

TV of future takes shape at Penn State-Behrend

by Greg Rathbun
Collegian Staff Writer

Television has come a long way in its relatively short existence. Originally designed for radar screens, the cathode ray tube was put to better use for entertainment, education, viewing sporting events, and as an impromptu dinner companion.

In recent years its capabilities have increased with cable and satellite TV, but no one has taken the time to build a better tube—that is, until now.

Behrend professors Dr. Robert Marande and Dr. Alan Jircitano working in conjunction with Michael Reidinger, president of Tru-Lyte systems have developed the television of tomorrow, today at Behrend.

One year ago the team started work on a liquid crystal cell television which uses fiber optic strands to enlarge the picture on the television screen. This system makes the cathode ray tube obsolete and the approach offers a lighter weight television, requiring less maintenance, less expensive, and a clearer picture.

The liquid crystal cells are bunched together to make an image plate which produces an image of varying intensity and color that is transferred and magnified on the screen via fiber optic strands.

Marande, Jircitano, and Reidinger hope to produce a large screen stadium monitor within three years.

continued on page 4



Collegian Photo/Jim Cooper

Looking for Spring . . .

Behrend's attempt to implement activities fee denied

by Paula Maus
Collegian Editor

A proposal by Behrend College for the implementation of an activities fee was apparently denied last week by University Park's Budget Task Force.

This marks the second year in a row the proposal has been turned down. The denial comes in the face of University studies indicating Behrend has the greatest need for additional student life funding than all University campuses.

Of the Pennsylvania State University's 19 undergraduate campuses, Behrend is the only location funding student life activities with a voluntary \$40 activity card in addition to a Student Government allocation and some funding by the Office of Student Affairs.

Currently, Behrend, Capital College (formerly Capitol Campus), and University Park

students pay the same tuition amounts.

Other PSU campuses pay a lesser amount. However, the University is moving toward a uniform undergraduate tuition rate, said Dohn Harshbarger, dean of student affairs.

Most of the additional funds (generated through the tuition increases) at the 17 two-year campuses will be invested in student life. The result is better student life funding at the 17 two-year campuses.

Behrend additionally distinguishes itself from other commonwealth campuses in that it grants four-year and graduate degrees. All the commonwealth campuses serve undergraduates exclusively.

With a continuing increase of enrollment and upperclassmen at Behrend, the expectations of the student body increase also. "Behrend's current level of funding is inadequate to meet the new demands for student services and

programming," said Student Government President Doug Gerow.

At Behrend College, student life funds itself through an SGA allocation of \$23,000, Student Programming Council's sale of 270 activity cards, and annual support of about \$18,000 from the Office of Student Activities. This comes to a total of \$51,800, equalling about \$23 per student.

Behrend's push for a fee of \$50 per semester would improve the quality of student programming,

and would fund clubs, organizations, intramurals and wages so various facilities could remain open for longer and more convenient hours.

The need at Behrend is evident because of limited student activity funding and "...we are competing with area colleges with activities fees," Harshbarger said.

The 1985 proposal was turned down in part due to "timing" and Harshbarger explained that there apparently is not enough support at University Park to implement

the activities fee this year.

Although 75 percent of colleges and universities in the USA have activities fees, PSU discontinued theirs about 25 years ago, Harshbarger noted.

If this tentative decision holds, Behrend will be the only campus of the PSU system whose student life funding will be significantly less than all the other University campuses.

"That is intolerable," said Provost and Dean, Dr. John Lilley.

Levi's survey finds most students prefer sleeping to dating

CHICAGO, IL (CPS)—It doesn't have much to do with their high-living image, but college students probably prefer sleeping to dating, a new Levi Strauss Co. survey of collegiate attitudes has found.

Dating, in fact, was only students' sixth-favorite activity.

Attending parties topped the survey of student preferences.

"Partying is definitely a verb on campus," says Julie Boyle, a company spokeswoman.

Of the more than 6,500 students surveyed, 70 percent listed partying as one of their five favorite activities.

Listening to records came in second, with 63 percent of those questioned rating it as one of their favorite pastimes.

Sleeping was third, with 56 percent, followed by going to movies and eating.

Only 42 percent of the respondents said dating was a favorite activity.

There were, of course, regional differences in extracurricular tastes. Students in the East and South, for example, felt dating was more important than did Midwestern and Western students.

Only about a third of the Westerners listed dating as a favorite pastime.

Levi Strauss calls the study its "501 Survey" because the company is researching why traditional jeans are gaining favor again on campuses, Boyle explains.

In fact, "jeans are more popular than ever with college students," Boyle says, adding students who have jeans wear them 75 percent of the time.

Company executives theorize singer Bruce Springsteen may be partially responsible for keeping jeans so popular on campuses, Boyle adds.

The study, Boyle says, "gives the company an overview of the habits of consumers. Students are a prime target (market) for our jeans."

Inside This Issue...

Behrend expands with apartments.....p. 2

Academic advising contract created.....p. 2

Students sold in "Slave Auction".....p. 8

Music video on Behrend campus.....p. 8

Baseball season preview.....p. 11