas Voll, director of public relations and publications at Roger Williams College, who chairs the students liaison committee.

Also, members of the local public relations chapter, themselves professionals, members of agencies, corporate and non-profit sector PR officers have gone on campus to talk to public relations classes informally or in evening panel discussions on the subject closest to their hearts—public relations.

"It's one thing to study public relations in the classroom and quite another to see it work in an agency, corporate office or non-profit organization," says Voll with considerable conviction.

She says the PR professionals have advised the students what courses they should take and, very importantly, how to go about landing that first job in PR after college.

Voll also points out that internships already have been offered to some public relations-oriented students—"really on an informal basis, but it's worked out well"—and a network has been set up whereby the various agencies, corporate offices, etc. that wish to offer internships to worthy students may do so through the Women's Advertising Club of Rhode Island resume bank.

The bank is comprised of resumes received from the various colleges where public relations is studied and from the agencies and offices requesting interns.

Voll feels the local chapter has an advantage being in a small state in that it has "one (student) group for all the colleges in the state" unlike other states where individual colleges and universities have their own chapter of the Public Relations Student Society of America.

The student society is some 4,000 members strong at 135 colleges and universities across the country.

Another factor in the situation is that currently no institution of higher education in Rhode Island has an accredited PR program offering major studies in public relations, according to Voll. At least until such time as one does, the student liaison committee will continue to represent the entire state.

The local chapter itself encompasses the entire state. With 75 active members its first year of existence, it ranked among the 50 largest chapters in the national society in the country. The society, organized in 1947, is itself the largest public relations organization in the world with some 80 chapters and 11,000 members.

In addition to the chapter's active (dues paying) members, there are another 150 PR professionals who participate in chapter activities on a fairly regular basis, reports Bedard.

Being a relatively new chapter and having so many members "is just incredible," according to Voll, who points out that "some chapters which have been around for 20 years have less."

"Per capita, Rhode Island has more PR firms than Boston," notes Bedard, who is quick to give credit to two of his competitors, Creamer Dickson Basford, Inc. and Duffy & Shanley, Inc., for their role in elevating the practice of public relations to the position of prominence it now enjoys in Rhode Island.

To capitalize on this prominence, the Southeastern New England Chapter of the Public Relations Society of America is providing hands-on experience to potential PR professionals in such areas as writing, media relations, planning, publications and special events, and in the process, affording them the opportunity of working in a professional environment where PRIDE is rapidly becoming a tradition.

(Editor's Note: The above article was originally written for the "Public Relations Society of America Journal" on the request of Peter C. Bedard, APR, president of the Southeastern New England Chapter of the national society, and Nondas Voll, chair of the chapter's Student Liaison Committee.

The PRSA's Educational Institutions Section National Newsletter termed LaTour's article "important reading for any EIS (educational institution section) member interested in supporting the internship program of the Public Relations Student Society of America.")

Laurence J. Sasso, Jr.



Marriage preparation course set Nov. 3-4

A Preparation for Marriage course for those intending to marry within the Roman Catholic Church, will be held at Rhode Island College on Saturday and Sunday, Nov. 3 and 4.

Sessions will be held from 1-5 p.m. in the Student Union Ballroom. Both parties must be in attendance at both sessions to complete the requirements, according to the Rev. Robert A. Marcantonio, Catholic chaplain.

Registration takes place through the Diocesan Office in Providence. Registration forms can be obtained from the Chaplain's Office, Room 300, in the Student Union.

While preference will be given to RIC students, it is possible for people from outside the college community to register until the course is filled. Therefore, RIC students are urged to register as soon as possible to ensure a place. There is already a great demand for this session, reports the chaplain.

The Catholic Church urges people to complete these requirements six months before the wedding. The next session at RIC will not be held until May 1985.

This course includes both lectures and discussions.

A text is also provided to help the two future spouses to discuss specific issues between themselves. Topics to be covered will include motives for marriage, communication, sexuality, finances, conflicts, and religion in marriage, as well as some details for planning a wedding.

Discussions will be led by Father Marcantonio and several married couples from the college community.

In cooperation with the Diocese of Providence, RIC School of Continuing Education is offering a two-credit undergraduate course, Sociology 150: Marriage in American Society.

Part of the requirements are attendance at this weekend or a similar program offered elsewhere in Rhode Island. Further details may be obtained from the Continuing Education Office, 456-8120.

A copy of *Bride & Groom: A Guide to Your Catholic Wedding and Marriage*, published by *The Providence Visitor*, is also available free of charge from the Chaplain's Office.

To prepare bilingual teachers:

RIC gets \$300,000 grant

Rhode Island College has been named the recipient of a \$300,000 grant under Title 7 from the United States Office of Bilingual Education in Washington, D.C.

The federal grant will provide funds to prepare undergraduate and graduate students in bilingual and bicultural education.

Dr. Joao Botelho, assistant professor of secondary education, is director of the grant.

Under the terms of the award, Rhode Island College will make 80 "scholarships" available to students who will take courses that will allow them to be certified bilingual, bicultural teachers.

Forty awards will go to graduate students and 40 will go to undergraduates.

According to Botelho, undergraduates in the program will receive a 50 percent tuition remission and \$60 for books. Graduate students will be allowed to take two courses (tuition equivalent \$412) free and will get up to \$150 for books. In addition, graduate students will receive \$200 stipends to attend conferences, do research and visit other schools.

Students who take part in the program will qualify for double certification, Botelho explained.

Participants will follow the same program as "mono-lingual students" but will also take the requisite number of courses in bilingual education.

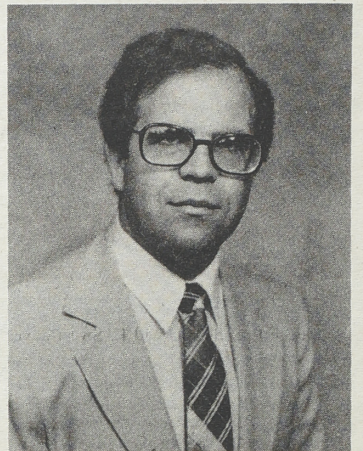
Elementary education students will be required to earn 12 credits in bilingual education. Secondary education students will have to earn 18. However, no additional time will be necessary to complete the requirements for a degree. The participants will take the bilingual education courses in the place of elective courses they might otherwise have chosen.

Half of the students accepted into the program will be in the area of Spanish—English. The other half will be in the area of Portuguese—English.

Botelho pointed out that students in the program will be earning degrees with ma-

jors in various subject matter areas. For instance, a biology major will complete all the course work needed to graduate with a major, but he or she will also be qualified to teach biology to a bilingual class.

"They can choose anything they want:



Joao Botelho

languages, science, history," said Botelho.

However, he observed that the program will give special consideration to those students who are majoring in mathematics, science and special education.

The undergraduate component of the project is already underway. Graduate students will begin in the spring of 1985. Botelho said that school personnel, both teachers and administrators, will be welcomed into the graduate component of the program.

Undergraduates who are interested in getting into the bilingual education program under the grant should apply for undergraduate study in education. If they are accepted as education students, they should apply to the bilingual education office in Horace Mann 067 to take part in the grant-funded project. Telephone 456-8173



Keeping Score

with Dave Kemmy

Tennis squad impressive

The first week of action for athletics at Rhode Island College found the women's tennis team returning to the form they displayed last season.

The squad destroyed Westfield State College 9-0, giving the Anchorwomen their 11th straight dual meet victory over the last two years. Cheryl Serras started the Anchorwomen effort in singles play with a decisive 6-3, 6-2 win over Westfield's Kerin Taylor. Number two player, Sue Landry, defeated Kathy Fallon of Westfield 6-2, 6-1 and Anchorwomen Co-captain Missy Petrarca, the number three singles player, defeated her opponent, Sandy Pires, 6-1, 6-2.

In the fourth singles match two Colleens went at it with Anchorwomen Co-captain Colleen Deignan coming away with a 6-2, 6-2 decision over Colleen O'Connell. Kara Fay, RIC's number five player defeated Rona Cowen 6-0, 6-1 and number 6 player Lia Capuano defeated Lynne Girouard 6-1, 6-1.

In doubles play the tandem of Saralandry defeated Taylor-Fallon 6-1, 6-1. The team of Fay-Capuano, who were 9-1 in doubles competition last season, defeated Pires-O'Donnell 6-2, 6-2. Freshmen Sharon Wishevsky-Mary Ann Maciel defeated Maria Polimeno-Denise Gagnon 6-0, 6-1 for the final Anchorwomen victory. The squad has a home match this Saturday, Sept. 22, at 11 a.m. against Worcester Polytech.

The men's soccer team wasn't as fortunate as the tennis team in the first week of action. The Anchormen were blitzed in their first game 6-0 by Division I cross-state rival URI. The Anchormen played a good first half and were down just 2-0 at

halftime. Things went downhill from there as the Rams came out storming the second half and put the Anchormen away with three goals in the first 10 minutes of the half.

The Anchormen managed just one shot on URI goalie Mike Saalfrank, while Anchormen goalie Marion Realejo was very busy, making 14 saves in the game.

In their next game Saturday, Sept. 8, the Anchormen lost a tough game to UMass-Boston 2-1. UMass went ahead 2-0 in the first half and played tight defense the rest of the way to hold on for the victory. Freshman David Jenkins from South Kingstown finally tallied for the Anchormen with three minutes left in the game, but it was too little, too late. Realejo had another busy day making nine saves in the Anchormen net.

Two key players have been hampered by injuries and haven't played this season. Tri-captain Ahmet Ozdemir and junior midfielder Rodrigo Lopez have yet to see action. Ozdemir and Lopez were expected to do a lot of the scoring this season and their absence has decimated the offense of the Anchormen.

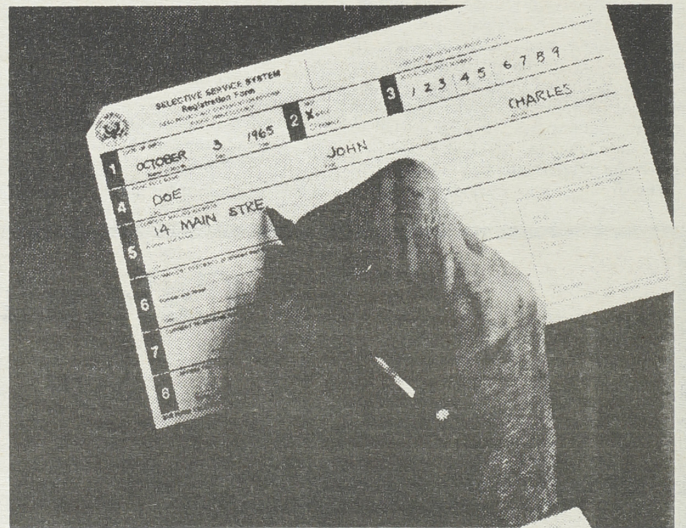
Wednesday, Sept. 19, the Anchormen host Bryant College in the President's Cup game at 3:30 p.m. at the RIC soccer field behind Whipple Gymnasium.

The cross country teams were slated to be in action this past weekend and will be competing again this coming weekend, Saturday, Sept. 22, at the Southeastern Massachusetts University Invitational.

The women's volleyball squad begins play Tuesday, Sept. 18, when they entertain Eastern Nazarene and Brown University at 6 p.m. in Walsh Gymnasium.



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Presented as a Public Service Announcement

Performing Arts Series 1984-85 season:

Magic moments... Great performances

Rhode Island College Performing Arts Series for the 1984-85 season will feature performances by renowned artists from Yo-Yo Ma, solo cellist, to Les ballets Trockadero de Monte Carlo, ballet-in-parody dance troupe.

The series will again deliver "the finest in cultural entertainment to the Providence area," according to Tim Murray, publicity manager.

The series opens with the appearance of Tom Rush in Concert, The Reborn Balladeer on Wednesday, Oct. 24.

Rush's repertoire consists of the best of the old as well as the best of the new. The *Boston Globe* says of a Rush performance, "He wove one haunting spell after another...pure transcendence...a precious, magical night."

The Clive Thompson Dance Company, described as "a vibrant young group which wowed audiences and critics alike...at the

50th Anniversary season of the renowned Jacob's Pillow Dance Festival," will perform Thursday, Nov. 29.

Les Ballets Trockadero de Monte Carlo will open the new year with a comical view of traditional and classical ballet in parody form and *en travesti* on Jan. 31.

The all-male ballet troupe, which has appeared on the Dick Cavett Show, Real People and others, has been described as "ballet with 5 o'clock shadows." *The Wall Street Journal* said of them: "Tutu much: These dancers are hot to trock...!"

They will be followed on Feb. 18 by Kodo: Demon Drummers and Dancers of Sado who will exhibit an assortment of festival drum routines and dances from the countless variety found throughout the countryside of Japan.

A *Soldier's Play*, winner of both the Pulitzer Prize and the New York Critics Circle Award, will be performed by the

Tony Award-winning Negro Ensemble Company on Feb. 21.

The series finale will feature what has been called "a truly magical performance" on April 29 by internationally renowned Yo-Yo Ma whom *The Los Angeles Herald Examiner* has said "...more than any other cellist, has distilled cello playing to its absolute essence." This will be his first performance in Rhode Island.

All performances will take place in the college's Roberts Auditorium beginning at 8 p.m.

The box office opens for ticket sales approximately one week prior to each event. All seating is reserved.

Ticket prices are: \$9.75, general public; \$6, non-RIC students and senior citizens; \$8 RIC faculty and staff; and \$3 RIC students.

For further information, call 456-8194.



The Performing Arts



AFFETTI MUSICALI MEMBERS ARE (l-r) Kathryn Roth, Glenn Giuttari, Margaret Gwanson, Will Ayton and Scott Metcalfe. Gwanson, who frequently appears with the group, will not be at the RIC performance.

Baroque ensemble to play at RIC

Affeti Musicali, an ensemble which plays on authentic instruments of the baroque period, will perform at Rhode Island College in the Chamber Music Series on Sept. 19. The four-member group will appear in Roberts Hall, room 138, from 2 to 3 p.m.

The members of Affeti Musicali are Kathryn Roth, flute, a graduate of Brown University; Scott Metcalfe, violin, also a Brown graduate; Will Ayton, viola da gamba, who earned his undergraduate degree at Shenandoah Conservatory and his masters of music education from New England Conservatory; and Glenn Giuttari, who attended Brown for both undergraduate and graduate work in musicology. Giuttari plays the harpsichord.

The instruments upon which the four perform are typically simpler than their modern counterparts. They have what in musician's language is called a "darker, softer and subtler sound."

The group studies period treatises to

enhance the accuracy of their playing.

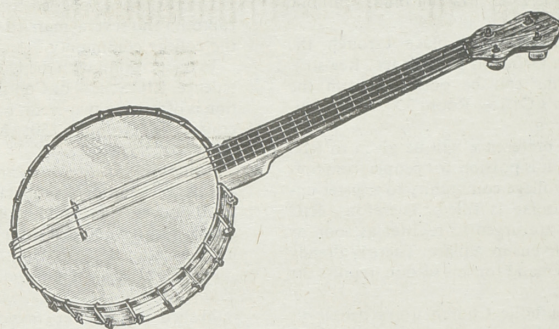
According to a media handout they distribute, they "often perform music from outside the standard repertoire and are always seeking out unfamiliar works."

The name "Affeti Musicali" is borrowed from the title of a set of sonatas published in 1617 by Biagio Marini. It refers to the baroque theory of "affect," a term the definition of which embraces the emotional content of a piece, the passion aroused in the listener, and the melodic, harmonic and ornamental devices used to achieve the desired response.

On Sept. 19 Affeti Musicali will present selections from Andre Cheron, Johann Sebastian Bach and Carl Phillip Emanuel Bach.

Admission is free and the chamber series is open to the general public as well as the RIC community.

For more information call 456-8244.



Music Review:

Folksinger warms audience

By Steven Jobe

A presentation by Ed Sweeney, a "singer of obscure songs," provided an auspicious beginning to this season's Rhode Island College Chamber Music Series.

Singing and playing on Wednesday afternoon in Roberts Hall, Mr. Sweeney created a fine tapestry of songs and instrumental pieces, all loosely labeled "folk music."

Playing various guitars and banjos (but leaving the concertina he had brought tantalizingly untouched), Sweeney demonstrated how flexible and eclectic folk music can be.

The audience heard tunes ranging from an English ballad, "Halfhitch," to a Leadbelly song "Bourgeois Blues," a medieval Russian song (done in the style of Leo Kotke on a 12-string) to a smooth, silky ragtime piece, "Calliope Rag," said to have been Scott Joplin's funeral music.

The amazing thing was that, as a concert, it worked.

In between tunes, Mr. Sweeney spoke in

an engaging breezy fashion concerning the history of folk instruments and the nature and role of folk music.

Along the way, he tossed in a batch of humorous comments for good measure.

Sweeney is obviously an old hand at making an audience feel good inside. Midway through the performance, it began to appear that in these "obscure songs" Sweeney had found a counterbalance to the insidious effects of monoculture and computerization.

He not only found it, he was able to share it with us in a way that made us feel stronger, more peaceful.

Such was folk music at the hands of Ed Sweeney who, it is hoped, will continue to be as popular as his songs are obscure.

(Steven Jobe, an alumnus of Rhode Island College, also holds an M.A. degree in music history from Ohio State University and is currently a parttime instructor in the music department at RIC.)

Calendar of Events

Sept. 17—Sept. 24

MONDAY TO THURSDAY, SEPT. 17-20

Noon Mass. Student Union, Room 304.

MONDAY, SEPT. 17

10 to 11 p.m. Career Services. Resume workshop. Craig Lee, Room 054.
4 p.m. Attorney General's Conference on Victims of Crime. "Victimes: Families and Stress," Co-sponsored by the sociology department. Constance Noblet, president of the National Organization of Victim Assistance, to speak. Faculty Center, South Dining Area.

TUESDAY, SEPT. 18

6 p.m. Women's Volleyball. RIC vs. Eastern Nazarene and Brown University Home.

WEDNESDAY, SEPT. 19

2 to 3 p.m. RIC Chamber Music Series. Affeti Musicali. Roberts Hall, Room 138.
3:30 p.m. Men's Soccer. RIC vs. Bryant College. Home.

THURSDAY, SEPT. 20

1 to 2 p.m. Career Services. Job Search. Craig Lee, Room 054.

3 to 4 p.m.

7 p.m.

Career Services. Resume workshop. Craig Lee, Room 054.
Women's Volleyball. RIC vs. University of New Haven. Away.

FRIDAY AND SATURDAY, SEPT. 21-22

6 to 8 p.m.

Men's Soccer. RIC vs. University of Southern Maine. Away

SATURDAY, SEPT. 22

11 a.m.

Noon

Women's Tennis. RIC vs. Worcester Polytech. Home.
Women's Cross Country. RIC at S.M.U. Invitational. Away.

1 p.m.

Men's Cross Country. RIC at S.M.U. Invitational. Away.

SUNDAY, SEPT. 23

10 a.m.

7 p.m.

Sunday Mass. Student Union, Ballroom.
Sunday Evening Mass. Browne Hall's Upper Lounge.

MONDAY, SEPT. 24

Noon

6 p.m.

Mass. Student Union, Room 304.
Women's Volleyball. RIC vs. Worcester Polytechnic Institute and Merrimack College. Away.