

Behrend Collegian

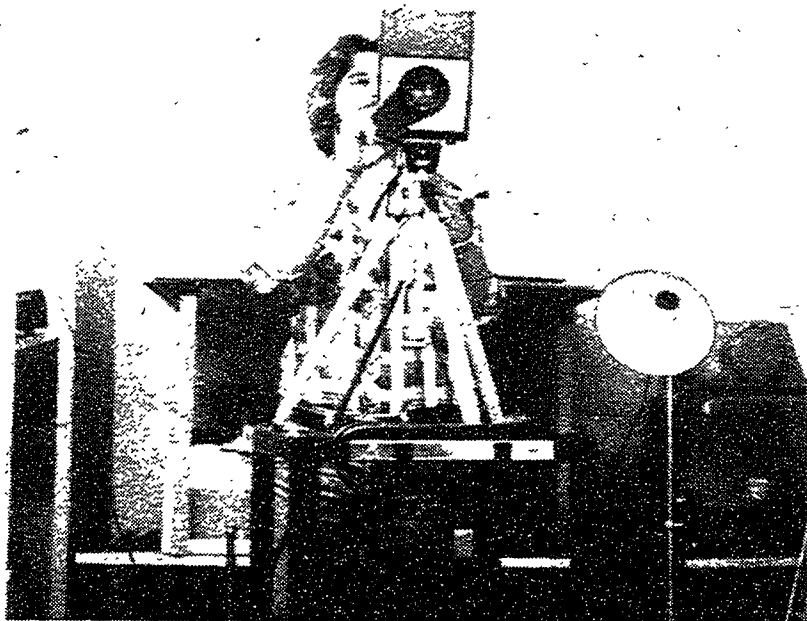
Published by the Students of the Behrend College of the Pennsylvania State University

VOLUME XXXV NO. 10

Station Road, Erie, Pa. 16563

THURSDAY, JANUARY 10, 1980

I.C.C. To Broadcast New TV Station



Media specialist Paul E. Bailey adjusts camera.

A closed circuit television station, Channel 4, will soon be in operation here at Behrend. The Behrend College Television Network, (BCTN), is to begin broadcasting later this month or in early February. Through the Instructional Communications Center (I.C.C.), headed by Paul Bailey, programs will air over Student Informational System (S.I.S.) television sets located in seven campus buildings.

At present, daily messages that range in content from club meet-seminar announcements, are broadcast over the S.I.S. sets. There are sets in the lobbies of

the dormitories, and in the Reed, Behrend, Nick and Dobbins Hall Buildings. The services of this system will expand to include videotaped programs, live shows, and films.

Although I.C.C. media specialist Paul E. Bailey has been planning this addition since the conception of the I.C.C. in 1976, only recently has the necessary equipment been available. Through the efforts of the I.C.C., a mini-TV production Studio was obtained.

News programs, variety shows and club-oriented productions

are the types of presentations Paul Bailey would welcome. Limited space, especially for live shows, is a major restriction. Because of the bulky and sensitive equipment, live variety shows, for example, can only be broadcast from the Behrend building.

Programs that require a studio setting will probably originate from the cramped B103 studio (this location may change). However, the use of a mobile camera, video programs are not restricted to the Behrend building. Paul Bailey insists, "Anybody, who is interested, is encouraged; dorm floors, clubs - the more the merrier."

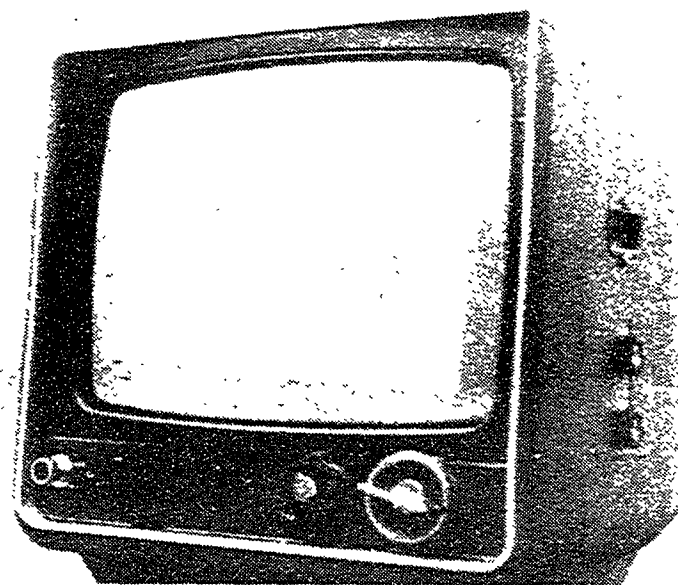
Presently, the S.I.S. announcements are shown from nine to nine daily; program scheduling, then, will depend upon when the producers want to broadcast. Bailey does not foresee many scheduling problems - if the students wish to reach a dorm audience they could plan an evening broadcast; if they prefer a larger, varied audience, they could plan a

daytime program.

Despite the apparent freedom over program scheduling and production, Bailey claims the right to "filter out" material that he maintains is in "bad taste." For example, profanity and programs offensive to minorities would be edited.

Of course, before Behrend's first television station can begin

transmitting, it must have programs. Paul Bailey commented, "We (at I.C.C.) need ideas, student participation and more interest and enthusiasm to make this program work." He also briefly outlined the process for getting a program shown. "Write a script out, let me see it. (The I.C.C. office is in B126) and we would gladly air it."



One of the many sophisticated units of the mini-studio.

Ericsson Quits PR Post

William Ericsson recently resigned as Behrend's Assistant Director of Public Information to assume a Marketing Manager position for Penn. Communications, a subsidiary of WQLN, Channel 54, Erie's Public Broadcasting Station. The programs he'll be involved with will be produced by WQLN, and aired nationally.

When asked why he decided to leave after two years, he explained that "This new position is affiliated with a local public television station. I will be getting into a managerial position in one of the few fields I feel as good about as I do about higher education."

Bill Ericsson spent four years at University Park majoring in English and one year of graduate school at Columbia University studying journalism.

Even though he "enjoyed working with the people out here," he did express some regret. His main dissatisfaction was that he felt "completely at the whim of (local newspaper) editors." A situation he described as, "frustrating." He also mentioned that his job had many demands but oftentimes proved interesting.

In his new post with WQLN he will concentrate on sales promotion rather than on writing. However, he does plan to do some free lance writing which he claims allows, "more of a chance to control your own product than with public relations."

At third writing, a replacement for the position has not been found. However, Bill Ericsson was confident that someone will be hired, "reasonably soon."



Mr. Bill Ericsson

Scholarship Bank Offers \$17,000 Financial Aid Per Student

A new, non profit service for students was announced today. Designed to find all of the scholarships, loans, grants and work-study opportunities for students at the high school, undergraduate and graduate levels, the new service guarantees that each applicant will receive at least \$100 in aid.

According to Steve Danz, Director of the Scholarship Bank, the average student applicant is received thirty-two "leads" on scholarship information on those sources for which they are potentially eligible. The student then decides which sources to actually apply for.

An analysis of the more than 15,000 individual entries in the data bank indicates that about 30 percent are based on need, about 30 percent on merit and the remainder on a combination or other factors. The Scholarship Bank is the only source for all aid sources, including graduate grants.

The key to the data bank is the questionnaire that each student fills out. Requested information concerns age, sex, marital status, year in school, schools attending, major, occupational goals, jobs held, religion, parents union, employment and military information, and a variety of other factors. Cost of the service

is only \$25.

Interested students should send a stamped, self-addressed envelope (and save themselves approximately 100 hours of research) to the Scholarship Bank, 10100 Santa Monica Blvd., Number 750, Los Angeles, CA 90067, or call toll-free 800-327-9191 ext 397.

The Delta Kappa Phi Fraternity announced that it will have space available in their University Park Chapter House for the Spring Term of 1980. Any male person wishing additional information about this and possible summer vacancies should write to:

HOUSE MANAGER
Delta Kappa Phi Fraternity
240 East Prospect Avenue
State College, Pa. 16801
814-237-9923

cc: Jerry Stitt: President;
Delta Kappa Phi Alumni Assoc.
Chris Donahey:
House Manager
John Sproch: President;
University Park Chapter

"Try Before You Buy"

"What Army ROTC Basic camp offers," according to Cpt. Jeff Witherel, Asst. Professor of Military Science at Behrend College, "is a way to try before you buy."

Each summer, over 2000 young men and women from all across the country converge on Fort Knox, Kentucky, for six weeks of Army ROTC Basic Camp and they get paid for their efforts.

These are students who think they first might be interested in enrolling in Army ROTC but aren't certain. Some of them are

students from a host school such as Behrend College, who, after two years at College, have decided that ROTC might be the right course of action for them and their futures. Others are students who have transferred from schools where Army ROTC was not available. Still others are students from community and junior colleges who have enrolled for the final two years in a school offering Army ROTC.

They all have one thing in common: They are interested in Army ROTC and like the idea

that they can try it out. If they don't like it, they are under no obligation to enroll in ROTC even if they complete Basic camp with flying colors.

"What we've found out here at Behrend College," Captain Witherel said, "is that once our students try us out, and discover how much ROTC has to offer now and for their future, and once they find out how it helps build confidence, leadership, and gets them in shape, they want to enroll. We're proud to have them."