

# EDITORIALS

TO THE EDITOR:

As the spring term draws to a close I find that I, your Exchange Student, have much to say about you, your school and your country.

I traveled extensively the summer last and I find America an expansive and beautiful land. I had dreams of someday venturing to America since my childhood. I am happy that I have had the chance to see as much of your country as was possible.

But like all nations America has its problems... but I am sure you are more aware of them than I and so I will not dwell on them.

I would rather express my praise and humble criticism on a level which is closer to you--the Behrend Campus of the Penn State University and the students who mold her structure.

Academically, Behrend deserves praise. I have never been so interested in studying until I had a chance to visit your opinions in the classroom. At home we held classes much more formally, stiff uniforms and rigid rules. Here I find as much freedom as I want--and even now I am forgetting that America is the land of the free--and I am here.

Socially, also, Behrend excels. During this school year a new student union building was erected. The new facilities were much needed, I heard, and indeed they are beautiful. It is a shame however that the students do not keep the tables in the cafeteria clean--they look much better that way. The ping-pong and pool tables are almost always in use--but by the same several students. One begins to wonder if these students belong to this campus or are they outsiders or if they have classes and do not go. Perhaps my criticism of the students' eating habits and their recreational activities is unfair. But I do not come from such a place where freedom is spent so unwisely.

But purely socially, there were so many functions by your theater group, by your cultural committee, by your athletes, your fraternity and sorority and even the Nittany Cub and Student Government were entertaining--if you followed their activities as avidly as I did. My weekends were always filled with something--studying or Behrend activities. I especially enjoyed the coffee hours when we talked with interesting personalities and the faculty. Here again I noticed only the same faces. Is it possible that these are the only people who share the interest with the world concerning such problems as Vietnam and the New Locality.

I have also heard much criticism from students that there is very little to do here at Behrend. I find this to be very inaccurate criticism--one must find things to do for they are here and publicised. They are in my estimation not attended.

I have thoroughly enjoyed my year here at Behrend. I only wish that I could have met more of you. I have much respect for the students, faculty and administration of Behrend with whom I have come in close contact. I hold a high opinion of your country and you can rest assured that I will return to my country at the end of June with correct and praise-worthy opinions.

Sincerely,  
W.B.C.

PRODUCT OR CONSUMER?

by John Jackson

"When students do not show up for a program conducted on campus, there is often a tendency to condemn it as apathy and to drop it. But could it be the fault of the product and not the consumer?"

The speaker was Philip Mercorella, marketing teacher and head of the cultural committee, and his response typifies the attitude of the cultural committee in regard to student attendance at the events conducted on campus. "If forty or fifty show up for an art show or basketball game, the sponsors become alarmed and want to cancel the program. But if this number attends, that's ten per cent of the student body; two or three hundred go to something downstate and they call it a success, but out of twenty thousand people, that's only one or two per cent. Numbers are not important as long as those who attend feel it was worthwhile and it's not the same ten per cent every time."

In keeping with this idea of orientating their program to the student, this committee is sponsoring a concert this Sunday on the lawn by Erie Hall, featuring Prof. Stan Shephard and the Pier Group. "It's free, so why not bring people from off-campus and show them what a great place we have here," added the personable New Yorker.

Is there going to be a cultural program next year? "Yes, but I don't have the final plans yet so I do not want to release any information about it?"

Probably the best way to summarize Mercorella's ideas on the role of extra-curricular programs at a university would be to use his own words: "If a college or university does not offer the students a well-rounded program, then it is not doing the complete job it has contracted for of educating the complete student."

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