

opinions

The Daily Collegian
Monday, April 25

editorial opinion

Beckoning big bucks

Money doesn't grow on trees — or on university campuses. In these times of higher education funding cuts, universities and colleges must actively recruit funds from a private source: alumni.

So Penn State, like other universities caught in the budgetary squeeze, has turned to a private consulting firm to raise the hoped-for \$500,000 to \$800,000 in alumni contributions.

The new program, called Telefund, begins today and continues through June 1984. Its approach is intense — 50 to 60 students will staff phones for 15 months, attempting to contact the more than 42,000 alumni who have previously donated and the 20,000 alumni who have contributed in the past, but not recently.

Telefund is a much-needed program at the University and deserves continued support to guarantee its success — a success that has greatly benefited other

universities and could benefit Penn State.

At the University of Chicago, almost \$4 million has been raised since Telefund began operation in 1979. And the University of Maryland's Telefund program, which began in November 1981, has garnered more than \$1 million in pledges.

Another benefit the Telefund program brings to Penn State — aside from its obvious fund-raising effectiveness — is jobs. Fifty to 60 jobs will open for students.

Overall, Telefund is the highly-organized, effective approach to obtaining greater alumni contributions that the University needs. And if it is as successful here as it was at other large universities, perhaps it should be continued as a regular fund-raising strategy to battle declining public support of higher education.

Because chances are that Penn State will need its alumni tomorrow even more than today.



reader opinion

Undercoverage

As a student from a predominantly Jewish neighborhood, I have met numerous concentration camp survivors. The tattooed identification numbers on their wrists is a minor indication of the horrors of the Holocaust. They will tell you stories of their young brothers and sisters who never escaped the concentration camps alive. They will tell you about their parents about whom they can only surmise as to the torture inflicted prior to death.

To remember such horrors is a painstaking experience, but to forget is a crime. The dead cannot be brought back, but people must be reminded that their fellow man is capable of committing such atrocities.

The Daily Collegian, however, apparently "considered" the recent Holocaust remembrance services important only as a news item after the vigil occurred.

Please explain to my friend, who lost most of his family, why the Collegian did not inform him about such emotionally important events so that he could have participated.

This negligence is not unlike having a mother's funeral without inviting the children.

Understanding minorities, their concerns and the meaning of serving the reading public is an area in which the Collegian should not lack.

Ed Kravitz
USC Town Senator
April 21

Money earned
The one fact that has been ignored in the whole inane debate about USC's Aikido banquet is that the \$900 was allocated from money which USC earns through its own business activities.

USC earned and distributed approximately \$34,000 to student organizations that could not get funding from Associated Student Activities (ASA). This \$34,000 was generated through the hard work and dedication of many USC members and in no way came out of any student's tuition or fees.

At this point one must ask a very important question:

What percentage of \$34,000 is \$900? The answer is 2.6 percent. On a per person basis this comes to \$6 per person.

A \$6 pat on the back, from money that many people worked very hard to earn, in contrast to the fact that 97.35 percent (\$32,900) of it was given to students seems quite reasonable. Mr. Davis's assertion that "if you are using our money then all students should be invited," demonstrates a completely uninformed and immature viewpoint. He obviously knows nothing of USC.

Before you start slinging mud, I would suggest a trip to the USC office. If the only time you can spare to think about USC is five minutes to write an uninformed letter then I think there are very few people who would respect your opinion.

The argument here is not between \$750 for Movin' On and \$900 for USC (from self-generated funds); it is between \$900 for USC and \$2,900 for students.

For those who disagree I would suggest that you form a business department of your own, earn \$34,000 of your own and give every penny to whomever you see fit.

See you at graduation.

Edward J. Dougherty, assistant director
USC department of student programs for international awareness
April 22

Town Day
On Thursday April 21, the Organization for Town Independent Students held its 10th annual Town Day. This event was brought about 10 years ago from the realization that the only interaction between townspeople and students was in the downtown businesses, offices and organizations.

Town Day brings members of the University and State College community together with students to discuss in an open forum mutual concerns and problems.

Town Day began this year with a retrospective view of itself as given by Paul Bell, student member of the University's Board of Trustees. Mr. Bell illustrated the role Town Day has played in increasing town-and-gown communication.

Next Dr. Jerry Davis, director of research and policy

for PHEAA, gave the keynote address. The theme was the economic interdependence between the University and State College. Dr. Davis illuminated the fact that State College and the University are heavily dependent on one another.

After the keynote address there was a breakout into discussion groups. The first group discussed the effects of the University's switch to the semester system will have. This discussion brought out the concerns that apartment owners and students have about the lease overlap due to the calendar conversion.

Questions were raised as to what provisions the University was making for those who get caught in the overlap. The University answered that it could not implement a plan until it had some idea of the number of students who would be affected.

For the most part the pro-dating of leases is going well, thanks to cooperation between tenants and landlords. However, it was pointed out that cooperation is necessary between students to make the transition easier. So if you are a student and will be leaving before the arrival date for Fall Semester, help a fellow student by letting your landlord know the apartment will be available.

The second group discussed the consumer relationship between State College and the student. Merchants expressed their hopes that students are aware of the things they do for students. An example of this is prize donations for various student activities. Also the Downtown Business Association (DBA) stated that they were concerned how students felt about businesses in town. The DBA said they would like to work with OTIS so they could keep on top of student opinion be it good or bad.

The last group discussed political cooperation between the University, State College and the student. The main point brought out here was that students are welcome and encouraged to get involved in the governmental gears of the University and State College. Students should not be afraid to express their views to State College Municipal Council members either by calling or speaking at a public council meeting.

OTIS is proud to hold Town Day each year. It is our sincere hope that Town Day helps to create the kind of good relationship between campus and town that we both

envision, thus making State College the type of community all can share and be proud of.

OTIS would like to thank everyone who participated in this year's Town Day and a special thank you to the great people who worked long and hard to make another successful Town Day.

Peter J. Cutrone
OTIS president
April 23

Who's important?
We, as students, find it hard to believe that the USC is our representative body. It was our impression that the student government should act in the STUDENTS' best interest, not their own. That is why we were appalled when we read The Daily Collegian's April 19 article concerning recent USC actions.

Their decision to spend \$900 for a party while allocating just half of the \$1,500 requested for Movin' On is an inexcusably selfish abuse of power.

We wonder just how many students would be in favor of party for these few students instead of concerns for everyone. We would like just one USC senator who voted for the party and against Movin' On, to tell us sincerely that he or she acted in his constituents' best interest. (We're sure no one can.)

It's a wonder how USC can preach that they are working for the students and can beg for student support when they make such decisions. Don't they realize that as long as they continue to act in that manner, they will never be taken seriously?

They will just be stuck with their image of being a bunch of self-serving, power hungry egotists who are under the misguided impression that they are more important than the rest of the students.

Ken Bartuska, 6th-civil engineering
Paul Walsh, 6th-computer science
April 21

Journalistic judgment: Pragmatic process
More than one frustrated student leader has asked "What do you have to do to get Collegian coverage?" It is the Catch-22 of the newspaper business that everyone wants an item in the paper if the news is good (a speech announcement), but that nobody wants a story if the news is bad (a scandal).

I received two letters this week that asked that very question — but in different ways. The first reader asked how The Daily Collegian determines which public events it will cover with an announcement story (called a pre-story in journalistic jargon).

The second reader asked why the Collegian had run stories on an alcohol abuse program and on St. Patrick's Day beer bashes side by side on the same page.

These readers wanted to know what it took to get a story in the paper, and how it would be treated after it had been covered.

The event at issue for my first correspondent was the recent appearance by the author Borges. Yesterday the Collegian (had) a

couple of lines in the Collegian Notes which I did not notice; today it had a picture in the front page which I could not help but notice," he said. "Could it not have been the other way round — (to) highlight the speeches before they take place? Perhaps the Collegian did that because of some profound journalistic reason which I do not understand."

There is nothing profound about the process of journalistic selection. Collegian news editors must decide each day what they consider important, what they think their readers will find important and what they can fit into the paper.

This is not philosophy, but pragmatism. As Editor Suzanne Cassidy put it: "Everything deserves coverage. We must decide what will get coverage."

Newspapers cover announced events like speeches, lectures and governmental hearings in two ways. One is the pre-story, which is self-explanatory. The other is the coverage story of the event after it has happened.

"The pre-story gives readers the information so they can attend, but the coverage story tells all the readers — not just the ones who attended — what happened," says Lisa Hill, Collegian managing editor.

The Collegian receives dozens of speech announcements each day, in news releases, phone calls and from reporters and editors who read the posters displayed around

campus. Most of these announcements end up in Collegian Notes, a group of single-line listings of campus events published daily on an inside page. But not all of them. "It makes me sick how many Collegian notes are cut (for space) each day," Hill says. "I wish I could make everyone happy all the time."

But space limitations, as well as editors' decisions, prevent universal happiness. Collegian editors must judge — on the basis of their own experience and education — who and what is important enough to cover. And under those circumstances, sex manual author Shere Hite may be judged worthy of more coverage than an internationally regarded Argentinean poet.

What the Collegian cannot do — write a pre-story or provide coverage simply because the sponsoring group needs the publicity. "People have to remember that, though the Collegian does its best, we are not and should not be every organization's public relations agency," Cassidy says.

"We print pre-stories because they're a service to our readers," Cassidy says. "The ones that get covered are the ones that would seem to appeal to the most people, or maybe, a little bit different."

There is an old journalist's line that goes something like, "if you want to be sure of coverage, buy an

ad." It is unfortunate to report that advertising remains the only certainty when coverage policies are ad hoc at best.

But what of the second part of the question raised by this week's letter writers — the fate of the story after it has been assigned and written?

My correspondent complained about two stories published on March 16: "Bars prepare for St. Pat bashes" was run on page two right next to the story headlined "College reps to develop alcohol abuse programs."

The University's Total Alcohol Awareness Program (TAAP) was no doubt pleased to have its conference highlighted in the campus newspaper, but may have been less than satisfied with the company it kept. "My impression is that the paper is schizophrenic," the writer said, "promoting awareness of the dangers of (over) drinking and also promoting drinking events."

The juxtaposition of stories was unfortunate and in bad taste, I agree. But the writer went on to say, "I think the Collegian staff should consider trying to define a coherent policy on alcohol... because of the barriers that get created, I would prefer that the newspaper not promote the consumption of alcohol."

But setting a policy on covering alcohol is a very different matter from avoiding embarrassing arrangements on a news page. "I don't think we can formulate a

policy on something like alcohol," Hill says. "I don't know how we would write it or how we would enforce it. Besides, it would change with every editor."

"Crusade journalism was very popular at one time, and its still popular," Cassidy says. "Crusades win Pulitzers."

"But to devote your news pages to one particular crusade, to make policy on that basis, would be at the expense of equal coverage of other issues," Cassidy says. "We don't want to be the forum for just one organization."

Hill, as the managing editor, had a pragmatic response. "We used to send a reporter to cover the bars on St. Patrick's Day. We didn't do that this year because all they say is that everyone is drunk and having a good time."

"But we can't cover St. Patrick's Day. The town is full of people and it's a big event. It's part of student life and we have to cover it."

My suggestion would be only to make sure that the arrangement of stories doesn't present a policy or an attitude the newspaper does not intend.

The readers' representative is available for reader comments or suggestions. I can be reached at 126 Carnegie Building, University Park, Pa. 16802.

Kathleen A. Pavelko speaks for the readers of The Daily Collegian and comments regularly on the newspaper's journalistic performance.

reader opinion
North ignored
Question: What dorm area is celebrating spring with a week of fun, games, an all day outdoor concert and general insanity? Know yet? No? Perhaps you depend on The Daily Collegian for information. This publication has not been giving us a significant amount of coverage.

We are North Halls — Beam, Holmes, Leete and Kunkle halls. We are half interest houses, half independent houses. We are about 1,200 strong (or weak in this case).

Every spring we in North Halls devote (i.e. blow off) an entire week (April 24 to 30, this year) to spring. We take a break from the rigors of the year has given us. We come out of our Hollywood block prisons and let loose.

Some of this year's activities include a three stage Almost Anything Goes contest, the famous Emperor of the North competition and Thursday's all-day concert, Northstock. Floors battle each other for points to win the week's contests.

But we in North are not alone. East, South, West and other dorm areas, as well as those living off campus, have their own spring weeks. The Collegian, however, sees fit to print an entire spring insert and calendar devoted to the Greek spring celebration.

We would like other students throughout the University to join in the fun, but with no publicity this will be hard to achieve. A Collegian reporter interviewed our Northweek chairman before the spring tabloid was published, yet

nothing about North Week was in this insert. Perhaps the North Halls Association of Students (NHAS) should change its acronym to Nu Alpha Sigma.

Stephen Jerant, 9th-science
Raymond Oram, 9th-computer science
NHAS publicity/communication chairman
April 22

Change needed
All right, I've had enough. No more apathy for me. We've been reading for the past few weeks about black history month and the special admissions policies for minority students. The Daily Collegian has been filled with these topics and the controversy surrounding them.

If a fraternity or sorority stated that they'd accept only white brothers or sisters, the shit would hit the fan. Yet all the blacks join in with the Kappas or the Deltas (not to say organizations).

This hasn't caused a problem; the blacks stay together and the whites stay together — at different ends of the University. Why? Can't blacks and whites be friends and associate together? Believe me folks, they can. My roommate and I happen to get along very well.

I understand that there is a problem of racial discrimination. It has stemmed from decades of black oppression

and feelings of white supremacy. Okay, I also understand why some blacks feel the need to "get back at the whites" for what happened. But why live to get revenge? Can't we put it in the past and continue on? Didn't we do away with the theory of "an eye for an eye and a tooth for a tooth" long ago?

Because there are so many prejudicial feelings imbedded in us from our parents (who got it from their parents, and so on), I agree that there is a need for the rules (unfortunately) for equal opportunities in job hiring and student recruitment.

Penn State has been accused of being a lily white community in the heart of Happy Valley (with a few token blacks — 2 or 3 percent). Why even ask on the enrollment application what your color is, it's not mandatory that you respond, who cares? Can't we just accept those students who are the most qualified?

Granted, an opportunity should be given to a certain percentage of students (black, white, yellow and polka dotted) who never had a decent chance — and some of those kids get here and make it.

Then there are those who don't, yet there are plenty of students who were well qualified and still failed out. There are numerous reasons for a student's failure — and it's not completely based on their intelligence.

There are black organizations for this and for that, along with special programs and activities. It's strange that when I go to fraternity, dorm or apartment parties

that there are rarely any blacks there. But why should they be there, they're not out with all the other blacks at those "special places."

Penn State has created an unreal life for our black students that will disappear the day they graduate. When my roommate gets a job in a large computer firm, do you really think that the organization is going to have a black social club for her and a white social club for my white friends? Be real, folks.

If we're going to give the minorities a chance, we'd better change our policies (I'm not going to ask for a change in attitude, that'll just have to develop over time).

If we don't segregate them socially, maybe we will learn. "Look Mary, there's a black woman at this party."

And don't kid yourselves, the blacks say the same thing when a white person shows up at their parties. It's going to take time, a lot of time. I'm not asking for a change overnight.

Maybe we won't even see a complete change in attitude in our lives, but what additional feelings that we did? Don't you think that if we stopped the differentiation between black and white hang outs and black and white universities, that we could start to live together in "perfect

Kathy Tobin, 7th-psychology
April 22

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April 22

UNIVERSITY CALENDAR Monday, April 25

P.S. Aikido Club workout, 7 p.m., IM Wrestling Room.
P.S. Singers meeting, 7 p.m., Room 111 Chambers.
Alpha Epsilon Rho meeting, 7 p.m., Room 169 Willard.
Yachad film, 7 p.m., Rooms 320-322 HUB.
PSOC-Exec. Committee meeting, 7 p.m., Room 109 Boucke.
Marine Society meeting/lecture, 7 p.m., Room 109 Walker.
ARHS-NACURH meeting, 7 p.m., Room 258 Willard.
Students for Reproductive Rights meeting, 7:30 p.m., Room 117 Sackett.
Students for Performing Arts meeting, 7:30 p.m., Room 227 HUB.

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